



SPECIAL REPORT

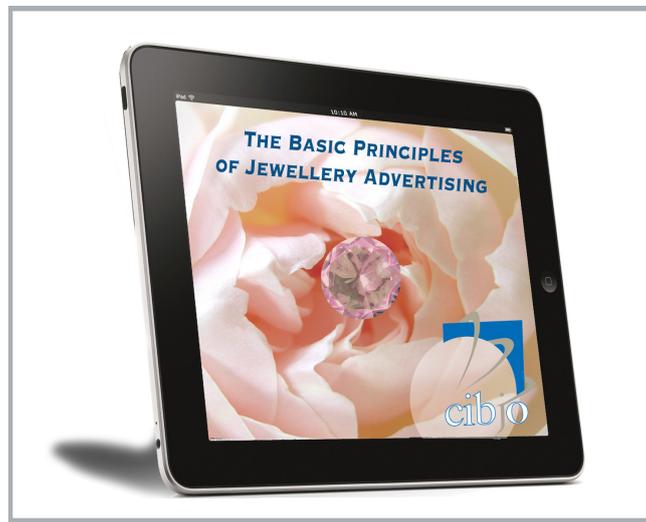
CIBJO CONGRESS 2014

Moscow - 19-21 May 2014



Ethics Commission

Workshop at CIBJO Congress to examine principles of ethical jewellery advertising



By Cecilia L. Gardner
President, CIBJO Ethics Commission

The reputation of an industry is strongly influenced by the public's perception of the way in which it advertises its products – in newspapers, magazines and television, and today increasingly via the Internet and social media. It goes without saying, therefore, that advertising claims must be subject to standards of conduct that ensure consumers are not deceived about the products they buy.

This is especially important with jewellery, where the various components are not always well understood by consumers, and products are evaluated by others, who generally have greater expertise about the items than the owners, as

well as their characteristics and relative values.

CIBJO has always set high standards with its Blue Books, regarding the important qualities and labeling of our products, including gemstones, precious metals and pearls, and how treatments should be disclosed. These standards are in furtherance of consumer protection, with the goal of defending confidence in Jewellery and the jewellery industry

We cannot hope to succeed in business unless consumers have trust in our products and the public claims we make about them.

As we typically have done, we must hold ourselves to a higher standard, and by so doing avoid government enforcement or competitor law suits that can arise from deceptive advertising practices.



Cecilia L. Gardner, President of CIBJO's Ethics Commission.

A GUIDE TO JEWELLERY ADVERTISING

The Ethics Commission's decision to engage the topic of advertising was taken with the intention of safeguarding all CIBJO members, as well as enhancing the reputation of the jewellery industry.

In 2014, for the first time, the Ethics Commission of CIBJO published a guide on how to fairly advertise jewellery. The "Basic Principles of Jewellery Advertising," as it is called, explains the generally applicable standards for fair and honest advertising in all forms of media. It has been made publicly available via the CIBJO website and can be downloaded by [CLICKING HERE](#).

The general principles outlined in the guide are the same as those which are often enforced around the world by consumer protection laws, or by court cases that set precedent on the subject. But they have been framed specifically for the jewellery sector.

The goal of the guide is to instruct how clear, honest and substantiated claims should be made about jewellery products. Truthful assertions must be made about the jewellery being advertised, as well as the clear disclosure of treatments. Fairness is another core principle that must be observed.

To elaborate upon the guides that were published during the course of the past year, the Ethics Commission will be hosting a workshop on these principles during the upcoming CIBJO Congress in Moscow.

RESPONSIBILITY AND SUSTAINABILITY

Representing the Ethics Commission at a recent meeting of the UN Economic and Social Council (ECOSOC) at the United Nations in New York, I had the privilege to participate with our President in a robust discussion of the UN's Millennium Development Goals, and the sustainability of our industry.

CIBJO's consultative status with ECOSOC has already produced a number of important initiatives. The Ethics Commission is in line with the intention of CIBJO in this context, as expressed by our President Gaetano Cavalieri: "... fulfilling our social and economic commitment to our stakeholders and the communities in which they live."

It was very gratifying to observe the accomplishments for which CIBJO has been responsible during its tenure with ECOSOC. This includes the launch of the Centre for Excellence in Antwerp, Belgium, and a new "Global Partnership for Development" (announced at the UN) with the Council of Independent Financial Advisors (CIFA) which calls for the creation of a joint program to educate our respective members about the post-2015 development agenda.

These projects will be described in detail during the upcoming Congress.

APOLOGIES AND BEST WISHES

Due to an unfortunate conflict, I will be unable to attend the Congress in Moscow. Since my daughter, who many of you met at the CIBJO Congress in Porto, Portugal, will be graduating from college at the same time, I am sorry to be missing my first congress in 14 years.

But I will be well represented by JVC's Senior Counsel Suzan Flamm, who will conduct the Advertising Workshop, and will participate in the conference on the important topic of synthetic diamonds and their impact on our trade.

I trust that you will extend to Suzan a warm CIBJO welcome, and make sure her first congress is memorable. I will be thinking of all of you as I watch my daughter receive her diploma!