

HOW DIAMONDS HELP THE PEOPLE OF AFRICA

“The diamond industry is vital to the Southern African economy.” — Nelson Mandela

FACT: 65% of the world's diamonds come from African countries.

FACT: The \$8.4 billion African diamond industry is one of the fundamental pillars of the African economy.

FACT: Approximately 5 million people have access to health care due to diamond revenues.

FACT: An estimated 10 million people globally are directly or indirectly supported by the diamond industry.

FACT: Revenues from the diamond industry help provide necessary counseling, testing, education, treatment programs, clinics and hospices for HIV/AIDS patients.

FACT: The charity Jewelers for Children funds a community-based care program for orphaned children in South Africa.

For more information and a list of sources, visit www.diamondfacts.org.

The World Diamond Council was created by the industry in 2000 to specifically confront the issue of conflict diamonds on behalf of the entire diamond industry which expressed outrage at the issue and pledged a zero conflict diamond policy.

Members cover a broad range of the industry, including mining houses, diamond jewelry manufacturers and retailers.

Today, due to the success of the UN-mandated Kimberley Process, consumers can be assured that more than 99% of diamonds are from sources free from conflict. However the diamond industry believes that one conflict diamond is one too many and will not rest until they are eradicated completely.



ENSURING YOUR DIAMOND IS CONFLICT-FREE THE SUCCESS OF THE KIMBERLEY PROCESS

DIAMONDFACTS.ORG



WORLD DIAMOND COUNCIL IN ALLIANCE WITH THE FOLLOWING U.S. ORGANIZATIONS:
AMERICAN GEM SOCIETY, DIAMOND DEALERS CLUB NY, DIAMOND MANUFACTURERS & IMPORTERS ASSOCIATION OF AMERICA, JEWELERS OF AMERICA, JEWELERS VIGILANCE COMMITTEE, JEWELRY INFORMATION CENTER, MANUFACTURING JEWELERS & SUPPLIERS OF AMERICA.

DIAMONDFACTS.ORG

DIAMONDFACTS.ORG

WHAT ARE CONFLICT DIAMONDS?

In the late 1990s, the world became aware that rebel armies in parts of Central and Western Africa were illegally using the diamond trade to fund conflict against legitimate, internationally recognized governments.

The rebels used inhumane practices, including torture and slavery, to extract diamonds from the region. These diamonds became known as conflict diamonds, also referred to as “blood diamonds.”

Putting a stop to this human rights crisis became one of the highest priorities for governments, the United Nations, the diamond industry, and nongovernmental organizations (NGOs).

INDUSTRY STANCE ON CONFLICT DIAMONDS

The global diamond industry has a zero-tolerance policy towards the trade in conflict diamonds.

In 2000, the World Diamond Council was formed to help eradicate the trade in conflict diamonds. Together with NGOs and governments the Kimberley Process was adopted which banned the sale of conflict diamonds.

The Kimberley Process is law in 69 countries and is backed by the United Nations.



WHAT HAS BEEN DONE TO ELIMINATE CONFLICT DIAMONDS?

Under the Kimberley Process, rough diamonds are sealed in tamper resistant containers and certified conflict-free by a strict system of forgery-resistant documents and serial numbers. This documentation is re-certified each time a rough diamond crosses an international border.

Diamond traders that do not comply with the Kimberley Process are breaking the law in participant countries.

To further safeguard the legitimate diamond supply, companies selling diamonds must provide a written statement to all retailers declaring that their diamonds are from sources free from conflict. Retailers are required to source their diamonds only from suppliers who have provided this assurance.

WHAT HAS BEEN ACHIEVED?

Because of the Kimberley Process, more than 99% of all diamonds are from sources free from conflict.

But the diamond industry will not stop until every conflict diamond is eradicated.

HOW TO BUY WITH CONFIDENCE

Always buy from a reputable jeweler.

A reputable jeweler should only buy from suppliers that can warrant that their diamonds are from sources free from conflict.

Your jeweler should be able to answer the following questions:

- How can I be sure that none of your jewelry contains conflict diamonds?
- Do you know whether your diamond suppliers participate in the System of Warranties?
- Can I see a copy of your company’s policy on conflict diamonds?

WHAT’S NEXT?

The UN, governments, NGOs, and the industry continue to work together to improve the Kimberley Process and the international monitoring of the process so that the goal of zero conflict diamonds can be reached.

The industry is committed to diamonds being used to provide real benefits to the communities where they are sourced.

To learn more about the industry’s efforts to eliminate conflict diamonds and how these assurances are creating prosperity for Africa visit www.diamondfacts.org.