



# THE GEMFAIR WAY 2025

Raising the voices of artisanal miners



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GemFair diamonds  
in jewellery



# KEY HIGHLIGHTS

We continually enhance our tools to deliver an ethical sourcing programme for artisanal miners in Kono. This year, we launched an upgraded GemFair Artisanal and Small-Scale Mining (ASM) Assurance Programme aligned with evolving standards and artisanal miners' needs, including making our programme more inclusive to a wider segment of the sector. We also enhanced our traceability technology, which makes diamond logging at the source quicker. This also improves our field team's ability to target mine sites for spot checks and deliver greater impact.



We made significant progress in bringing GemFair diamonds to consumers with our first jewellery retail collaboration with De Beers London. The capsule collection Riverborn will be revealed during Couture week in Paris.



We expanded our mine site reclamation and farming programme, continuing to embed farming and cultivation practices in the communities in which we operate, such as increasing soil quality to enable a wider range of crops to grow.



# PROGRAMME

Each year, the GemFair team strengthens our field programming to attract and retain artisanal diamond miners. Some notable initiatives include:

- Receiving a suite of benefits when miners join the programme, including personal protective equipment, first aid kits and the provision of mentoring on our standards by GemFair field officers
- Providing fair financing to eligible participating artisanal miners, and
- Offering a fair price: when miners visit the GemFair diamond buying office, our expert buyers discuss step by step how we arrive at our valuation and resulting offer.

We check in with participating miners regularly through formal surveys captured using a digital data collection tool and face-to-face conversations on how best we can meet their needs. This makes it possible for us to evolve our approach as required and creates a genuine feedback loop with participants.



**In 2025, GemFair introduced a revised assurance programme to participating artisanal diamond miners. Some of the key changes included:**

- Creating a more inclusive programme for more artisanal diamond miners, provided they meet our Core Requirements
- Removing the Aspirational Requirements section from the GemFair Standard and adding the relevant standards to our General Requirements, raising the bar on what we consider best practice artisanal and small-scale mining.

**We had a successful roll-out of the updated assurance programme, taking our training and updates from the classroom to the mine sites. Activities included:**

- Updating the training curriculum to reflect changes to the GemFair ASM Standard published at the beginning of this year
- Training of the trainers and launching a new and improved ASM standards course that outlines the changes in the ASM Assurance Programme
- Designing training materials to distribute at mine sites, including posters and operational checklists.

We tailored this training campaign to meet the needs and geographical proximity of participating miners. For those based at the mine site and unable to participate in a classroom setting, we brought the training to them so as not to interrupt their work, using posters with imagery and simple text.

**In 2025, we delivered training to 16 mine sites and a total of 168 people.**



Bringing training to the miners

## Our management system

2025

- 499 Sites participating
- 7,500 Individual workers (approx.)
- 181 New anti-money laundering checks
- 14 Classroom trainings
- 442 People trained
- 1,102 Mine site assessments
- 128 Sites received PPE

2024

- 443 Sites participating
- 6,645 Individual workers (approx.)
- 200 New anti-money laundering checks
- 8 Classroom trainings
- 433 People trained
- 1,019 Mine site assessments
- 174 Sites received PPE



Mary, Trainer, Resolve, training miners on GemFair standards

## GemFair's bespoke digital solution improves our field monitoring and diamond traceability capabilities

GemFair's diamond logging and traceability technology was not developed as a one-off; we are constantly evolving our app and its related functionality based on the feedback of its key users – artisanal miners, our diamond buyers, and our field team – to ensure the diamonds in our supply chain are logged and traced securely and efficiently. In 2025, we carried out a ground-up rebuild of the coding of our technology so we can work within a more up-to-date framework.

One new feature was to create a dashboard of participating artisanal mine sites to enable real-time updates of photos from mine site visits, diamonds offered to GemFair, and any outstanding corrective action plans for each miner. These data points are displayed in summary and help our field team plan site visits strategically and improve our overall audit trail.



Logging a diamond into the GemFair app

## Precision at the source: diamond scanning for traceability

This year we purchased new diamond scanning kit called RoughMatch™. RoughMatch™ was created by Spacecode Technologies. A portable plug-and-play device, RoughMatch™ helps us perform surface scans of the diamonds at our buying office, which can then be matched with a second machine in a separate location after we export them from Sierra Leone. This gives us a fast and reliable way to disaggregate parcels and verify the origin of each diamond. RoughMatch™ also enables easy identification of individual diamonds from our stock to meet the preferences of downstream customers. The equipment is lightweight—it is the size of a flight carry-on—so no special shipping requirements were needed to get it to our remote office location.

The end-to-end technology that we developed allows every single polished diamond to be registered onto Tracr with a specific ID that allows the diamond's journey to be communicated with consumers. Tracr is a digital platform, developed by De Beers, that uses blockchain technology alongside advanced algorithms and 3D scanning to give each natural diamond registered on the platform a unique digital identity.

As a diamond moves along the value chain, Tracr matches manufacturer scans back to its producer record, giving confidence in the diamond's journey from rough to polished and enabling rich storytelling about its history and origin.

## GemFair's Assurance Programme audit completed

An independent audit of the GemFair Assurance Programme was completed this year. We are pleased to note that the third-party auditor concluded that GemFair's due diligence management system meets, and in many cases exceeds, the expectations of the OECD Due Diligence Guidance. You can read more about the audit [here](#).



Bringing a diamond to the GemFair office for sale

# LIVELIHOODS

Our reclamation and farming programme continued to make positive strides during 2025. We reclaimed six more sites, taking our total to 21 since the programme began in 2020.

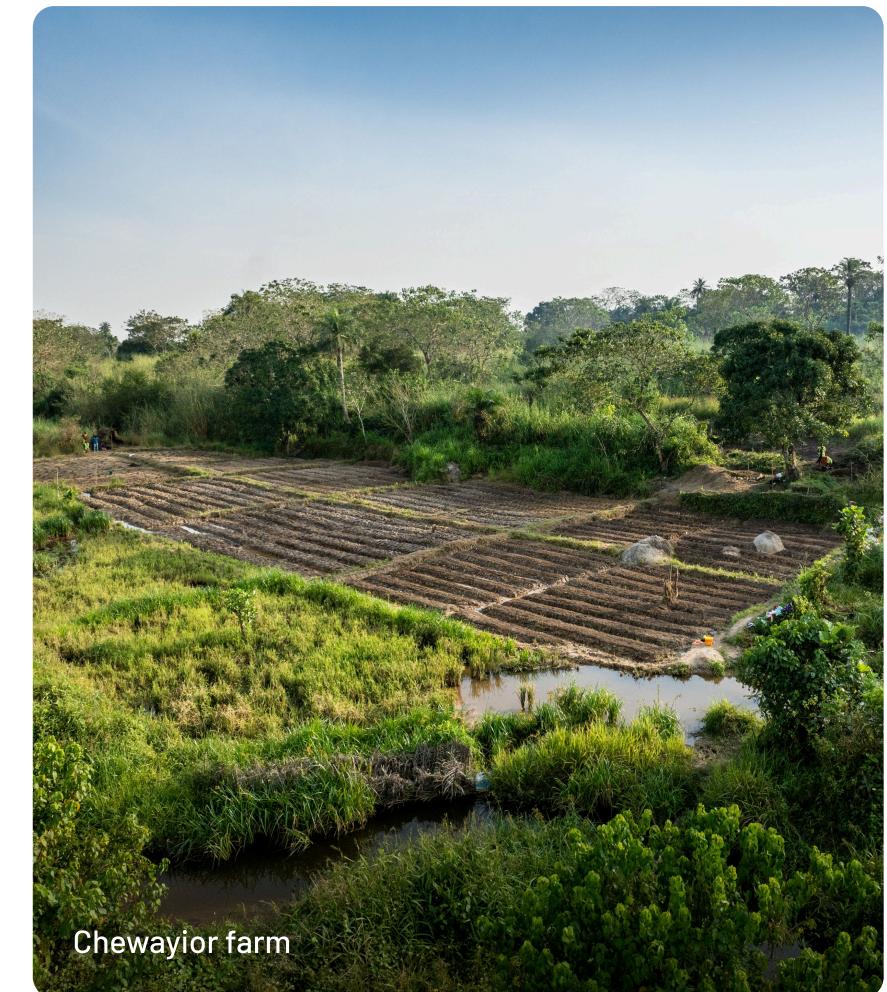
Two years ago, at the behest of a village neighbouring an abandoned mine site, we converted the mine pit into a fishpond, providing a supplemental source of food and income for farmers and their families. In 2025, we refined our approach by introducing an additional fish species to our new fishpond that we converted from an abandoned mine site.



Chewayior farmers getting ready to plant corn



Corn seedlings



Chewayior farm

## 2025 key progress highlights

- 9.4 Full-time jobs created
- 6 Sites reclaimed
- 7.63 Acres reclaimed
- 9 Pits backfilled
- 250 KG of seedlings donated
- 8 Types of plants harvested
- 5 Harvests
- 69% Female workers



Becky, GemFair's Outreach Officer, training farmers prior to planting crops

## Access to finance programme: supporting more artisanal mining livelihoods

GemFair has learned over the years that one of the core barriers for artisanal miners to formalise mining operations is access to transparent and fair financing. This is why we have been offering access to finance for eligible artisanal miners since 2019. In 2025, we welcomed 55 miners into our access to finance, or Forward Purchase Agreement, programme. The criteria for inclusion into the programme includes:

- **Proven geological indicators:** before we onboard a mine site, we confirm there is a layer of potentially diamond-bearing gravel, and that the gravel contains indicators such as ilmenite or kimberlite. We establish this by analysing a small test pit, where we also confirm the depth down to the gravel, which helps us determine the cost of excavation
- **Production:** we verify evidence of previous production at the site or in proximity to a primary source
- **Assurance programme standing:** the miner must be in good standing with the GemFair Assurance Programme.

Once mining is completed for the season, we also seek to work with miners participating in our access to finance programme to reclaim their sites. In 2025, 36% of those sites were reclaimed and returned to agricultural use or reforested.

**Our support goes beyond completing a full mining cycle but also helping participating miners obtain a mining licence. To date, we have helped with the fees of 91 licences.**

**This year, we created 325 fulltime jobs through our access to finance programme.**



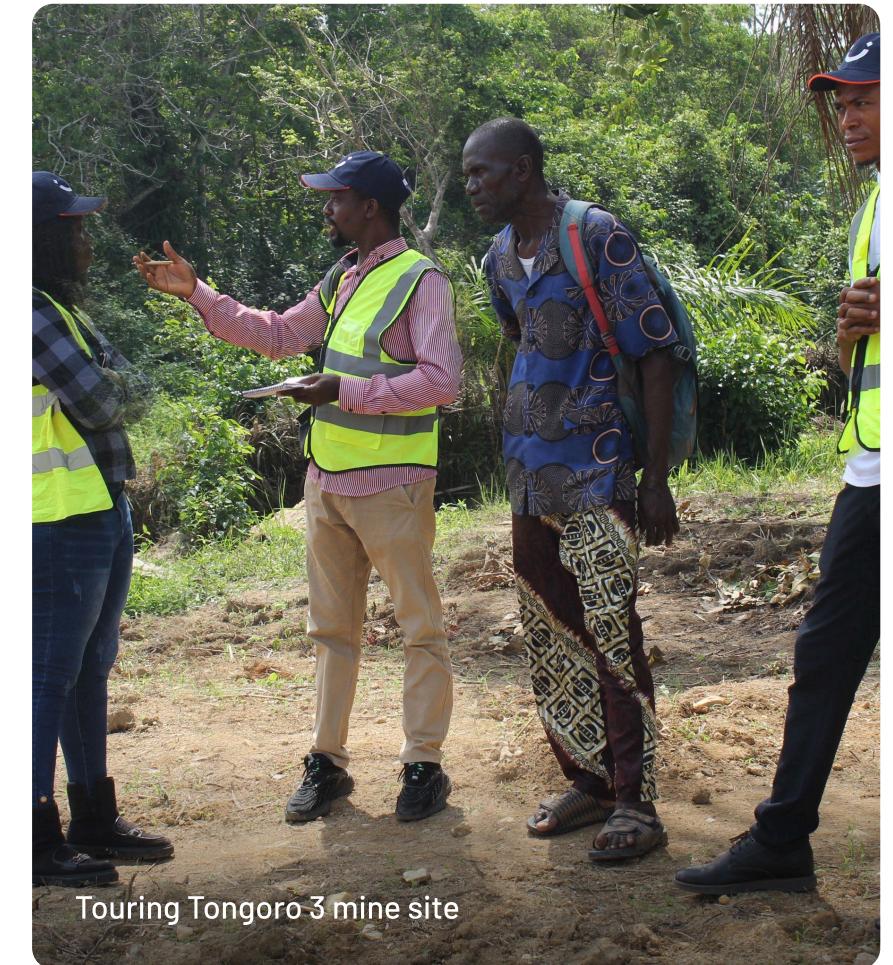
Duwadu mine site

## Hosting a second Show and Tell for civil society

In March, we hosted our second Show and Tell with local civil society organisations. During this day-long event, we took the participants on a tour of a member site that participates in the access to finance programme.



George, GemFair Trainer, showcasing our access to finance programme in the field



Touring Tongoro 3 mine site



***“GemFair always offers us a fair price for our diamonds, and this has improved our livelihoods.”***

Francis, Licence Holder

# GEMFAIR DIAMONDS AVAILABLE IN JEWELLERY FOR THE FIRST TIME

In 2025, we moved one step closer to bringing GemFair diamonds to consumers through our first retail collaboration with De Beers London. The capsule collection Riverborn will be revealed during Couture week in Paris. The Tracr platform was used to verify the rough stones and continue the traceability journey through manufacture and to finished jewellery, immutably recording the integrity of process.

Comprising 12 unique pieces crafted with rough and polished diamonds sourced via the GemFair initiative, Riverborn celebrates De Beers London's intimate relationship with the source. Sculpted by the quiet force of rivers, each diamond was selected for its character and quality.

We look forward to progressing other retail collaborations throughout the course of 2026.

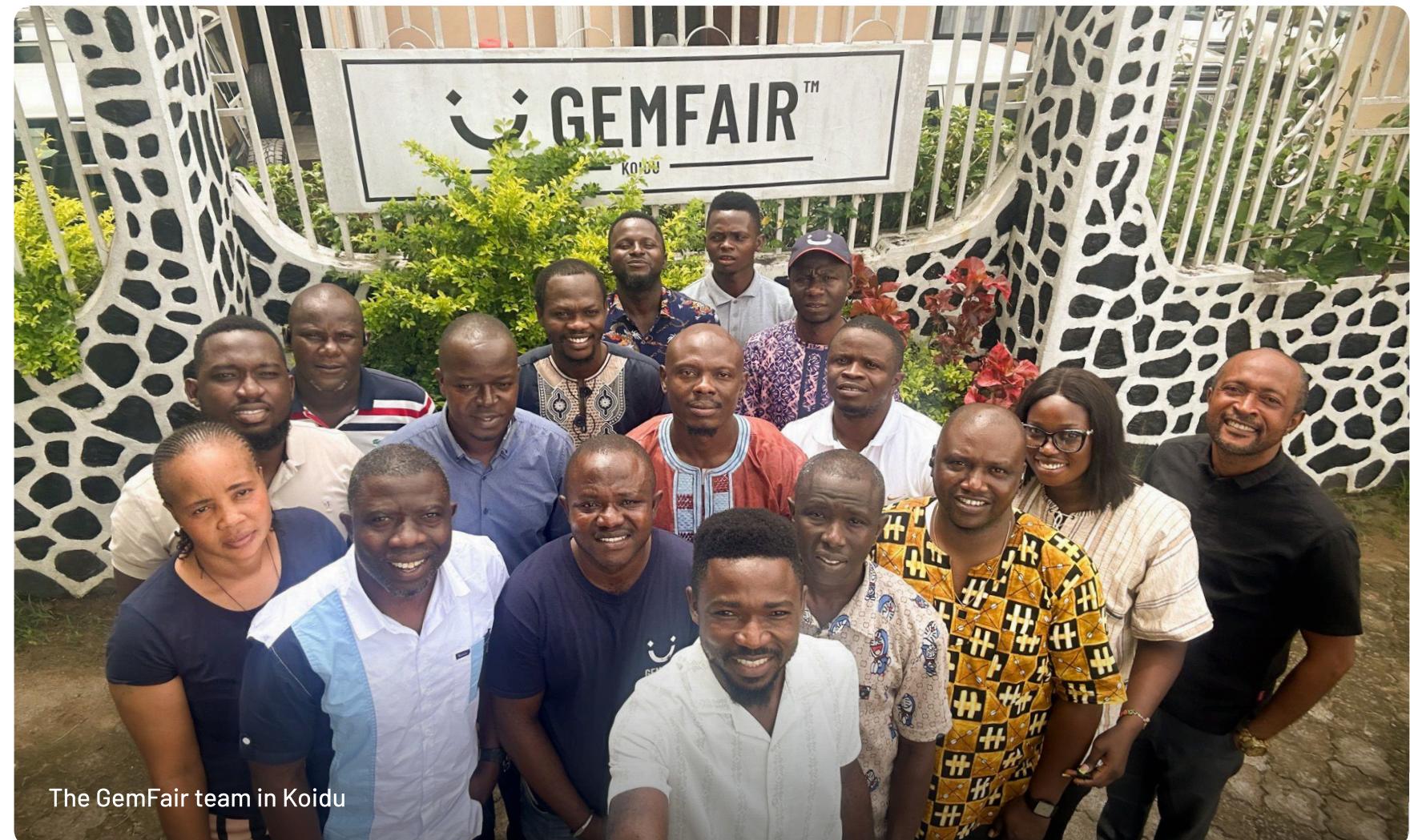


Image credit: De Beers London

# CONCLUSION & WHAT'S ON THE HORIZON

Interest in the GemFair model continues to grow, with increasing engagement from governments and stakeholders exploring GemFair's potential application in new contexts. In late 2024, GemFair hosted a high-level delegation from Angola, followed by a reciprocal visit to Angola in early 2025. These exchanges have opened up constructive dialogue around the responsible sourcing of artisanally mined diamonds in Angola and the potential relevance of the GemFair approach for the country.

Building on this momentum, GemFair is currently engaged in ongoing discussions with the Government of Angola to explore the feasibility of launching a contained pilot in the near future. This initiative would mark a significant step in adapting the GemFair model to new geographies, with the aim of supporting formalisation and traceability in artisanal and small-scale mining communities beyond Sierra Leone.





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