

World Diamond Council

Jerusalem 2007

Gareth Penny
Managing Director
De Beers Group

Show we care



Shape the future



Pull together



Build trust



Be passionate



Meet some of the wonderful people
who depend on our industry...



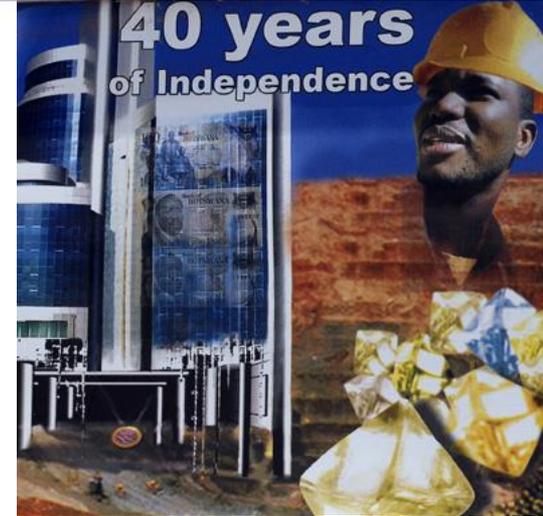
Malebese African Children's Feeding Scheme

Meet some of the wonderful people
who depend on our industry...



Nyeleti Shiwundlana

Meet some of the wonderful people
who depend on our industry...



People of Gaborone

Meet some of the wonderful people
who depend on our industry...



Vidur Kamath

Meet some of the wonderful people
who depend on our industry...



Maria Bandini

Mine to Finger



Our industry depends on ...



Catherine Wilson

The Challenge of Reputation

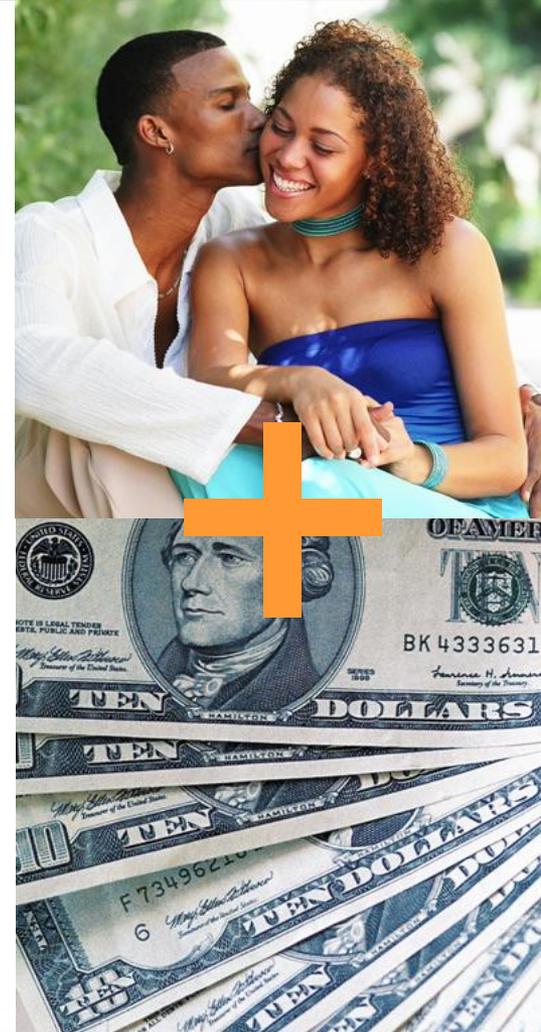
- Ethical considerations do not motivate a consumer to purchase a diamond...

BUT...

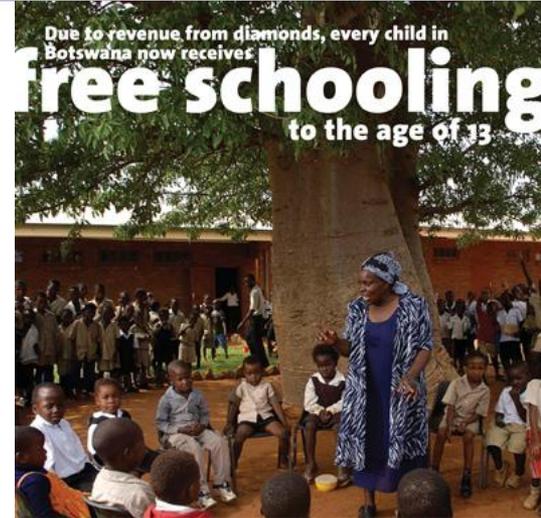
- They can put them off...

AND...

- We want to thrive for the next 100 years and beyond.



Challenges Faced



DIAMONDFACTS.ORG

HOME | THE FACTS | CONFLICT DIAMONDS | MAKING A DIFFERENCE | BUY WITH CONFIDENCE | ABOUT DIAMONDS | WHO WE ARE | 10 & 4

MORE THAN 99% OF DIAMONDS ARE NOW FROM CONFLICT FREE SOURCES AND TRADED UNDER THE U.N.-MANDATED KIMBERLEY PROCESS.

EUROPEAN COMMUNITY
Original Number: SK-00000000
KIMBERLEY PROCESS CERTIFICATE

READ MORE | MORE FACTS

DIAMOND FACTS

Most people are unaware of the role diamonds play in bringing real benefits to people in the countries around the world where diamonds are sourced. Nowhere is this more evident than in Africa. It is also in Africa that the same resource has been used to fund conflict. In 2000, a coalition of governments, non-governmental organizations and the diamond industry worked together to address this issue. In 2002, they established the Kimberly Process Certification System, a UN-backed process that has virtually eliminated the trade in conflict diamonds. Today, over 99% of the world's supply of diamonds is from sources free of conflict. Diamondfacts.org is dedicated to presenting the facts about conflict diamonds, along with how diamonds are driving economic growth and prosperity in countries around the world.

Fact #1: An estimated 5 million people have access to appropriate healthcare globally thanks to revenues from diamonds. [\(read more\)](#)

Fact #2: Diamond revenues enable every child in Botswana to receive free education up to the age of 13. [\(read more\)](#)

Fact #3: An estimated 10 million people globally are directly or indirectly supported by the diamond industry. [\(read more\)](#)

LATEST NEWS

Liberia Diamond Ban Lifted: Vigilance Needed to Ensure Diamonds Promote Development
April 30, 2007 / Global Witness and Partnership Africa Canada
[Read More >](#)

CONFLICT DIAMONDS & THE KIMBERLEY PROCESS

For more information, [Click here >](#)

INDUSTRY MEMBERS

The Challenge Ahead



The Challenge for the WDC

- To succeed the WDC “partnership” must have a common vision of the future
- The WDC “partnership” cannot be a patchwork quilt of well-meaning intentions and ideas.
- The time for consideration, realignment and action is now.



Challenges Ahead

Potential Industry issues...

- **Governance**
 - Lacking transparency
- **Ethics**
 - Money laundering
 - Child Labour
- **Communities**
 - Poverty
 - Artisanal / alluvial mining
 - Conflict
- **Environment**
 - Ecosystem destruction
 - Pollution



What we want the future to be...

**“For me, diamonds are
mystical and magical...**

**... they make me feel
beautiful, special, unique
and truly loved”**



What we want the future to be...

“Thanks to the WDC we are able to talk confidently to our customers about any concerns they have”.



What we want the future to be...

“As a small guy in this large and dynamic business, I rely on the WDC to help guide and educate me on important issues so I can concentrate on what I do bestmaking sales”.



What we want the future to be...

“The Diamond Industry has set the standard by which all other industries will be judged”



PARTNERSHIP AFRICA CANADA
PARTENARIAT AFRIQUE CANADA



WORLD
DIAMOND
COUNCIL



global witness



Our NGO Partners

What we want the future to be...

“Diamonds continue to make women and men like me speechless.....

they are a product that consumers can be proud of buying and us proud of selling.

..... the WDC has been one of the major reasons behind that”.

IDEX
magazine
www.idexonline.com
Apr 2008, Vol 24, No 158

An industry transformed

FEEL THE TRADITION. TASTE THE FUTURE

How do we continue winning?

- Build on the momentum and communicate it
- Ensure the WDC is truly reflective of the whole pipeline.
- Incorporate trained professionals
- Expand the mandate beyond conflict
- Achieve broad-based funding
- Include civil society representation



A Significant Challenge



Because Catherine demands it!



Catherine Wilson

Our livelihood depends on it!



'Living up to Diamonds'



We all have a role to play