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EUROPEAN JEWELLERY

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The European Federation of Jewellery (EFJ) was founded in 2013 by recognised national associations from Belgium, France, Italy and Portugal, which together represent 89% of all jewellery items manufactured in Europe.

The EFJ defends the interests of the EU jewellery sector and promotes the achievement of excellence through high-level education, innovation and exchange of best practices.

Discover our leaflet

[EFJ's reaction to the Commission's directive proposal on](#)

Due Diligence

On 20 May, the European Federation of Jewellery (EFJ) sent its contribution to the Commission's public consultation on the Directive proposal on Corporate Sustainability Due Diligence.

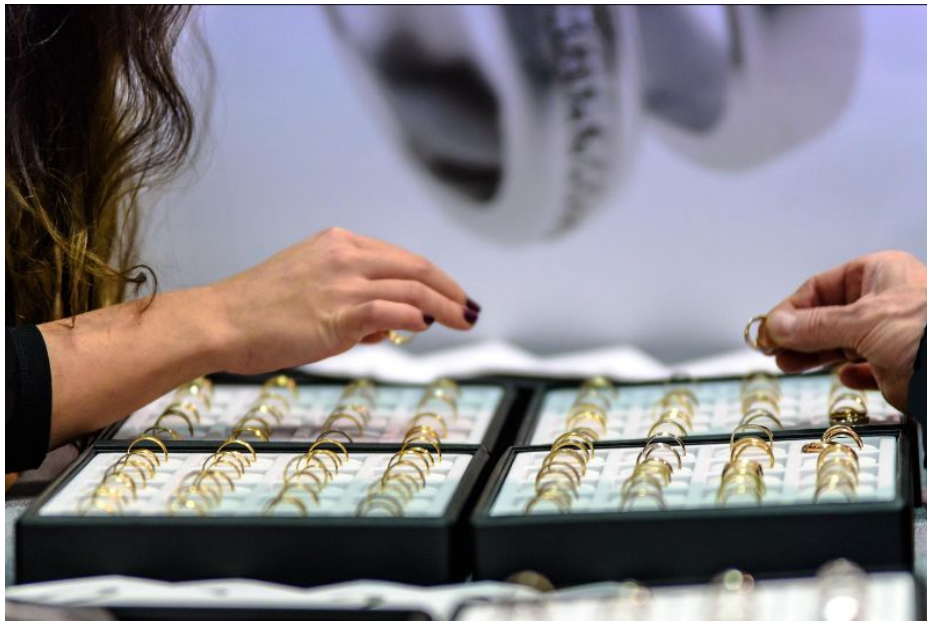
The Federation welcomes this proposal, which includes **a proportionate approach regarding SMEs**. However, it added some remarks/points of attention for the sector:

- **Effective supporting and financial measures** are needed for SMEs, when indirectly impacted as a result of the effect of large companies' actions across their value chains.
- It is essential to **avoid the passing on of the burden** from large companies to the smaller suppliers in the value chain.
- Companies should be able to rely on already **existing industry-driven certification schemes**, such as the RJC and the World Diamond Council's renewed System of Warranties, to support the implementation of their due diligence obligations.
- It is essential to **avoid any duplication and/or fragmentation of legal requirements**.
- The Directive should focus on **positively triggering and motivating companies** to implement their due diligence obligations, instead of sanctioning them at first stage in case of non-compliance.

Furthermore, we are satisfied with the fact that the proposed framework on due diligence is **based on an obligation of means rather than an obligation of results**. Having an exhaustive list of all the different legislations that companies have to consider in order to identify, bring to an end, prevent, mitigate and account for adverse human rights and environmental impacts in an Annex of the Directive provides for further legal certainty.

Finally, the EFJ fully agrees that **third-country companies**, which are not established in the EU but carry out activities on the European territory, are also covered by the Directive proposal.

Read our full contribution



Misleading commercial practices on synthetic diamonds must cease

The EFJ welcomes the European Commission's proposed Directive on Empowering consumers for the green transition. The Federation fully supports the objective of the Commission to reinforce the **protection of consumers against unfair and misleading commercial practices** and applauds the proposed ban of generic environmental claims used in marketing towards consumers, where the excellent environmental performance of the product or trader cannot be demonstrated.

In particular, the EFJ hopes that all proposed measures will contribute to **decreasing misleading commercial practices on synthetic diamonds**. Even if they have the same physical and chemical characteristics, natural and synthetic diamonds are produced in a different way and they do not have the same value, both financially and symbolically.

Generic environmental claims such as ecological or sustainable are increasingly used to designate and promote synthetic diamonds. In reality, it is estimated that **synthetic diamonds have a negative environmental impact** that is 69% higher than natural diamonds on average mainly due to high emission and energy consumption levels.

Furthermore, some sellers claim that synthetic diamonds are **more ethical**. This is another misleading and false advertising practice since the natural diamond sector plays a key economic and social role in providing livelihoods to around 10 million people mainly in Africa and in India.

Although the Federation considers that the proposed Directive is a step in the right direction, it is however **insufficient to properly and effectively protect consumers**. The EFJ is convinced that only the **adoption of a European legal (or legally binding) definition of diamond** to differentiate natural from synthetic diamonds will allow to efficiently protect consumers.

Read our full contribution



The EFJ welcomes back the Spanish Association of Jewellers, Silversmiths and Watchmakers



A. E. J. P. R.

**ASOCIACIÓN ESPAÑOLA DE JOYEROS,
PLATEROS Y RELOJEROS**

The EFJ is glad to have [the Asociación Española de Joyeros, Plateros y Relojeros](#) (AEJPR) back as a member. The Spanish Association of Jewellers, Silversmiths and Watchmakers joins the 5 members of the Federation: the UFBJOP

(FR), the AORP (PT), the AWDC (BE), Ars Nobilis (BE) and Federorafi (IT). Together, we will **continue to defend our position** on essential topics for the sector at the European level: cash payments limit, mutual recognition, diamond terminology and due diligence.

The AEJPR was founded in 1977 to represent the **general interests of the Spanish jewellery, silverware and watchmaking sector**. The Association is active in various thematics, such as the fight against money laundering and delinquency or trade.

The diamond value chain: from the Earth's mantle to your jewel

#3: extracting diamonds

We started a series on the diamond value chain, from the diamond formation to the ring on your finger. In this newsletter, we will cover the third step: diamond extraction.

In our previous newsletter, we detailed the exploration process to find diamond deposits. Once such a deposit has been identified, various methods are used to extract the precious stones, depending on the nature of the site.

If the diamonds are found underground, two processes can be used to extract them: open-pit or underground mining. **Open-pit mining** starts with removing the layers of sand and rock above the kimberlite pipe [1]. Afterwards, miners will blast the diamond-bearing rock in the pit, which will then be transported to a diamond processing plant. In **underground mining**, workers dig tunnels to the kimberlite pipe. They construct a first tunnel above another one, with funnels connecting the two. They blast the ore in the upper tunnel, and collect it in the second, lower one. The ore is then loaded and brought back to the surface for processing [2].

Alluvial mining occurs in riverbeds and beaches. As a small-scale artisanal activity, it consists of panning through gravel to find the precious stones. However, it can become much more complex at an industrial level, with diverting water and removing material to get to the gravel bed. The gravel is then taken to a plant where it is washed and screened for diamonds.

Diamonds can also be found in seabeds, hundreds of meters below sea level, and collected through **marine mining**. Specialised ships mine for diamonds deep out at sea. These ships use a powerful crawler that sucks gravel from the seafloor up to the surface through flexible pipes. Alternatively, they use a large, ship-mounted drill to excavate diamonds [3].

In the next step, we will learn more about the **processing of diamonds from the collected ore**.

[1] Kimberlite pipes are vertical, cone-shaped structures, formed by deep-source volcanic eruptions, carrying the diamonds from the Earth's mantle to its surface.

[2] Source:

<https://www.capetowndiamondmuseum.org/about-diamonds/diamond-mining/>

[3] Idem



EFJ Members

UFBJOP - Union Française de la Bijouterie, Joaillerie, Orfèvrerie, des Pierres et des Perles (France)

www.union-bjop.com

ARS NOBILIS – Fédération Belge du Bijou et de la Montre (Belgium)

<http://www.arsnobilis.be>

AORP - Associação de Ourivesaria e Relojoaria de Portugal (Portugal)

<http://www.aorp.pt/>

FEDERORAFI - Federazione Nazionale Orafi Argentieri Gioiellieri Fabbricanti (Italy)

<https://www.federorafi.it>

AWDC - Antwerp World Diamond Centre (Belgium)

<https://www.awdc.be>

AEJPR - Asociación Española de Joyeros, Plateros y Relojeros

<https://www.xn--asociacionespaoladejoyeros-urc.es>



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