

Now, more than ever, consumers are socially conscious and we must communicate that the diamond industry has addressed the issue of conflict diamonds. Awareness of conflict diamonds is rising again, especially within numerous books, the music industry, and movies. For example the new movie, *The Blood Diamond*, which is set in Sierra Leone during the civil war of the late 1990s, is due to release this winter. The media coverage around the film will surely heighten the interest around conflict diamonds.

For years, the diamond industry has been taking steps to address conflict diamonds. Since the establishment of the Kimberley Process (KP) and System of Warranties (SoW) in 2003, the trade of conflict diamonds in the marketplace has been mostly eliminated. Well over 99% of the world's supply of diamonds is certified to be from sources that are free from conflict. The World Diamond Council is intensifying its efforts to increase awareness of these facts. As a member of the trade, you and your employees have a very important role to play in educating yourselves and your customers about conflict diamonds, KP, SoW, and the positive role that diamonds play in the world, especially Africa. You should also know how to verify your diamond supply, so that you can reassure your customers that you do not sell conflict diamonds. To make this all as easy as possible for you, the WDC has developed this Conflict Diamonds Confidence Pack.

Materials include (in order of recommended reading):

- **Managers' Action Guide (for managers)** – Shows how to use the Confidence Pack and includes a sample letter for diamond suppliers.
- **Mini Guide: Understanding the Processes in Place that Ban Conflict Diamonds (for all employees)** – An explanation of key initiatives, including the Kimberley Process and System of Warranties.
- **Employee Training Manual (for managers)** – Provides information on how to train your employees about the issue.
- **Back Office Poster (for employees)** – Quick reference tool to help your employees answer questions about conflict diamonds.
- **Pocket Confidence Card (for employees)** – References key points on how the industry is tackling the problem of conflict diamonds.
- **Consumer Brochure** – Helps answer questions about conflict diamonds and reminds consumers about the important economic role of diamonds (available in Autumn 2006).

We are sure you will find this information valuable to your business. If you would like to download files of the various elements above for your own production, please visit www.diamondfacts.org.

