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THE BLUE LIST
The Responsible Jewellery Supply Chain Lexicon

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Draft for public consultation

The Blue List – The Responsible Jewellery Supply Chain Lexicon

In the rapidly evolving landscape of the jewellery industry, the need for clear and consistent communication has never been more critical. Marketing terms to promote the positive social and environmental impacts of companies and/or their products are increasingly being used by companies, targeting end consumers. Further, there is a significant lack of harmonization across the sector regarding key nomenclature used to represent the Environmental, Social and Governance (ESG) credentials of companies and products in their marketing and communications. This inconsistency has led to misunderstandings, inefficiencies, and errors, impacting both business operations and consumer trust.

This draft guidance document establishes definitions and guidelines to substantiate terminology relating to responsible sourcing, ethical practices, and sustainability in the jewellery industry for business and product claims. These guidelines aim to provide a unified set of terms and definitions that will enhance clarity and precision in business and product claims, fostering a culture of transparency and accountability within the jewellery industry. It applies to businesses that directly market to consumers, as well as those operating within the trade only.

The terms defined have been selected based on their prevailing use across the jewellery industry, noting that key consumer-market legislative[1] requirements do not ban their use, but require that any ESG marketing claims must be truthful, accurate and fully substantiated. The draft guidance has been drafted with these considerations and seeks to create a more unified approach within the sector.

By setting baseline criteria for substantiating claims relating to responsible, ethical and sustainable business practices, the industry can operate in a more streamlined manner, supports its commitment to ethical and sustainable practices and most importantly, continues to foster trust amongst consumers.

[1]Legislative reviews have considered the U.S. Federal Trade Commission Green Guides, the E.U. Green Claims Directive and the U.K. CMA's Green Claims Code.

Disclaimer:

These guidelines do not serve as legal advice or guidance, and appropriate legal advice should be sought by all companies making claims to ensure they comply with any relevant jurisdictions that apply to its business.
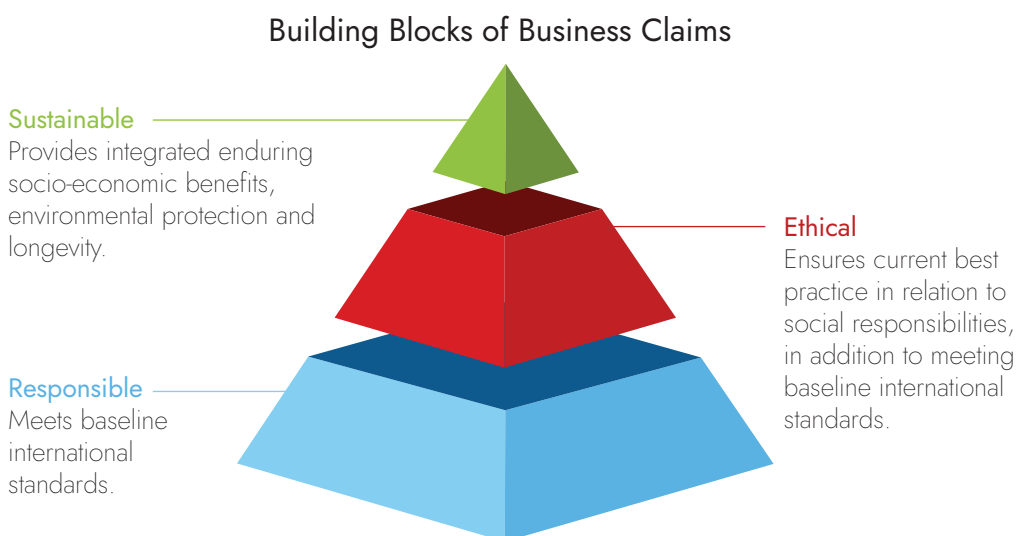
It is recognised that jewellery supply chains are diverse and multi-layered, and that there are differing levels of sophistication between countries and companies across the various segments of the jewellery value chain. This guidance recognises that the supply chains for coloured gemstones are highly dependent on artisanal mining sources and small and medium-size enterprises ("SMEs"), will not be able to implement this guidance immediately, and should be regarded as a "road map", based on principles of continuous improvement.

These definitions and guidelines will be reviewed from time to time to reflect changes in legislation, business practices and norms, cultural shifts and general use and interpretation as these evolve, and is subject to consultation from 5 May 2025 — 9 September 2025.

Contents:

1. Business Claims

Building Blocks of Business Claims

Sustainable
Provides integrated enduring socio-economic benefits, environmental protection and longevity.

Ethical
Ensures current best practice in relation to social responsibilities, in addition to meeting baseline international standards.

Responsible
Meets baseline international standards.

Responsible: Claims referencing 'Responsible' business practices or sourcing activities

1. Definition:

   1.1   The business practices and/or product sourcing activities demonstrably meet international baseline standards.

2. How to substantiate the terms:

   2.1   Responsible Business Practices:

   2.1.1   In making claims about responsible business practices, the expectation is that these are underpinned by the practices (policies, procedures, mechanisms, management systems) adopted by the business to substantiate the claim, aligned to international baseline standards.

   2.1.2   There are four main elements that comprise international baseline standards:

   2.1.2.1   **Applicable Law on Environment, Social and Governance Matters:** Implementation of all applicable legal requirements across Environment, Social and Governance areas (e.g. compliance with national minimum wage requirements, compliance with environmental legislation, tax contributions).

   2.1.2.2   **Business Integrity Management Systems:** Implementation of anti-corruption and anti-money laundering measures.

   2.1.2.3   **Respect for Human Rights**: Policy commitment to respect human rights and a risk-assessment framework in place.

   2.1.2.4   **Supply Chain Due Diligence:** Conducting basic supply chain due diligence:

2.1.2.4.1   Implement steps 1 and 2 of the OECD Due Diligence Guidance for Sourcing from High-Risk and Conflict-Affected Areas:

2.1.2.4.1.1   Establish strong company management systems.

2.1.2.4.1.2   Identify and assess risks in the supply chain.

2.1.3   Ensure the evidence-based mechanisms in place to substantiate the claim comprise of the 4 elements of the international baseline standards.

2.1.3.1   Often, this could include external certification by a standard-setting organisation for responsible business practices, however this is not mandatory.

2.1.4   Ensure that marketing and communications have appropriate training on when and how to use each term.

2.2   Responsible Sourcing claims:

2.2.1   In making claims about a product being responsibly sourced, the expectation is that this is underpinned by the sourcing practices (policies, procedures, mechanisms, management systems) adopted by the business to substantiate the claim, aligned to responsible business claims (as defined above), and meets international baseline standards for the entirety of the product being referenced.

2.2.1.1   i.e., if the statement references 'responsibly sourced jewellery', the application of the sourcing practices must apply to all component parts of the jewellery piece.

2.2.2   Ensure that marketing and communications have appropriate training on when and how to use each term.

3.   How to use the term:

3.1   Consider the audience for the claim, for example, consumers / other business partners.

3.2   Example use cases:

3.2.1   "Company A adopts responsible business practices".

3.2.2   "Company A, Responsible Retailer".

3.2.3   Company A markets its jewellery as "Responsibly sourced jewellery".

3.2.4   Company A markets its gemstones/gold as "Responsibly sourced gemstones/gold".

3.3   For such use cases, Company A must provide context and the basis for the claims it makes, including verifiable information such as data and policies publicly available for its audience. This should be clearly provided on its website and other marketing materials in a user friendly manner.

4.   Avoid (how to NOT use the term):

4.1   If there are missing elements to substantiate the claim, avoid using it until measures are implemented to ensure all elements can be demonstrated.

Ethical: Claims relating to 'Ethical' business practices, product claims and/or sourcing activities

1. Definition:.
    1.1 The business demonstrably meets international baseline standards and current best practice in relation to social responsibilities.

2. How to substantiate the term:

To make claims relating to ethical business practices, product claims and/or sourcing activities, the business shall meet the criteria for Responsible Business Practices, implement the UN Guiding Principles on Business and Human Rights, the OECD Due Diligence for Sourcing from High Risk and Conflict Affected Areas, and implement social initiatives.

   2.1 **Responsible Business Practices:** In making claims about ethical business practices, ethical products and/or ethical sourcing, the business must adhere to all elements underpinning responsible business (defined above) as a baseline.
   2.2 **Implementation of the UN Guiding Principles and OECD Due Diligence Guidance for Sourcing:** In addition, the business must have strong management systems in place to advance:
       2.2.1 Full implementation of UN Guiding Principles for Business and Human Rights.
       2.2.2 Enhanced supply chain due diligence (all 5 steps of the OECD Due Diligence Guidance for Sourcing from High-Risk and Conflict-Affected Areas:
           2.2.2.1.1 Establish strong company management systems.
           2.2.2.1.2 Identify and assess risks in the supply chain.
           2.2.2.1.3 Design and implement a strategy to respond to identified risks.
           2.2.2.1.4 Carry out independent third-party audit of supply chain.
           2.2.2.1.5 Report annually on supply chain due diligence.
   2.3 **Social Initiatives:** In addition, the business should have active commitments in one or more social initiatives that exceed legal requirements. Social initiatives are projects or programmes designed to address social issues and improve the well-being of individuals and communities. These initiatives often focus on areas such as education, health, poverty alleviation, and social justice, and typically aim to create positive change through advocacy, direct action, or support services.
       2.3.1 For example, these could include:
           2.3.1.1 Policies for fair operating practices that exceed legal requirements (e.g. parental leave over statutory practices).
           2.3.1.2 Decent labour practices (e.g. commitments to paying a living wage over legally-mandated minimum wage).
           2.3.1.3 Community engagement and development.
   2.4 Ensure there are evidence-based mechanisms in place to substantiate the claim. This include:
       2.4.1 **Implementation of the UN Guiding Principles and OECD Due Diligence Guidance for Sourcing:**
           2.4.1.1 External certification by a standard-setting organisation for responsible business practices and,
           2.4.1.2 Third-party audits against OECD Due Diligence Requirements.

2.4.2   **Social Initiatives**

2.4.3   External commitments to social initiatives, e.g.:

    2.4.3.1   The Women's Empowerment Principles.

    2.4.3.2   The U.N. Global Compact.

    2.4.3.3   Charity / NGO partnerships.

    2.4.3.4   Living Wage commitments and Accreditation to a Living Wage Standard.

    2.4.3.5   Other social initiatives, such as health-focused initiatives (e.g., blood donation drives, free access to medical checks), education initiatives (e.g., funding education programmes for community groups).

2.5   Ensure that marketing and communications have appropriate training on when and how to use each term.

3.   **How to use the term:**

3.1   Consider the audience for the claim.

3.2   When making the claim, the basis of the claim should be immediately clear to the audience, especially consumers.

    3.2.1   Opportunity to find further information should be explicit and easy to find.

3.3   Example use cases:

    3.3.1   Marketing claim: "Company A is committed to ethical practices."

    Substantiation (provided on its website): Company A is a member of the Responsible Jewellery Council (RJC) and supports women-owned businesses in New York.

    The RJC works to: define the ethical, social and environmental standards applicable to all stakeholders in the gold and diamond jewellery industry, promote and facilitate the implementation of these standards and ensure the implementation of these standards is verified through independent third-party monitoring. More information can be found at www.responsiblejewellery.com.

    Company A has partnered with a non-profit that is helping women with disabilities to find work. Company A has funded upskilling initiatives for women in the programme.

    3.3.2   Marketing claim: Company A states on its website "our ethical jewellery is crafted with ethical materials and handmade in Country X" Substantiation (provided on its website/marketing brochures): Company A's ethical jewellery is made from materials selected for their responsible origins and ethical standards. This means the gemstones and metals in the ring are sourced from conflict-free regions, and are mined and manufactured under fair and safe working conditions. For more information, please see our Ethical Code of Conduct, our Sourcing Policy, our report to stakeholders, and our community initiatives, available here (with a link provided).

Best practice would include providing details on the ethical standards and the performance against them, on request, or available.

As the term 'ethical' is broadly interpreted, legislative requirements emphasise the need to substantiate the term if it is used.

4. **Avoid (how NOT to use the term):**
    4.1 If there are missing elements to substantiate the claim, avoid using it until measures are implemented to ensure all elements can be demonstrated.
    > 4.1.1 Example: Company A's website claims it sells 'Ethical Engagement Rings', but only states that its diamonds are conflict-free and gives some context to the Kimberley Process and general statistics, but does not provide its own company sourcing policy, practices, or code of conduct, and does not provide any information on its position on metal sourcing.

    4.2 Claims relating to ethical or responsible practices in one area (e.g., for one aspect of a product, such as a gemstone) but neglected in other areas should not be used (e.g., the piece of jewellery). Consistency across all aspects of production and sourcing is essential.

    4.3 Avoid using superlative and verbose language to describe ethical practices, e.g. 'Company A is radically ethical'.

    4.4 Misleading claims:
    > 4.4.1 Example: Company A states on its website: "Ethically-Sourced, GIA-Graded Diamonds".
    >> 4.4.1.1 In the absence of any other information provided to substantiate the claim, this is misleading as it suggests that the GIA grading report is a certification for 'ethically-sourced' diamonds, but is a report that assesses quality only.

    > 4.4.2 Example: "Ethical sourcing: We utilise The Kimberley Process to ensure all mined diamonds are ethically sourced."
    >> 4.4.2.1 This claim is misleading because it relies solely on the Kimberley Process to substantiate its claim, and does not provide any evidence beyond the Kimberley Process to demonstrate its responsible business practices, how it implements the UN Guiding Principles on Business and Human Rights, how it sources diamonds, and does not evidence its support or adoption of any social initiatives.

Sustainable: Business/Product Claims and Practices

1. **Definition:**
    1.1 'Sustainable' refers to three generally accepted elements of sustainability; social, economic and environmental, all underpinned by strong governance mechanisms. The business demonstrably meets international baseline standards, and delivers enduring socio-economic benefits and environmental protections that meet the needs of future generations.

2. **How to substantiate the term:**
    2.1 In making claims about sustainable business practices, products or sustainable sourcing, the business must adhere to all elements underpinning responsible and ethical business (defined above) and be able to demonstrate how it provides enduring socio-economic benefit and environmental protection.

2.2 The business must have strong management systems in place to demonstrate enduring socio-economic benefits to the communities it directly impacts, through its operations, and indirectly impacts, through its sourcing activities.

2.2.1 A best practice approach considers assessing all impacts, minimising or avoiding adverse impacts, and creating positive impacts on society that endure beyond the life of the operation. The organisation should publicly report on its socio-economic assessment process and outcomes on a regular basis.

2.2.2 For sourcing practices, the business should demonstrate its approach to assessing the impacts of its suppliers through its due diligence frameworks, identifying potential adverse impacts as well as positive impacts, and adopting an appropriate approach to working with its suppliers to address, mitigate and minimise adverse impacts and supporting positive outcomes. This approach exceeds the OECD due diligence requirements on responsible sourcing. While there are limited value chain sustainability standards, reporting on these approaches and their outcomes can be incorporated in the reporting element required under the OECD guidelines.

2.3 The business must have strong management systems in place to demonstrate how its impacts to the environment are considered, mitigated and managed:

2.3.1 Assessments should consider the business' environmental impacts, including for example, emissions, water use, waste management and impact on biodiversity, using industry/best practice standards, as relevant.

2.3.1.1 For sustainable sourcing claims, this should consider the supply chain's relevant environmental impacts, through to the origin of the product.

2.3.2 Demonstrable measurement of public commitments made on environmental impact reductions, with recommended best practice that these are third-party verified against an internationally-recognised/aligned standards (e.g., commitments relating to carbon reductions).

2.4 Ensure there are evidence-based mechanisms in place to substantiate all elements of sustainability.

2.5 Ensure that marketing and communications teams have appropriate training on when and how to use each term.

3. **How to use the term:**

    3.1 Consider the audience for the claim.

    3.2 When making the claim, the basis of the claim should be immediately clear to the audience, especially consumers.

    3.2.1 Opportunity to find further information should be explicit and easy to find.

3.3 Example use cases:

 3.3.1 Company A claims its jewellery is sustainable.

  3.3.1.1 It presents multiple layers of accessible information for consumers to understand its social, environmental and business integrity practices, how it measures it impacts and provides annual updates on its performance on its ambitions to be more sustainable. It presents clear and factual information, and even presents some of its negative impacts and what it is doing to mitigate these. (e.g., its work to reduce its Scope 3 emissions).

4. Avoid (how NOT to use the term):

4.1 If there are missing elements to substantiate the claim, avoid using it until measures are implemented to ensure all elements can be demonstrated.

4.2 Weak sustainability claims that are unclear and unsubstantiated should not be used. For example, Company A sells '100% renewable energy diamonds'.

 4.2.1 This claim is weak as the company does not state how this is verified, what the renewable energy sources were, and whether value chain processes and their impacts were considered in this statement.

 4.2.2 In addition, if this claim is in relation to synthetic diamonds, this would be in breach of disclosure requirements as it did not qualify that these are synthetic diamonds.

4.3 Laboratory-grown diamonds suggesting that 'no mining' is involved in the production of a lab-grown diamonds in an effort to demonstrate 'sustainability'.

 4.3.1 This is misleading as producing lab-grown diamonds requires other minerals (such as cobalt, iron and nickel for the HPHT process) which are mined, and used in the production of lab-grown diamonds.

2. Transparency

In the context of the jewellery industry, **transparency** refers to openness and honesty about the processes, materials, and sourcing practices involved in creating and selling jewellery. Defining transparency for this sector considers:

Supply Chain Visibility: Providing detailed information about the origin of raw materials (e.g., diamonds, gemstones, metals) and ensuring they have been responsibly sourced. This includes being clear about mining practices and labour conditions, particularly in regions where human rights and environmental concerns are prevalent.
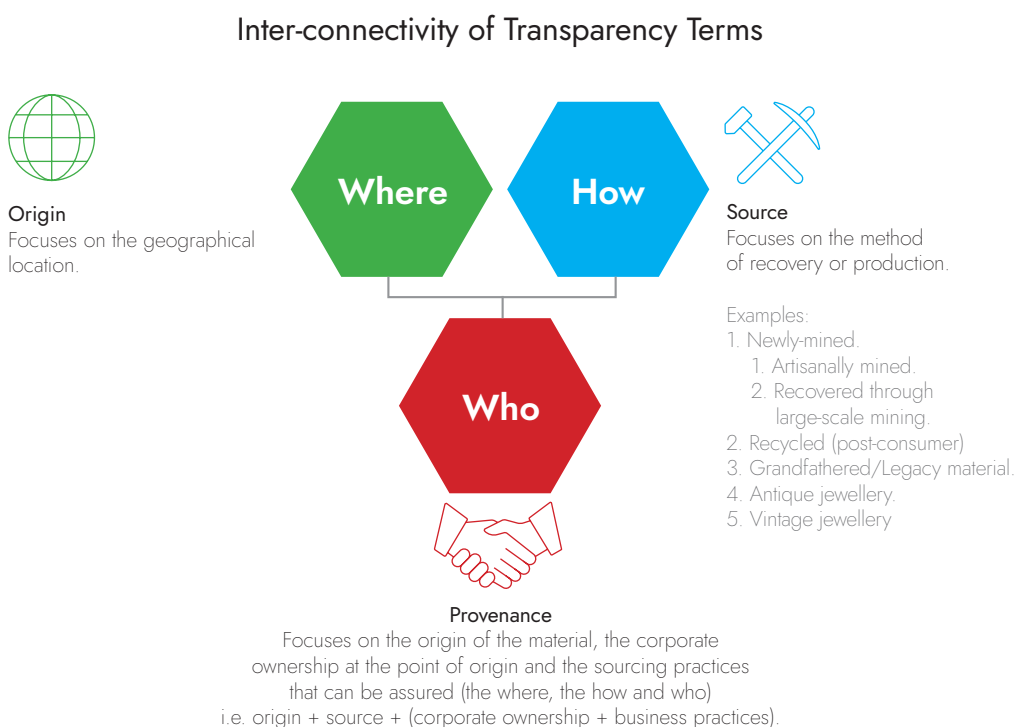
Ethical Sourcing: As defined above, see pages 5 and 6.

Manufacturing Practices: Being open about where and how the jewellery is made, whether it's handcrafted or mass-produced, and the working conditions in the manufacturing facilities.

Sustainability Practices: Being upfront about the environmental impact of mining, manufacturing, and distribution, as well as efforts made to implement the mitigation hierarchy, including, for example, efforts to reduce carbon footprints, recycle materials, implement reforestation and reclamation activities, biodiversity protection/ preservation initiatives or managing the use renewable resources.

Authenticity Reports: Providing verifiable information about the authenticity of gemstones, diamonds, or metals used. This could include reports from recognized bodies or disclosures about any treatments or enhancements applied to gemstones.

3.   Origin, Source and Provenance Terms

Inter-connectivity of Transparency Terms

Origin
Focuses on the geographical
location.

Where

How

Source
Focuses on the method
of recovery or production.

Examples:
1. Newly-mined.
   1. Artisanally mined.
   2. Recovered through
      large-scale mining.
2. Recycled (post-consumer)
3. Grandfathered/Legacy material.
4. Antique jewellery.
5. Vintage jewellery

Who

Provenance
Focuses on the origin of the material, the corporate
ownership at the point of origin and the sourcing practices
that can be assured (the where, the how and who)
i.e. origin + source + (corporate ownership + business practices).

Origin (noun)

1.   Definition:

   1.1   The geographical location where a material was recovered, produced,
   or returned to the refiner or other downstream intermediate processor
   or recycler. This can refer to either the mine(s) or production facility, region(s)
   of a country and/or countr(y/ies).

2.   How to substantiate the term:

   2.1   Undertake appropriate due diligence to verify the origin of a material.
   This can include:

   2.1.1   Certificate of origin / origin certification.

   2.1.1.1   For example, for coloured gemstones, certain gemmological
   laboratories may provide opinions on origin, based on gemmological
   analysis. Any such opinions must clearly state the basis of the opinion
   and any appropriate caveat and disclaimers on the report, in order not
   to mislead the customer and end consumer.

   2.1.2   Supplier declarations.

   2.1.3   Transfer documents for chain of custody material.

   2.1.4   Technological options such as blockchain ledgers providing
   substantiated origin information, subject to due diligence on the
   technology provider's robustness.

   2.2   Conducting due diligence on the suppliers' declarations and attestations
   and securing credible substantiation for the basis of the origin claim.

2.3   Ensure compliance with legislative requirements, including where country of origin details may be stipulated in customs requirements.

3.   How to use the term:
   3.1   Origin information may be provided on marketing materials as well as legal documents, such as invoices or shipping documentation.
   3.2   Ensure that all origin disclosures are transparent.
   3.3   Origin information can include reference to aggregated information to inform the basis of the composition of the product, or be specific to one product or region. In all instances, the receiver of the information should be able to clearly understand and differentiate the information.
   3.4   Example use cases:
      3.4.1   Diamonds from Venetia Mine; Musina/Limpopo region in South Africa;
      3.4.2   Coloured gemstones from Southern Africa and Brazil.
      3.4.3   Sapphires from Montana, USA.
      3.4.4   Colombian emeralds.

4.   Avoid (how NOT to use the term):
   4.1   Misleading or unsubstantiated claims on origin must not be used.

Source (verb)

1.   Definition:
   1.1   Process through which the material was recovered or produced. Note, reference to this definition is in consideration of source as a verb, not a noun.

2.   How to substantiate the term:
   2.1   Undertake appropriate due diligence to verify the process that was undertaken to source the material. This can include:
      2.1.1   Supplier declarations and information pertaining to how the material initially entered the supply chain or when it was returned to the value chain.
      2.1.2   Conducting due diligence on the suppliers' declarations and attestations and securing credible substantiation for the basis of the source claim.

3.   How to use the term:
   3.1   Information on how product was sourced may be provided on marketing materials as well as legal documents, such as invoices or shipping documentation.
   3.2   Example use cases:
      3.2.1   Source: Artisanally-mined production.
      3.2.2   Source: Recovered through large-scale mining operations.
      3.2.3   Recycled Gold/Recycled Diamonds.
      3.2.4   Laboratory-grown diamonds/gemstones.
      3.2.5   Grandfathered diamonds.
   3.3   Avoid (how NOT to use the term):
      3.3.1   Misleading or unsubstantiated claims must not be used.

Provenance (noun)

1. Definition:
    1.1   The origin and source of a material, its corporate ownership at its point of origin, and the business practices that were applied to sourcing it.

2. How to substantiate the term:
    2.1   Undertake appropriate due diligence to verify the provenance of the material. This can include:
    2.1.1   Supplier declarations.
    2.1.2   Transfer documents for chain of custody material.
    2.1.3   Supplier credentials.
    2.1.4   Method of recovery or production.
    2.1.5   Supplier declarations and information pertaining to how the material initially entered the supply chain or when it was returned to the value chain.

3. How to use the term:
    3.1   Provenance information may be provided on marketing materials as well as legal documents, such as invoices or shipping documentation.
    3.1.1   All information should be evidence-based and able to be substantiated, underpinned by management systems.
    3.1.2   Reference to how the information is substantiated should be provided.
    3.1.3   How users/consumers can find further information should also be appropriately referenced.
    3.1.4   Establish procedures to monitor changes and ensure that these are conducted on a regular basis.
    3.1.5   Best practice advises that a working and context-appropriate complaints mechanism is in place, that is suitably monitored and relevant staff trained on its management.
    3.2   Example use cases:
    3.2.1   We sell responsibly mined artisanal and small-scale gold that is Fairtrade or Fairmined certified, as a Fairtrade or Fairmined licensee.
    3.2.2   We sell only post-consumer recycled diamonds. This is confirmed by due diligence on our suppliers.

4. Avoid (how NOT to use the term):
    4.1   Misleading or unsubstantiated claims on origin must not be used.

Grandfathered/Legacy Material (2.2.3)

1. **Definition:** Material which existed in the supply chain prior to a certain legal or trade-related rule when trade in that material is exempt from the new requirement/rule.

2. **Substantiation of the Term (How to substantiate the term):**

   2.1 Establish a clear policy position for which legal and/or trade-related rule is being referenced for the relevant product and the precise date for when trade in the material is exempt or not exempt, depending on the company's position. Note, if trade in the material is based on legal rules, rather than voluntary trade rules, these will determine the company position.

   2.1.1 Example: establishing a responsible sourcing policy position for specific circumstances under which rubies that existed in the trade prior to U.S. sanctions against rubies from Myanmar since 2003 can or cannot be purchased by the company.

   2.1.2 Example from Company A Company Sourcing Policy: "Legacy diamonds: defined as 'existing stock of diamonds purchased before 23 April 2019 for which trade in the material is continued, but where provenance, source or origin information is missing for the material'. Company A Company may purchase grandfathered diamonds without provenance information, if it can be evidenced by the supplier that the purchase of the diamonds, by the supplier, occurred prior to 23 April 2019, as established under the Responsible Jewellery Council Code of Practices 2019.

3. **How to Use the Term:**

   3.1 Where the position is referenced at a point of sale to another business, the definition is made clear to the purchaser.

   3.1.1 This term should only be used in business-to-business contexts.

   3.1.2 The term 'legacy' is recommended as an alternative to 'grandfathered' due to the negative historical connotations associated with the word 'grandfathered' in U.S. racial history, however, this is not mandatory, as it is understood that 'grandfathered' is widely used as a legal term.

4. **Avoid:**

   4.1 Using the term 'grandfathered' or 'legacy' in consumer-facing communication or marketing.

   4.2 Establishing arbitrary dates that are not based on legal or generally-accepted trade rules in sourcing policies applicable to grandfathered products.

Recycled Diamonds and Gemstones

1. **Definition:**

   1.1 Finished material that had a prior use and has re-entered the supply chain to be used again, either for the same or different purpose. For gemstones/pearls/jewellery, these are gemstones/pearls/jewellery that had a prior use by a consumer and have reentered the supply chain to be re-cut/re-polished and/or resold.

   1.1.1 Existing inventory of gemstones/pearls/jewellery that re-enters the supply chain before it reaches a consumer is not classified as recycled, this would be deemed as 'old/existing inventory/stock'.

1.1.2   Recycled Gold/Metal: The CIBJO Nomenclature Committee did not include this definition in its scope of work and defers to prevailing standards in the industry, including the recommended CIBJO definition for "Recycled Gold" as published on 18 March 2025.

2.   **How to substantiate the term:**

2.1   Claims relating to recycled gemstones/pearls/jewellery must be underpinned by management systems that substantiate the claim, including a sourcing policy, due diligence controls and data that supports the validity, truthfulness and accuracy of the claim.

3.   **How to use the term:**

3.1   Representation of a product as recycled must demonstrable, truthful and accurate.

4.   **Avoid (how NOT to use the term):**

4.1   Companies should avoid using the term for all products if it does not apply to all products, e.g., even if a majority of gemstones/pearls/jewellery are sourced from recycled sources, if it is not applicable to 100% of the product/s, the claim should be accurate for the product.

4.1.1   Example: 'recycled engagement ring' but only the gold is from recycled sources. This would be an inaccurate and misleading claim.

Vintage Jewellery

1.   **Definition:**

1.1   A piece of jewellery that was made between 30 and 100 years ago (i.e., any jewellery produced between c. 1920s and c.1990s). Examples include Art Deco, Retro, Mid-century jewellery.

2.   **How to substantiate the term:**

2.1   Best practice is to secure certificates/appropriate documentation of authenticity, origin, and export documentation from relevant experts to help establish the legitimacy of the items, and to comply with relevant import/export requirements for each applicable jurisdiction.

2.2   It is critical that any claims made are substantiated through expert opinion and review.

3.   **How to use the term:**

3.1   Vintage jewellery may be simply described as 'vintage jewellery' if it is an item jewellery that was made between 30 and 100 years ago.

3.2   There may be instances where a piece of jewellery is attributed to a specific style or trend associated with an era, or a period of origin or manufacture. Examples of this include:

3.2.1   Art Deco jewellery (often used for the 1920s — 1930s era).

3.2.2   Retro jewellery (often used for the 1930s — 1950s era).

3.2.3   Mid-century jewellery (often used for the 1940s — 1960s era).

4. **Avoid (how NOT to use the term):**

    4.1   Jewellery that is not substantiated to be vintage should not be misleadingly presented as vintage.

    4.2   Jewellery made since the 2000s should not be classified as vintage and could be classified as contemporary. Please refer to other terms presented in this guidance, e.g., recycled gemstones/grandfathered, that may be more appropriate.

Antique Jewellery

1. **Definition:**

    1.1   A piece or set of jewellery that was made at least 100 years ago. (i.e., any jewellery made around 1920 or prior is classified as antique jewellery).

2. **How to substantiate the term:**

    2.1   Best practice is to secure certificates/appropriate documentation of authenticity, origin, and export documentation from relevant experts to help establish the legitimacy of the items, and to comply with relevant import/export requirements for each applicable jurisdiction.

    2.2   It is critical that any claims made are substantiated through expert opinion and review.

3. **How to use the term:**

    3.1   Antique jewellery may be simply described as 'antique jewellery' if it is an item jewellery that was made at least 100 years ago.

    3.2   There may be instances where a specific period is attributed to the antique jewellery piece. Examples of this include:

        3.2.1   Georgian jewellery (reflective of the period between 1714 — 1837) (UK).

        3.2.2   Victorian jewellery ((reflective of the period between 1837 — 1901) (UK).

        3.2.3   Edwardian jewellery (reflective of the period between 1901 — 1910) (UK).

        3.2.4   Belle epoque (reflective of the period 1880 — 1920) (France).

        3.2.5   Art Nouveau (reflective of the period from 1890 — 1910) (Western).

        3.2.6   Mughal jewellery (reflective of the period 1526 - 1857) (India).
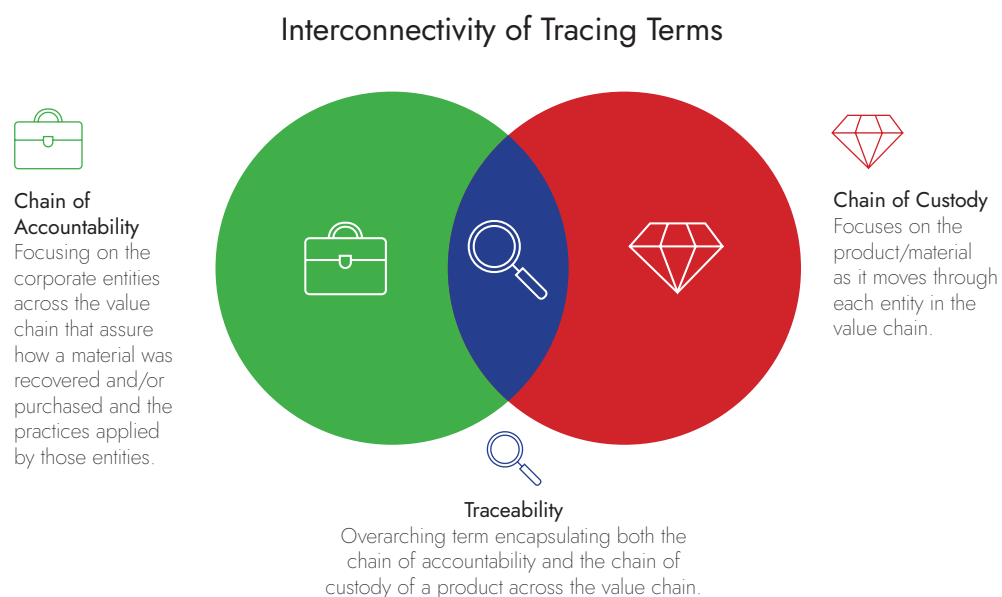
        3.2.7   Qing Dynasty jewellery (reflective of the period 1644 to 1912) (China).

    3.3   These are just examples, and other cultures and histories may have their own key periods of style that are commonly known.

4. **Avoid (how NOT to use the term):**

    4.1   Jewellery that is not substantiated to be antique should not be misleadingly presented as antique.

4. Tracing Terms

Interconnectivity of Tracing Terms

Chain of Accountability
Focusing on the corporate entities across the value chain that assure how a material was recovered and/or purchased and the practices applied by those entities.

Chain of Custody
Focuses on the product/material as it moves through each entity in the value chain.

Traceability
Overarching term encapsulating both the chain of accountability and the chain of custody of a product across the value chain.

Increasingly, companies are using references to varying tracing terminology to substantiate how they are providing assurance on the origin, source or provenance of the products they sell. For example:

- "This jewellery contains recycled gold verified through the RJC's chain of custody standard".
- Based on written assurances from suppliers, Company A sources diamonds from Countries A, B, C, D, E and F only.

This section puts forward some considerations for how companies can consider the basis of the tracing claims they are making.

Chain of Accountability

1. Definition:
   1.1 A documented sequence of verifiable written assurances made by entities in the value chain from the point of origin, source or provenance and the practices applied by these entities.

2. Example use cases:
   2.1 WDC System of Warranties — "The diamonds herein invoiced have been {sourced}* purchased from legitimate sources not involved in funding conflict, in compliance with United Nations Resolutions and corresponding national laws".

Chain of Custody

1. Definition:
   1.1 A documented sequence of custody of material as it moves across entities along the supply chain from the point of origin, source or provenance to a defined end-point.

2. How to substantiate the term:
   2.1 Any offering that claims it offers a Chain of Custody must be supported by documented management systems including the definition of the critical control points, verification of the effectiveness of the processes to prevent contamination or tampering, communication of the evidence supporting the claim to interested stakeholders and a publicly available grievance mechanism.
   2.2 The management systems must satisfy the following criteria:
      2.2.1 Demonstrate that custody of the material throughout the chain of entities from the defined start to defined end point, including contractors, is covered. Service providers, including transport/couriers who support the secure movement of product from one location to another, laboratories, and state-controlled organisations to which material must be submitted for control purposes are excluded, but must be covered by appropriate due diligence and risk assessments.

3. Example standards:
   3.1 Responsible Jewellery Council Chain of Custody Standard.
   3.2 De Beers Pipeline Integrity Standard.

4. Avoid (how to NOT use the term):
   4.1 Claims of a chain of custody should not be made where:
      4.1.1 They rely purely on supplier declarations that are not supported by a defined Chain of Custody management system.
      4.1.2 The product includes material or components that are not covered by the Chain of Custody, unless these are specifically declared.
   4.2 Claims of a Chain of Custody must not either directly state or indirectly imply other benefits, for example "XXX is produced under a Chain of Custody so is ethically sourced".
   4.3 Chain of Custody claims must not imply any type of product conformity or product certification in relation to the product or material unless they are produced under a certified Product Conformity standard.

Traceability

1. Definition:
   1.1 An auditable process to identify and track materials and the entities from a point of origin, source or provenance to a defined end point, and the practices that were applied through this value chain.

2. **How to substantiate the term:**

   2.1   Any offering that claims it provides traceability solution must satisfy all the following criteria:

   2.1.1   Be able to demonstrate its starting point of origin, source and/or provenance.

   2.1.2   Be able to satisfy chain of custody requirements.

   2.1.3   Be able to demonstrate robust traceability of materials as they move through various entities in the value chain, from the defined starting point to the defined end point.

   2.1.4   Be able to demonstrate the practices that were applied by each entity in the value chain from start to end points.

3. **How to use the term:**

   3.1   Example use cases:

   3.1.1   Single Mine of Origin Gold.

   3.1.2   ASM Gold from A, B or C countries.

   3.1.3   Blockchain solutions that provide the origin and traceability information for a material, e.g., the origin of the rough gemstone, the company that discovered it, which company polished the gemstone and the location where it was polished.

4. **Avoid (how NOT to use the term):**

   4.1   References describing standards or schemes as offering traceability solutions but which do not meet the criteria to substantiate the term should not be used.

   4.2   Note, traceability should not be mistaken for transparency. Traceability offerings for products support transparency, but are not the only element covered under transparency and the terms should not be used synonymously.

5.   Terms to avoid using

This guidance recommends that the following terms are generally not used for the jewellery industry. If their use is adopted by any party, the rationale and basis use should be clearly substantiated, and full and transparent information should be provided to the consumer or customer to express the meaning of the claim.

1.   Eco-friendly / environmentally friendly for jewellery items: this term is too broad, unclear on applicability of claim and would require certain standard certification to prove something is ecofriendly/environmentally friendly.

2.   Biodegradable: this term is not applicable to the precious jewellery industry.

3.   Green/'greener' jewellery material: this term is too broad, difficult to substantiate and misleading.

4.   Energy-efficient/ energy-smart: these terms are difficult to substantiate, and the comparator is unclear.