

# Talking to jewellers

The jewellery retail industry in Canada is made up of a few large retail chains, and thousands of independent jewellers. Below you will find some information and suggestions on approaching independent jewellers and chains.

We suggest that you focus your efforts with the jewellers postcards on the jewellery retail chains listed in the "Top 5" document – once these industry leaders support actions to end the trade in conflict diamonds, the rest won't be far behind.

## Jewellery Retail Chains

Jewellery retail chains will likely have previous knowledge and policies around conflict diamonds and the Kimberley Process. Managers of local stores will not be able to make decisions about joining Canadian Jewellers for Conflict-free Diamonds; the manager will likely refer you to someone higher-up in the chain of command. However, be assured that your visit will be noted, and passed on to decision-makers at the head office! Your visit will be an important part of the overall pressure to encourage these jewellery retail chains to join Canadian Jewellers for Conflict-free Diamonds.

### Guidelines for talking to jewellery retail chains

1. Pick a jeweller from the "Top 5" document that has a location near to you (visit their website to find local locations, or go to [www.canadianjewellers.com](http://www.canadianjewellers.com) for a list of Canadian jewellery retailers near you).
2. On the back of the postcard, sign your name and fill in the jeweller's name and address.
3. Prepare for questions you might encounter by referring to Q&A documents in your Activist Package.
4. Ask to speak to the store manager. Be polite and courteous. Express your concern as a consumer about the trade in conflict diamonds and the need for the entire diamond industry, including jewellers, to ensure that the diamonds they are selling are conflict-free. Explain what we're asking and why independent monitoring is essential to restore consumer confidence in the diamond industry. Ask them to take action and restore consumer confidence by encouraging their head office to join Canadian Jewellers for Conflict-free Diamonds.
5. Let One Sky know the results of your action – email [kristin@onesky.ca](mailto:kristin@onesky.ca). This is extremely important for tracking the results of the initiative!



Blood diamonds are for never

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## Independent jewellers

Many independent jewellers will have some information on conflict diamonds, but may be new to the details of the Kimberley Process and calls for independent monitoring. However, they are also in a position to make their own decisions to support an improved Kimberley Process. Therefore it's well worth the effort to share information with them and encourage them to speak out. This kind of positive dialogue, rather than a confrontational approach, will be key to gaining the support of independent jewellers.

Guidelines for talking to independent jewellers:

1. Find an independent jeweller near you by going to [www.canadianjewellers.com](http://www.canadianjewellers.com) and clicking on the Retail Jewellers Directory. All of these jewellers have received information on conflict diamonds and Canadian Jewellers for Conflict-free Diamonds from One Sky.
2. Please be aware that others in your community may also plan to raise the issue of conflict diamonds with local jewellers. We encourage you to contact us before talking to local retailers. Contact Amnesty International at [actnow@amnesty.ca](mailto:actnow@amnesty.ca). We'll let you know if anyone else in your community is planning to approach jewellers and try to ensure that your efforts are coordinated.
3. Before you approach your local jeweller, prepare yourself by referring to the Q&A and other documents in your Activist Package.
4. When you visit a jewellery store, ask to speak to the store manager. Be polite and courteous. Ask whether they are familiar with international efforts to stop the trade in conflict diamonds. If they say no, offer to share information from Canadian Jewellers for Conflict-free Diamonds. If they answer yes, ask if they would be prepared to join actions to strengthen the Kimberley Process.

Explain what we're asking and why independent monitoring is essential to restore consumer confidence in the diamond industry. Express your concern as a consumer about the trade in conflict diamonds and the need for the entire diamond industry, including jewellers, to ensure that the diamonds they are selling are conflict-free.

If they say they need time to think about it, encourage them to read the Canadian Jewellers for Conflict-free diamonds materials and to visit the website at [www.onesky.ca](http://www.onesky.ca). If they are non-committal or simply refuse to join, try to find out what it would take to persuade them. Either way, try to arrange to meet with them again.

5. Let One Sky know the results of your action - email [kristin@onesky.ca](mailto:kristin@onesky.ca). This is extremely important for tracking the results of the initiative!



# Top 5 Canadian Jewellery Retailers

Focus your efforts with the jewellers postcards on the "Top 5" jewellery retail chains listed below. Find a store location near to you by visiting their websites, or by going to [www.canadianjewellers.com](http://www.canadianjewellers.com) for a list of Canadian jewellery retailers. Once these industry leaders support actions to end the trade in conflict diamonds, the rest won't be far behind!

## **Peoples Jewellers**

Over 170 stores across Canada, owned by Zale Corporation in the United States

President: John Zimmerman

Zale Corporation

901 W. Walnut Hill Lane

Irving, TX 75038

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

## **Charm Jewelry Ltd**

50 stores in the Maritimes, Ontario, Alberta and Saskatchewan under the name of Charm Diamond Centres

President: Richard Calder

140 Portland St.

Dartmouth, NS B2Y 1J1

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

## **Ben Moss Jewellers**

45 stores from Ontario to BC

President and CEO: Brent Trepel

300-201 Portage Ave.

Winnipeg, MB R3B 3K6

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

## **Henry Birks and Sons**

38 stores, in all provinces except Newfoundland and PEI

President and CEO: Thomas Adruskevich

1240 Phillips Sq.

Montreal, Quebec H3B 3H4

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

## **Kara Group Ltd.**

24 stores in Ontario, under the names of Griffin Jewellery Design and Kara Jewellers

President: Shams Kara

312 Dolomite Dr. Suite 215

North York, ON M3J 2N1

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



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