



THE WORLD JEWELLERY CONFEDERATION
SUSTAINABLE PEARLS FORUM
HONG KONG

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CIBJO PRESIDENT



A SUSTAINABLE PRODUCT



Once a gemstone or mineral has been removed from the earth, it will not return.



A cultured pearl can be grown in an economically viable period of time.

It is an inherently sustainable product.



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DEFINING SUSTAINABILITY

World Commission on Environment and Development

Sustainability is to meet the needs of the present without compromising the ability of future generations to meet their own needs.

Paul Hawken

Sustainability is about stabilizing the currently disruptive relationship between earth's two most complex systems—human culture and the living world.



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DEFINING SUSTAINABILITY

Three requirements for a sustainable industry:

1. Economic sustainability
2. Environmental sustainability
3. Stakeholder/community sustainability (social sustainability)



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ECONOMIC SUSTAINABILITY

Using our resources in an efficient and responsible way, so that our businesses will function profitably over the long term.



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ENVIRONMENTAL SUSTAINABILITY

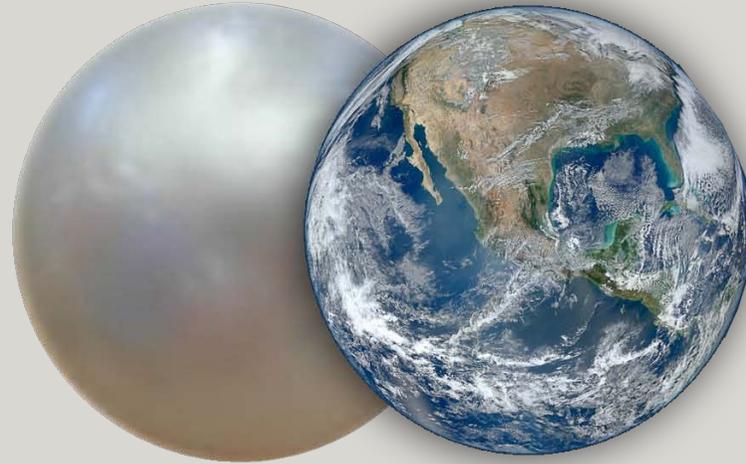
Enabling the ecosystems in our environment
to continue operating, without being
negatively affected by our business activities.



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A CATCHPHRASE FOR CULTURED PEARLS



When a consumer buys an item of pearl jewellery, they should feel that they have invested in our planet's long-term survival, rather than having taken advantage of it.



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STAKEHOLDER/ COMMUNITY SUSTAINABILITY

Ensure that our industry's activities provide our stakeholders and the communities in which they live with sustainable economic opportunities, which will help secure the future of generations to come.



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CASE STUDY: FRENCH POLYNESIA (TAHITI)



A country where pearls constitute a major portion of national exports, and provide a means of living and a way of sustaining entire families and communities.

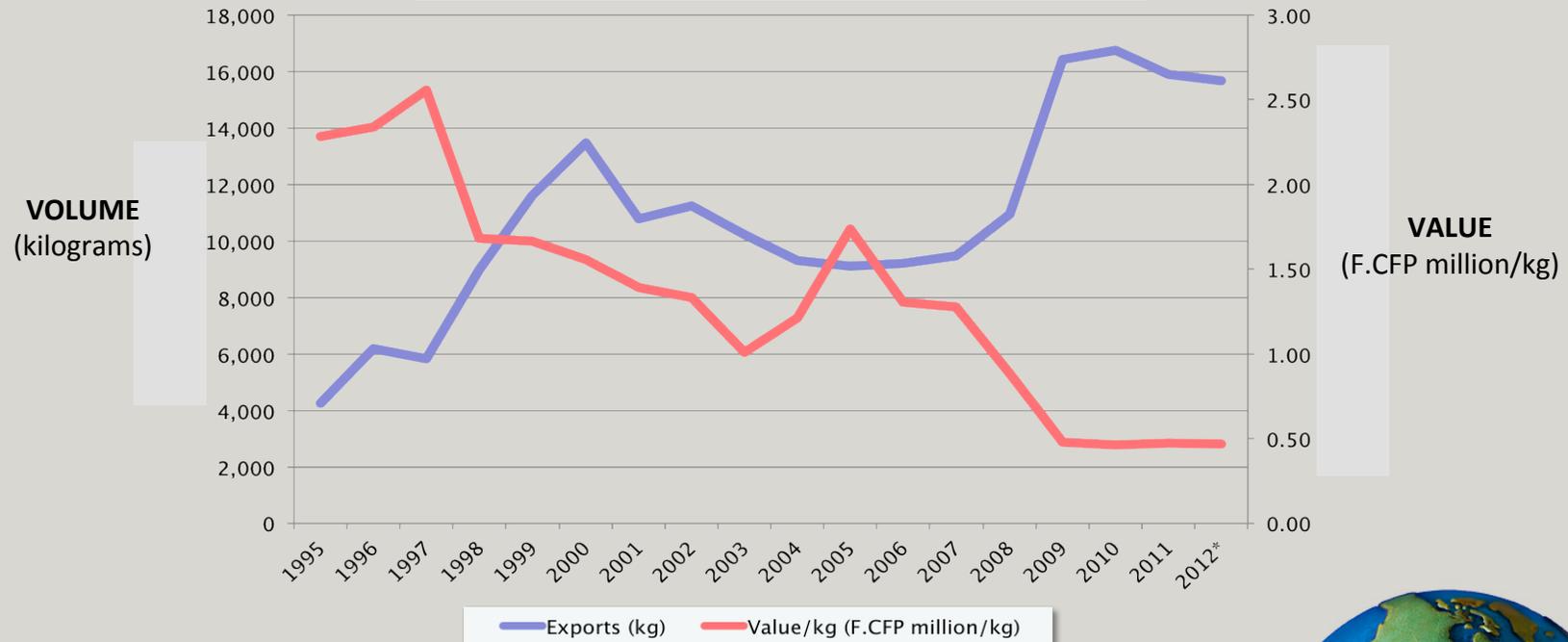


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CASE STUDY: FRENCH POLYNESIA (TAHITI)

French Polynesian Pearl Exports



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CASE STUDY: FRENCH POLYNESIA (TAHITI)



The downward spiral in the Tahitian Cultured Pearl sector is the result of systemic failure.

Most indigenous pearl farmers are chronically underfinanced, and are unable to properly manage their marine concessions.

Economic unsustainability both causes and is compounded by environmental unsustainability, resulting in the closure of farms, precipitating stakeholder/communal unsustainability.



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WJCEF

THE WORLD JEWELLERY
CONFEDERATION
EDUCATION FOUNDATION

In December 2008, with assistance of the United Nations, CIBJO established the World Jewellery Confederation Education Foundation, or WJCEF.

Its goal is to educate members of the diamond, gemstone and jewelry industries, from all over the world and in all sectors of the business, about the principles of Corporate Social Responsibility and sustainability, and how they may implement these principles in their businesses.



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SUPPLY CHAIN INTEGRITY

CIBJO is working with Branded Trust, an Australian-based foundation, to launch an online system that enables companies to educate their employees about proper supply chain due diligence, and then to introduce and implement them, as well as achieve accreditation and certification.

Implementation

Step	Task	Input	Completed
Step 1	Coordination		✓
Step 2	Staff Engagement		✓
Step 3	Business Practice		✓
Step 4	Social Practice		✓
Step 5	Sustainability		✓
Step 6	Certification		✓

Organization Homepage
Implementation
Document Management
Compliance
Benchmarking
Certification
Education
Help

Performance Category	Performance Status	BT Index Value	Change from Previous
Overall Organization Performance	Yellow	62.1	▲ +5.3 BTI
Policy Category			
Corporate Governance	Red	43.8	▲ +2.3 BTI
Responsible Business Practice	Green	73.1	▼ -0.6 BTI
Responsible Procurement & Marketing	Yellow	52.3	▲ +0.7 BTI
Stakeholder Engagement	Red	42.1	No Change
Human Rights & Labour	Green	82.6	▲ +1.3 BTI
Occupational Health & Safety	Yellow	62.4	▲ +1.1 BTI
Environmental Sustainability	Green	78.5	▲ +1.1 BTI
Sustainable Development	Green	76.2	▲ +1.1 BTI



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HARMONISATION OF INDUSTRY STANDARDS



The CIBJO Blue Books are definitive set standards and terminology for pearls, diamonds, coloured gemstones and precious metals, and for the operation of gemmological laboratories.



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Disclosure is the essence of transparency

To serve this principle, CIBJO's Pearl Commission has begun work on a Universal Pearl Grading System.



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