

# BUILDING FOREVER

OUR JOURNEY



VOLUME 3  
NOVEMBER 2019

DE BEERS GROUP

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## Cover

Isaia Byebe, Game Scout at De Beers Group's Venetia Limpopo Nature Reserve in South Africa.

## Inside front cover

A giraffe at Debswana's Jwana Game Park in Botswana.

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ULTIMATELY, IT IS THE INDIVIDUAL AND VERY PERSONAL STORIES THAT MAKE UP BUILDING FOREVER. THESE STORIES KEEP DIAMONDS FROM DE BEERS GROUP CLOSE TO MY HEART AND MAKE ME PROUD TO COME TO WORK EVERY DAY.

**Bruce Cleaver**  
CEO, De Beers Group

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De Beers Group is built around forever. From the formation of our diamonds over a billion years ago, to the timeless emotions that they represent for those who buy them, diamonds are the closest thing to forever that we can hold in our hands. But we know that forever cannot be taken for granted; it takes effort.

Building Forever is our commitment to creating a positive legacy that will endure well beyond the recovery of our last diamond. It is our blueprint for a holistic, integrated approach to create a better future – one that is fairer, safer, cleaner and healthier, where safety, human rights and ethical integrity continue to be paramount, where communities thrive and the environment is protected.

It isn't just business critical; it's our responsibility.

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**About this publication**

Use of 'our' or 'we' in this report relates to De Beers Group and is used for both wholly-owned and joint venture business entities in which De Beers Group has a significant shareholding. Further information on the topics covered in this report can be found at [www.debeersgroup.com/buildingforever](http://www.debeersgroup.com/buildingforever).

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Forevermark™, Gemfair™, Tracr™,  
TRACR™ and  are  
Trade Marks of De Beers Group.

# DE BEERS GROUP – AT A GLANCE



## RECOVERY

We recover diamonds through our Managed Operations in Canada and South Africa. We also have 50/50 joint venture partnerships with the people of Botswana (Debswana) and Namibia (Namdeb Holdings, including Debmarine Namibia (offshore operations) and Namdeb (land-based operations)).

## TECHNOLOGY

We have specialist businesses that develop diamond recovery, sorting and detection technology for the diamond industry, as well as an Industry Services function that provides diamond grading, education and technology sales. The Institute of Diamonds was established for the research and advancement of diamond knowledge, with campuses in Maidenhead (UK), Surat (India) and Antwerp (Belgium).

## UPSTREAM



## EXPLORATION

Our teams explore for rough diamond deposits around the world.



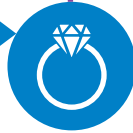
## SALES

Our Global Sightholder Sales function in Botswana sells De Beers Group's rough diamonds to international customers. In South Africa, our Sightholder Sales South Africa function sorts and values rough diamonds mined by local Managed Operations and sells to local customers. DTC Botswana and NDTC are businesses within our Botswana- and Namibia-based joint venture partnerships, respectively. They sort and value rough diamonds mined by Debswana and Namdeb Holdings, respectively. NDTC also carries out local sales. Our Auction Sales function sells De Beers Group's rough diamonds via online auctions.

## MIDSTREAM



## DOWNSTREAM



## CONSUMER

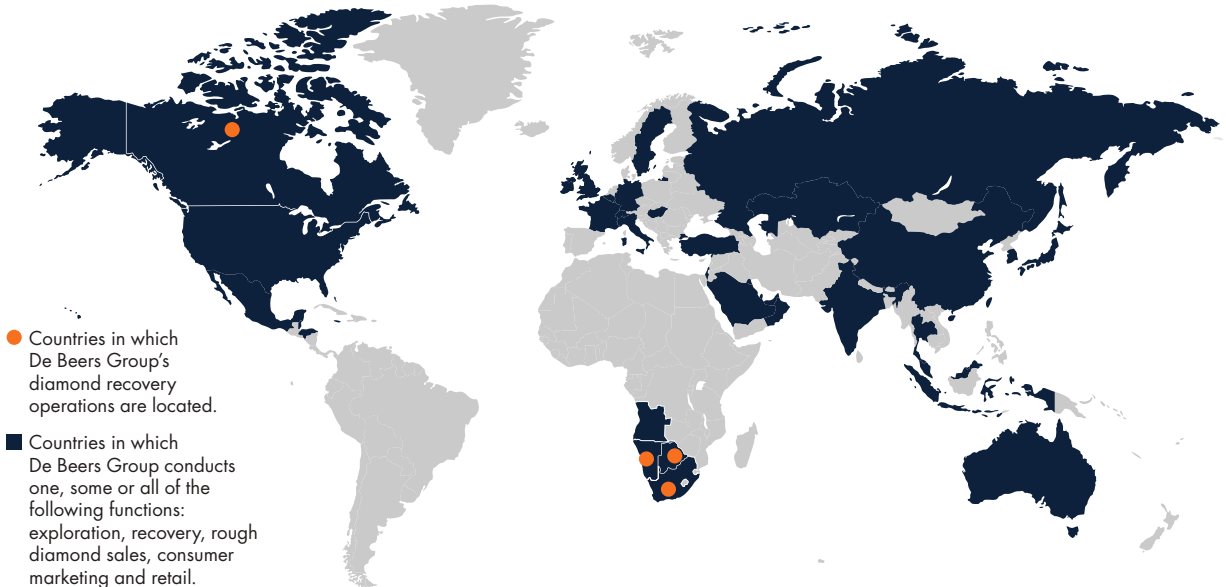
We have a diamond brand, Forevermark™, and a diamond jewellery brand, De Beers Jewellers. They offer distinct collections and bespoke pieces using the world's finest diamonds.

## SUPER MATERIALS

Our Element Six business develops synthetic diamonds and supermaterials for use in a number of industries.



## A GLOBAL BUSINESS



● Countries in which De Beers Group's diamond recovery operations are located.

■ Countries in which De Beers Group conducts one, some or all of the following functions: exploration, recovery, rough diamond sales, consumer marketing and retail.

# A FRAMEWORK FOR A BETTER FUTURE



**Bruce Cleaver**  
CEO, De Beers Group

*It has been a challenging year for the diamond industry, but that doesn't mean we are pulling back on our Building Forever activities to create a better, fairer future. In fact, quite the opposite is true.*

Our commitment to leave a lasting, positive legacy is integral to everything we do. It means that those with whom we work can trust us to be a partner of choice; those who buy our diamonds can be proud to give or wear them; and those who join our workforce can feel they are part of something that is making a positive impact on the world around them.

For all these reasons, Building Forever is a business mandate, not just a nice to have. In uncertain times, this only becomes more apparent. It's only by constantly challenging ourselves to develop better, more innovative ways of leaving a lasting, positive legacy that we will thrive as a business.

That's why over the past year, in consultation with our mining communities, our consumers, NGOs and partner governments, we have redoubled our efforts, including formalising our strategy for Building Forever and identifying four areas where we believe we can have the greatest positive impact. I'm proud to announce that these areas are: Protecting the natural world; Partnering for thriving communities; Standing with women and girls; and Leading ethical practices across industry. We call these the 'pillars' of our Building Forever work, and in the next edition of Our Journey, we will set out our long-term goals in each area.

Underpinning our Building Forever pillars are what we call the 'Critical Foundations' of how we do business. These include our commitment to human rights, our focus on safety, our work to build a happy, diverse workforce and our efforts to develop leaders with a collaborative,

innovative outlook. Our foundations are critical to the way we operate, both internally and with the many stakeholders and specialist organisations with whom we work around the globe. The role of our partners in helping us implement sustainable initiatives and achieve maximum impact cannot be overstated – we cannot build forever alone.

Diamonds are undoubtedly a precious resource. For me, their true value comes from what they represent: the livelihoods they provide for the people who are involved in their journey; the children and women they support in the communities in which we work, the elephants and other animals they protect; and much more.

Ultimately, it is the individual and very personal stories that make up Building Forever. These stories keep diamonds from De Beers Group close to my heart and make me proud to come to work every day. In this publication, we bring you a handful of these stories. I hope you find them as inspiring as I do.



# BUILDING FOREVER: INTRODUCTION TO THE FOUR PILLARS

## PROTECTING THE NATURAL WORLD

*Our vision is to operate carbon and water neutral mines and to deliver a positive impact on biodiversity overall.*

Our diamonds come from deep within the earth. We cannot disregard the environmental impact that comes with recovering them; yet, by preserving biodiversity and water, along with tackling climate change, we are exploring ways not only to recover nature's treasures, but also to treasure nature.

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**“ I am passionate about delivering on our ambitious commitments to positive biodiversity, water and climate change outcomes, as this will ensure thriving ecosystems that will benefit the generations to come.”**

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**Urishanie Govender**  
Head of Safety & Sustainable Development,  
De Beers Group



PROTECTING  
THE NATURAL  
WORLD

## PARTNERING FOR THRIVING COMMUNITIES

*Our vision is to be a catalyst for a step change in skills, health and livelihoods to enable community resilience and a diversified economy in our host countries.*

We have a long history of working in partnership with government and local communities, and by collaborating to promote skills for the future, health and wellbeing and livelihoods, we hope to continue to remain a partner of choice and build communities that remain strong and resilient well beyond the recovery of our last diamond.

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**“ Working in partnership allows us to have a much bigger impact within our mining communities. So we're working with both local and global partners to improve livelihood opportunities and open up access to education and skills.”**

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**Katie Fergusson**  
Senior Vice-President,  
Social Impact,  
De Beers Group



PARTNERING  
FOR THRIVING  
COMMUNITIES



Rhinos graze at one of De Beers Group's Diamond Route sites.



Schoolchildren take part in gardening classes at Acacia Primary School, Botswana.

*Our pillars align with the UN 2030 Sustainable Development Goals and were selected based on extensive consultation internally and externally, to ensure we achieve the greatest positive impact both within our operations and beyond our mine gates.*

## STANDING WITH WOMEN AND GIRLS

*Our vision is a workforce with equal gender representation as well as equal access to opportunity for women and girls in host communities.*

We hold our commitment to standing with women and girls close to our hearts because we know that by supporting financial resilience and technical and leadership skills for women and girls, and challenging harmful stereotypes, we can create a multiplier effect for community development and build a more innovative and productive business.

**“In an industry that has traditionally been male-dominated, spearheading a movement that has united colleagues and partners around the world to support women within our business, in our communities and across our marketing has been exciting and truly inspiring.”**



**Shahila Perumalpillai**  
Principal,  
Social Impact,  
De Beers Group



## LEADING ETHICAL PRACTICES ACROSS INDUSTRY

*Our vision is to use our leadership position to strengthen trust in De Beers Group and influence positive change across the value chain, in our operations and beyond.*

Our long-term success depends on strong ethical foundations. We are constantly working to raise the bar across our industry through responsible sourcing, ethical innovation and advocating for change, ultimately working towards strengthening trust, pride and confidence in diamonds.

**“Diamonds represent the best of our emotions, and we’re committed to continue using our industry-leading expertise and innovations to make sure this is reflected through the way we operate now, and the positive legacy we leave in the future.”**



**Ferial Zerouki**  
Senior Vice-  
President,  
International  
Relations and  
Ethical Initiatives,  
De Beers Group



Participants at an AWOME training event in Namibia.



A De Beers Group employee demonstrates the GemFair™ toolkit.

# 2019 HIGHLIGHTS



## GIRAFFE TRACKING

A ground-breaking project tracking giraffes on a De Beers Group nature reserve in South Africa concluded. Eighteen giraffes were fitted with GPS 'collars' to help scientists understand more about their behaviour in their natural environment.

## TRACR™

Tracr™ is a technology platform developed by De Beers Group in collaboration with the diamond industry to improve diamond traceability. Tracr™ took its first steps towards mass adoption by launching the Tracr Community to foster education and collaboration among industry participants.



## TRAINING CONSERVATIONISTS

De Beers Group sponsored eight up-and-coming conservationists to attend a training workshop in Brazil. The Conservation Leadership Programme designed the course to train the next generation of conservation leaders.



February

April

May

June

## GEMFAIR™

The GemFair™ programme, which connects artisanal and small-scale miners to the global market, has a pilot underway in Sierra Leone. The programme can be scaled up and potentially expanded to other countries.



  
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## WOMEN IN ENGINEERING

De Beers Group launched a three-year partnership with WomEng, an award-winning organisation with a mission to develop the next generation of highly skilled women for the engineering and technology industries.



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## AWOME

The Acceleration of Women Owned Micro-Enterprises (AWOME) programme passed the halfway mark towards its target of training 1,250 women.

## HIV MILESTONE

As part of our comprehensive antiretroviral treatment (ART) programme, we reached a milestone of 11 years with zero babies born with HIV to HIV-positive employees or their partners.



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October



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## MOVING GIANTS

Moving Giants, the ambitious elephant translocation project, completed its second translocation. Fifty-three elephants were translocated to join the 48 moved in 2018 at their new home in Zinave National Park in Mozambique.



## HeForShe

De Beers Group sponsored the first-ever UN Women HeForShe #GetFree Tour in Canada. The tour reached 60,000 students and thought leaders from academia, government and industry through panels and other activities to advance gender equality.



“  
MY MOST  
CHALLENGING  
TRANSLOCATION  
EVER

*Translocation expert Kester Vickery walks us through some of the highlights of Moving Giants, our ambitious programme to move elephants from our Venetia Limpopo Nature Reserve in South Africa to Zinave National Park in Mozambique. Kester has helped us successfully move 101 elephants in two separate translocations but admits that initially he felt daunted. He tells us why.*



**Kester Vickery**  
Translocation expert

Our Venetia Limpopo Nature Reserve (VLNR) in South Africa is an ideal habitat for elephants, providing a large, protected area for herds to roam and a diverse ecosystem of flora and fauna. However, due to natural reproduction, numbers recently reached a point where the habitat could no longer support the population adequately, and this was starting to have a detrimental effect on other species.

However, in Mozambique, elephant numbers are low, partly as a result of the civil war, which ended in 1992. We have therefore moved 101 elephants in two translocations from VLNR to Zinave National Park in Mozambique. This is a 408,000-hectare park managed by Peace Parks Foundation, a leading not-for-profit organisation that protects large cross-border ecosystems, in partnership with the Mozambique government. It already has strong anti-poaching measures in place, and we've strengthened these with a US\$500,000 donation from the Anglo American Group Foundation over five years. This is being used to employ and train 25 new field rangers, install a digital radio network and buy a small plane for aerial surveillance.

Kester has been key to the success of the two translocations to date, leading the team in charge of the logistics and veterinary care of the elephants. >



**Images**

- 1 The helicopter crew fly low to dart an elephant with the immobilising drug.
- 2 Once the elephants are lying down, Kester and his team move in quickly.
- 3 Safe practice is to hoist the elephants upside down using a crane.
- 4 The ground team stay in radio contact with the helicopter crew.
- 5 Kester moves an elephant into a safer position.
- 6 Families are kept together to minimise stress.





## KESTER'S STORY

"I've been translocating animals for more than 20 years and in that time have helped move around 1,800 elephants and a couple of thousand rhinos. But these two translocations have been by far the most challenging I've been involved with. The whole project is a massive, massive undertaking. How do you move so many elephants some 1,700km across international boundaries and on unpaved roads? It was out-of-the-box thinking even to imagine it would be possible.

So where do you start with a project like this? Well, it starts with planning. This was huge and involved everything from obtaining ministerial approvals from the government in South Africa to creating new access roads so we could capture the elephants. We also had to adjust and change a lot of our equipment. This isn't something you can go into a shop and buy off the shelf. Everything is purpose-built by us.

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***“The more I work with elephants, the more I realise they are different from other species.”***

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Safety was a key focus at every stage, both for humans and elephants. For example, we carry an antidote in case any of the team come into contact with the drug we use to immobilise the elephants. And to minimise anxiety for the elephants, we make sure we keep family groups together from a great-grandmother down to a young calf. This way, they can see each other, smell each other, and touch each other and that goes a long way to relieving stress, both on the journey itself and as they adapt to their new home.

On the day of the move itself, we use a helicopter to herd the elephants to an area where we can gain access and work. We then dart the elephants from the helicopter with the immobilising drug. This happens really quickly – it's a phenomenal thing to watch.

Once all the elephants have been darted, the ground team then need to get in incredibly fast as about 20 per cent of the elephants will be in immediate danger. That's because elephants have an amazing physiology and can only breathe through their trunks. So if you constrict their trunk in any way, they will suffocate and die. They also can't lie on their chests because their lungs are connected to their chest walls. So if they're lying on their trunk or chest, we need to move them on to their sides.

Once all the elephants are lying down safely, we use a crane to load them into purpose-built crates and wake them up within half an hour. We wake a calf first so that it gets up before its mother. That's because the first thing a mother elephant does when it wakes up is look for its calf. You can immobilise rhino, impala or giraffe, and they won't show any concern for their offspring when they wake up. But elephants really are different. The more I work with elephants, the more I realise they are different from other species.

Once all the elephants have woken up and walked from the wake-up crates into the transport trucks, we're ready to start the long, slow journey to their new home.

We've now moved 101 elephants and some of the female elephants have already given birth in Zinave. That in itself tells us this has been a successful operation. My hope now is that other corporates see what De Beers Group is doing to protect both habitats and species and follow its lead." ■



Antiretroviral medication.

# “ ONE LESS INFECTION IS A VICTORY FOR ALL OF US

*Dr Rachel Seleke manages our HIV programme at Debswana's Jwaneng Mine Hospital in southern Botswana. She has worked in HIV prevention for over a decade, but the excitement she feels every time an HIV-positive mother gives birth to a healthy HIV-negative baby has not diminished.*



**Dr Rachel Seleke**  
HIV Programme Manager,  
Jwaneng Mine Hospital

This year marked a significant milestone for De Beers Group's HIV programme. For a record 11 years, zero babies were born with HIV to HIV-positive employees or their partners receiving treatment on the programme. This remarkable achievement is the result of years of hard work on the ground by our Disease Management Programme – launched in 2001 by Debswana, our joint venture with the Government

of the Republic of Botswana. The programme was the world's first workplace initiative to tackle HIV and aims to prevent, detect and treat HIV and AIDS. It offers free antiretroviral treatment to employees and their families, extending the impact beyond our workforce.

The fight against HIV/AIDS remains a critical issue in southern Africa. However, we are making significant progress and, in reducing HIV incidence, we are also reducing the incidence of other diseases that affect people with compromised immune systems. For example, so far in 2019, we have not recorded a single case of tuberculosis among our employees in South Africa. Key to the success of our work tackling HIV/AIDS are the medical staff who deliver the programme on the ground. One of them is Dr Rachel Seleke, a doctor at Jwaneng Mine hospital. >

## RACHEL'S STORY

"I've been working in HIV prevention for a long time now, but every time an HIV-positive mother gives birth to an HIV-negative baby I still feel pride and excitement. I've promised the mother that she'll be able to have a healthy baby, and I've delivered on that promise. I also feel that I'm contributing to the bigger picture and to the health of the country as a whole. One less infection is a victory for all of us.

I'm the senior medical officer at Jwaneng Mine Hospital, which takes referrals from Botswana's southern region. In addition to overseeing all clinical work at the hospital, I deliver both Debswana's HIV programme, and the state-run HIV prevention programme in the community.

Managing these programmes allows me to work with different people at both a hospital and community level – I really enjoy this. I'm part of the local community, and it's good to see our work having a positive impact.

The focus is very much on HIV prevention. If you can help people living with HIV to suppress the virus, you reduce the risk of transmission. Our work with HIV-positive mothers through our Group Disease Management Programme clearly demonstrates this.

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**“De Beers Group has been at the forefront of the HIV battle in Botswana right from the start. If tests show the woman is HIV-positive, we will offer her free treatment, starting immediately.”**

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When a pregnant woman first comes to the hospital for an antenatal appointment, we do a routine check for her HIV status in line with national guidelines. If these tests show the woman is HIV-positive, we will offer her free treatment, starting immediately. The dose and treatment are the same as for any other adult with HIV.

We also give her a record card that documents her treatment so health professionals at other facilities she might visit can monitor her treatment and progress, as well.

Women now know that it's possible to be HIV-positive and give birth to a healthy baby who doesn't have the virus. They see this happening in their local community. This means that they're more open to accepting the treatment and giving their baby a good start in life. They then pass on their knowledge to other women in the community, helping to reduce fear and misunderstanding about HIV.

Attitudes in Botswana are changing, and although there is still stigma about being HIV-positive, there's much greater understanding than in the past. This means that the uptake of treatment is much better than it used to be. Within De Beers Group, for example, 89 per cent of employees knew their status in 2018 compared with 26 per cent in 2015. And uptake of treatment has risen from 90 per cent to 95 per cent.

We're pleased with this progress but aim to do even better. We want to have a healthy workforce who can enjoy a good quality of life, so we want to see a 100 per cent uptake of treatment. Looking forward, this is one of the challenges we face.

One of the ways we can promote this is by encouraging employees to share information and talk more openly in the workplace. We see the workplace increasingly becoming an important area of support.

De Beers Group is leading the way in terms of providing support, care and an open forum for awareness-raising through the workplace. In fact, it has been at the forefront of the HIV battle in Botswana right from the start and continues to have an impact far beyond its own employees." ■







### Images

Free HIV testing in the workplace encourages every De Beers Group employee to 'know their status', regardless of role or location.

Free treatment means HIV-positive mothers can give birth to HIV-negative, healthy children.





STANDING  
WITH WOMEN  
AND GIRLS



Entrepreneur and AWOME participant Sunny-Girl Hawanga at work in her spray-painting and panel-beating business in Windhoek, Namibia.

# “ AWOME HAS TAUGHT ME WHAT BUSINESS REALLY MEANS

*Sunny-Girl Hawanga has loved cars since she was a child. She runs her own automotive panel-beating and spray-painting business in Namibia. AWOME has helped Sunny-Girl to improve her business management practices and enabled her to expand her business to include repairing tyres. She is a source of inspiration and advice for friends and family.*

The Accelerating Women-Owned Micro-Enterprises programme (AWOME) provides training and mentoring to women entrepreneurs in southern Africa like Sunny-Girl. Launched in 2018 as a partnership between De Beers Group and UN Women, AWOME works with government to train and employ local staff to run the programme to ensure long-term, systemic change. Through this partnership, we aim to have supported at least 1,250 women micro-entrepreneurs across Botswana, Namibia and South Africa by 2020, by providing training in business and life skills, mentoring and networking opportunities.

Sunny-Girl is benefiting from AWOME in Namibia, where the programme is implemented in partnership with the Ministry for Gender Equality and Child Welfare. She says the mentoring she receives is showing her ‘how to be strong in business’ and has helped her to strengthen her panel-beating and spray-painting business and relaunch a tyre repair service. She has also learned the importance of marketing, saying: “Before, only my friends knew what I was offering. But now, after the training, I’ve created a group for my business on WhatsApp and a page on Facebook. I also now recognise that I need to formalise the bookkeeping. I used to record my work, but I didn’t really know that I needed to pay myself a regular salary. AWOME has taught me what business really means.” >



**Sunny-Girl Hawanga**  
Entrepreneur and AWOME participant

## SUNNY-GIRL'S STORY

"I grew up in a village where only my father and one neighbour had a car. My father worked 600km away, but whenever he came home, the first thing I would do is go and check on the car.

While I was still at school, my elder brother got a job as a spray painter and panel beater, and during the holidays I used to accompany him to work. Later, he started his own business, and that inspired me to fulfil my own dream of working in the automotive industry.

I started my business in 2016, offering car body repairs, including panel beating and spray painting, and I now have six men working for me. I felt so proud when I was selected to join the AWOME programme because here in Namibia we have lots of people trying to do business of one kind or another. So I really appreciated being given this opportunity.

I've learnt a huge amount from the programme, and I'm already doing many things differently.

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**“ I try to inspire other women to set up different businesses, too.”**

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I'm proud that I'm working in an industry where there aren't many women. I try to inspire other women to set up different businesses too, not only traditional female-owned businesses. Lots of friends and family come to me for advice about starting a business or finding good suppliers.

Customers are sometimes surprised when they come in and see that there's a woman boss. But later, when they see me in action, they say: 'Wow, you really have the skills to do this job.'

Looking ahead, I'd like to invest in better premises and have a proper workshop. I also want to work with government departments and with different company cars. Where I am now, it's just a start!" ■

### Images

- 1 Sunny-Girl is a hands-on boss.
- 2 Sunny-Girl reviews her books with her trainer and mentor through the AWOME programme, Alex Shinana.
- 3 Sunny-Girl discusses a job with some of her employees.
- 4 Sunny-Girl smiles proudly outside her workshop.
- 5 Sunny-Girl hard at work spray painting.





**Alex Shinana (above) works as a trainer under the AWOME programme and, to date, he's trained 210 women micro-entrepreneurs and mentored more than 90, including Sunny-Girl.**

"Women are the backbone of each family. When you empower women, you empower the whole nation. They develop the courage to confront challenging issues and take responsibility for the future.

What I see as a trainer is that attitudes change. The women gain self-confidence, fall in love with their businesses and realise they can make a living through their own hard work.

Sunny-Girl is an ambitious young woman who has managed to penetrate the male-dominated panel-beating business.

The mentoring that the women receive after the training is one of the key things that makes this programme different. Each time we visit the women, we leave them with an action plan.

We set targets and push them to the limit. For example, I set Sunny-Girl the challenge of reopening a tyre repair business that she had started but then closed. Within three months, the business was up and running again.

AWOME is also changing my own perceptions of women, and this will help me be a better husband to my wife. The friendships that we build with the women entrepreneurs are very rewarding. They are my life mentor just as I am their business mentor!"



# “ I SEE GEMFAIR CHANGING WHOLE COMMUNITIES

*Sierra Leone Location Manager Raymond Alpha dreams of a bright future for artisanal diamond miners – a future where they can earn a good living and enjoy safe working conditions. He tells us about the pilot phase of GemFair™, a programme set up by De Beers Group to help create this future.*

Artisanal and small-scale diamond mining and trading (ASM) is a challenging part of the sector and an area that we traditionally have not been involved with because of the lack of regulation and ethical standards. However, ASM is an important source of income for many people in the countries where we work, and it has the potential to play a key role in building community resilience.

We have therefore launched an innovative pilot programme – GemFair™ – which aims to tackle some of the challenges in the sector and create a secure and transparent route to market for ethically sourced ASM diamonds. In doing so, we are improving ASM miners' livelihoods, paying them a fair value for their diamonds and enhancing their working conditions through better business and environmental practices. We are also developing their knowledge and understanding of diamond valuation.



**Raymond Alpha**  
Sierra Leone Location Manager

GemFair was launched in Sierra Leone in June 2018, covering around 320 miners across 16 mine sites, and today it covers about 1,640 ASM miners across 82 sites. We are still registering new mine sites.

Location Manager, Raymond Alpha, has played a key role in the programme's rapid and successful roll-out and sees first-hand the many challenges facing ASM miners. >

Raymond trains an artisanal miner on using the GemFair™ app.



## RAYMOND'S STORY

"Artisanal miners have tough lives. Often they will work long hours under the hot Sierra Leone sun. At the end of the day, they may have a good collection of diamonds but will usually have little or no understanding of the value of their find.

This makes them extremely vulnerable to exploitation. Managers or other custodians of their diamonds may substitute one diamond with another of lower value. One miner once said to me: 'In the past, if I found a five-carat diamond, it would become something else the next day because I had no way of measuring the diamond.' There's also the risk that fellow miners will tamper with their diamonds, sometimes even stealing them.

GemFair stops practices like this. Eligible miners get a dedicated tablet with an app that enables them to create a digital record, including GPS locations, for each diamond they find. The tablet is waterproof and that's important because the rains can be heavy here.

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**“ ASM miners can choose their buyers freely, and that's changing the dynamics.”**

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When logging their diamonds, miners have to use tamper-proof QR-coded 'bag and tag' equipment, and this means they know their diamonds are safe.

We're also bringing transparency to the buying process. The GemFair app and training give ASM miners a basic understanding of the value of their diamonds so they can make better informed choices about who to sell to and what price they should expect. Before, buyers didn't necessarily offer a fair price, and because miners had no idea how much their diamonds were worth, they felt they had to accept it. This meant they typically earned a poor living, and families and local communities suffered as a result. Now, ASM miners can choose their buyers freely. There's healthy competition, and that's changing the dynamics.



### Images

- 1 An artisanal miner practises using a hand loupe.
- 2 An artisanal miner holds recently discovered diamonds.
- 3 Introducing the GemFair programme to artisanal miners in Sierra Leone.
- 4 An artisanal miner receives instructions from Raymond on how to use a tamper-proof bag.
- 5 A diamond sealed in a GemFair™ bag.
- 6 An artisanal miner holds diamond-bearing gravel.





In the GemFair buying office, miners are invited to sit down and watch the step-by-step process that buyers follow in order to value the diamonds. The buyers talk them through the process, which is improving miners' knowledge and understanding of diamond valuation. Miners aren't obliged to sell through De Beers Group's distribution channel, but if they choose to do so, they know they're getting a price that's based on market value.

All this is having a big impact, both on the way ASM miners see themselves and how others see them. They're gaining in confidence and self-reliance, and feel more respected.

Another important change that I'm seeing is a greater understanding of what's acceptable in terms of mining practices and what definitely isn't – for example, the use of child labour. We require all registered GemFair miners to adhere to ethical standards – either our own new ASM standards or the Maendeleo Diamond Standards established by the Diamond Development Initiative. This is changing attitudes and improving safety and environmental working practices.

If I look ahead and imagine what the ASM sector will look like in 30 or 40 years' time, I see a sector that has been completely formalised and that is characterised by honesty and transparency. I see miners working independently and meeting their responsibilities with enthusiasm because they're confident that they will enjoy the benefits of their hard work. I see whole communities changing.

Looking ahead, I see a rebranding of Sierra Leone diamonds in the international market and a real change in the perceptions that people have about diamonds found in Sierra Leone. These are the good things I can see happening from GemFair being on the ground, and I'm proud to be part of it." ■



*The future is all around us. It's the healthy babies being born to HIV-positive mothers and the successful entrepreneurs planning their next business move. It's the artisanal miners learning skills to bring greater trust and transparency to their industry, and the elephant herds exploring new habitats.*

*Day by day, step by step, we are helping to create this future – developing strong partnerships, sharing expertise, and seizing opportunities to build a future that is better for all of us.*

*As the future changes, so too will we, constantly rethinking and refocusing our efforts to achieve the greatest positive impact across everything we do.*



#buildingforever

82

artisanal mine sites working with our GemFair programme.

[www.gemfair.com](http://www.gemfair.com)



101

elephants settled in their new home at Zinave National Park in Mozambique.

[www.movinggiants.com](http://www.movinggiants.com)



11

years with zero babies born with HIV to HIV-positive employees or their partners receiving treatment on our comprehensive antiretroviral treatment programme.

DE BEERS GROUP™

200,000

hectares of land set aside for conservation across eight sites on the Diamond Route.

[www.diamondroute.com](http://www.diamondroute.com)



350,000

people employed across the diamond value chain covered by our Best Practice Principles.

DE BEERS GROUP™

700

women micro-entrepreneurs supported through our AWOME programme in partnership with UN Women.



99

young entrepreneurs attended skills development bootcamps in Botswana to date, through our 'Go To Market' programme, run in partnership with Stanford Graduate School of Business.

STANFORD  
BUSINESS GRADUATE  
SCHOOL

29

scholarships provided over the last two years, supporting young women in Canada to study STEM (Science, Technology, Engineering and Maths) subjects at university.

DE BEERS GROUP™

US\$500,000

donated over five years, via the Anglo American Foundation, to the Peace Parks Foundation towards anti-poaching support measures.

[www.movinggiants.com](http://www.movinggiants.com)

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