

NATURAL DIAMOND COUNCIL

NDC Announces New Campaign, 'Thank You, By the Way'

The latest campaign puts a spotlight on the industry's decades long commitment to sustainability



(August 18, 2021) New York: The Natural Diamond Council (NDC) with the support of the Responsible Jewellery Council (RJC) is launching a new consumer campaign titled, 'Thank You, By the Way'. The campaign's target is consumers who now more than ever before want to know where their products come from, and the impact their purchases have on producing countries and local communities.

The omnichannel campaign features a variety of engaging sustainability facts about the natural diamond industry, highlighting both the socioeconomic and community benefits. The series of nine creative executions will debut across the NDC's social media channels this week, with a dedicated page on Only Natural Diamonds (www.naturaldiamonds.com/thankyou). The campaign can be seen in print in the upcoming COUTURE edition of Women's Wear Daily, and those attending both JCK and COUTURE are encouraged to visit the NDC's booth to view the full campaign.

"This isn't a new topic for the diamond industry," said David Kellie, CEO of the Natural Diamond Council. "For the last two decades the industry has been doing this work, putting sustainability at the forefront of everything they do. But now more than ever, consumers have an appetite for it, they want to know the

impact of what they are buying, and how their purchases are contributing to the regions and communities producing them. Through this campaign, we would like to thank our consumers for their trust and support in doing good around us.”

Established in 2005, the RJC is the leading ethics and sustainability body for the global jewelry and watch industry. The acclaimed RJC certificate is independently audited and ensures that industry players meet the highest standards in terms of business ethics, human and labor rights, health, safety and environmental management. The RJC also accelerates the progress of the industry towards the United Nations 2030 Agenda and the 17 Sustainable Development Goals (SDGs), in partnership with the United Nations Global Compact. Iris Van der Veken, Executive Director of the RJC said, “Consumers are looking for purpose and want to know if the company they buy from has strong values and robust management systems that integrate sustainability at the core of their operations. The RJC certification gives that third party assurance.”

The campaign can be utilized by industry partners, adapting the creative message according to their local contributions. For retailers, jewelers and wider industry wishing to utilize the campaign, the assets will be available for download from the Diamond Professionals resource hub on the NDC website, with customizable assets also being available upon request at - thankyou@naturaldiamonds.com.

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The Natural Diamond Council (NDC) advances diamonds’ desirability by publishing in-depth and engaging features and trend reports and sharing resources and information with consumers on the ultimate timelessness and singularity of this remarkable natural stone. The NDC also works to support the integrity of the natural diamond industry, providing transparency, and insight on the ethics, sustainability, and progress of this sector. For more information go to www.naturaldiamonds.com

The Responsible Jewellery Council is an international not-for-profit standards and certification organisation. It has more than 1,450 member companies that span the jewellery supply chain from mine to retail. RJC Members commit to and are independently audited against the RJC Code of Practices – an international standard on responsible business practices for diamonds, coloured gemstones, gold, silver and other precious metal groups. The Code of Practices addresses human rights, labour rights, environmental impact, mining practices, product disclosure and many more important topics in the jewellery supply chain. RJC also works with multi-stakeholder initiatives on responsible sourcing and supply chain due diligence. The RJC’s Chain-of-Custody Certification for precious metals supports these

initiatives and can be used as a tool to deliver broader Member and stakeholder benefit. Through the implementation of the COP and CoC members contribute towards the 17 Sustainable Development Goals of the United Nations 2030 agenda.

RJC is a Member of the United Nations Global Compact since 2009. The RJC is a Full Member of the ISEAL Alliance – the global association for sustainability standards. For more information on RJC Members, Certification, and Standards please visit www.responsiblejewellery.com.