

How can you help?

As a consumer you can help ensure diamonds never again fund conflict. When shopping for diamond jewelry, you can ask the salesperson four questions to find out what they are doing to help prevent the trade in conflict diamonds. They should be only too pleased to help you. If they aren't, try somewhere else, and tell them why.

- How can I be sure that none of your jewelry contains conflict diamonds?
- Do you know where the diamonds you sell come from?
- Can I see a copy of your company's policy on conflict diamonds?
- Can you show me a written guarantee from your diamond suppliers stating that your diamonds are conflict-free?

Make sure the diamond industry gets the message that the only diamonds people want to buy are conflict-free.

Want your diamonds conflict-free? Ask to see their guarantee.

Is the US diamond industry doing enough to end the trade in conflict diamonds?

In 2004, Global Witness and Amnesty International conducted a survey of diamond jewelers to see if they were living up to their promises to stop the trade in conflict diamonds. Unfortunately, we discovered that while some efforts have been made, many retailers were not doing enough.

Only 11% of stores visited in the United States stated that they had a policy on conflict diamonds and 67% of stores visited were unwilling to discuss whether they had a system of guarantees in place.

As the public face of the industry, diamond jewelry retailers must do more to implement the system of guarantees and make sure their suppliers are only dealing in conflict-free diamonds.

For the survey results and the latest information on conflict diamonds visit:

www.globalwitness.org/buyconflictfree

www.amnestyusa.org/buyconflictfree

For more information on the Kimberley Process visit:

www.kimberleyprocess.com

Amnesty International is a worldwide grassroots movement that promotes and defends human rights.

Global Witness campaigns to achieve real change by highlighting the links between the exploitation of natural resources, environmental destruction and human rights abuses, particularly where the resources are used to fund conflict and corruption.



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Are you looking
for the perfect
diamond?

There's a lot to think about as you look for that special diamond. It's a once in a lifetime purchase, and you want to make sure your diamond is one that you and your loved one will cherish forever.

You may hear it's the 4Cs of color, cut, clarity and carat weight that matter. But there is one more 'C' to ask about before making your purchase, and it stands for conflict. Did you know that some diamonds have helped fund devastating civil wars in Africa, destroying the lives of millions?



Courtesy of the Co-operative Bank

This guide tells you what you need to know about the trade in conflict diamonds. And most importantly, what you can do to try and make sure that the diamonds you buy are conflict-free. As a customer, you can really make a difference and help make sure the diamond industry is keeping its promises to end the trade in conflict diamonds. Diamonds may be expensive, but they shouldn't cost lives.

Help stop the trade in conflict diamonds. Ask for conflict-free.



Panos Pictures/Sven Torfinn

Rebel soldiers on patrol in Côte d'Ivoire

What are conflict diamonds?

Conflict diamonds are those sold in order to fund armed conflict and civil war. Profits from the trade in conflict diamonds, worth billions of dollars, were used by warlords and rebels to buy arms during the devastating wars in Angola, the Democratic Republic of Congo (DRC) and Sierra Leone. Wars that have cost an estimated 3.7 million lives.

While the wars in Angola and Sierra Leone are now over, and fighting in the DRC has decreased, the problem of conflict diamonds hasn't gone away. Diamonds mined in rebel-held areas in Côte d'Ivoire, a West African country in the midst of a volatile conflict, are reaching the international diamond market. Conflict diamonds from Liberia are also being smuggled into neighboring countries and exported as part of the legitimate diamond trade.

International efforts to stop the trade – the Kimberley Process

In 2003, an international certification scheme called the Kimberley Process was launched, making it illegal to trade in conflict diamonds. A Kimberley Process certificate, guaranteeing diamonds as conflict-free, accompanies all official shipments of rough diamonds to and from participating countries.

To support this, the international diamond industry agreed to a voluntary system of warranties to ensure diamonds continued to be tracked right up to the point of sale. All invoices for the sale of diamonds and jewelry containing diamonds should now include a written guarantee that states they are conflict-free.

What the diamond industry agreed to do

- Include a written guarantee on all invoices
- Adopt a code of conduct to prevent the buying or selling of conflict diamonds
- Train staff about company policies and government regulations
- Keep records of all invoices and have them audited every year

INVOICE
XYZ Diamond Wholesaler Ltd.
London • New York

The diamonds herein invoiced have been purchased from legitimate sources not involved in funding conflict and in compliance with United Nations resolutions. The seller hereby guarantees that these diamonds are conflict free, based on personal knowledge and/or written guarantees provided by the supplier of these diamonds.

Your jeweler should only buy from suppliers who provide this guarantee