

As a consumer, your voice carries weight.

The diamond industry relies on a clean reputation for its profits. If consumers like yourself demand that the industry take action to ensure conflict-free diamonds, the industry will respond. This action guide, combined with resources in the Activist Package, will give you ideas on how you can help stop diamonds from fuelling war in Africa as a part of One Sky's *Blood Diamonds are for Never* campaign.

Your action can be small (taking postcards in to a few jewellers) or large (organizing an awareness event). You can also combine two or more of the action ideas below. Together, our actions add up to a very large voice telling the diamond industry that Canadian consumers want conflict-free diamonds!

1. Raise your consumer voice – talking to jewellers

Canadian Jewellers for Conflict-free Diamonds is an initiative of One Sky, in collaboration with Amnesty International Canada and Partnership Africa Canada. The initiative gives jewellery retailers the opportunity to take action to end the trade in conflict diamonds. Consumers can encourage Canadian jewellers to commit to action by joining the initiative. Use the jewellers postcards provided by One Sky.

- Note: see the document "Talking to Jewellers" for more information on visiting jewellery stores.
- Postcards can be taken into stores, or can be mailed in to head offices of jewellery chain stores listed in the "Top 5" document.
- This action can be done individually, or you can encourage others to take postcards into jewellery stores using the action suggestions listed below.

2. Inspire other consumers

Hand out postcards and brochures to encourage other consumers to take action - our combined voices will increase the pressure on the diamond industry to take action. One Sky can provide you with postcards and brochures in the Activist Package.

- Pick a high-traffic area where you can reach many people - your school, community events, shopping areas.
- Use the documents "Talking to Jewellers" and the "Conflict Diamonds Q&A" provided by One Sky as a guide.
- Hand out information brochures and info postcards. Helping other people to feel that they have the power to create change (rather than simply trying to push the "guilt" button) is key when talking to people.
- Have sample letters, jewellers postcards and other materials available.
- Pick a jeweller from the "Top 5" document and pre-address jewellers postcards. Ask people to sign the postcards - these can be mailed in to the store's head office. Or, you can encourage people to have more impact by taking postcards into jewellery stores themselves using the "Talking to Jewellers" guide.

One Sky wants to know what you've been up to! Send us an email with a description of your actions and photos. Who knows, you could find yourself featured on our website....



3. Put pen to paper

The diamond industry is hoping that the Kimberley Process will convince consumers that the conflict diamond "issue" has been "solved". Keep pressure on the industry by sending letters to the World Diamond Council telling the diamond industry that consumers will not have confidence that their diamonds are conflict-free until regular, independent monitoring is added to the Kimberley Process. Eventually they'll get the picture. One Sky can provide you with a sample letter in the Activist Package.

- Convene a group of friends, family, your class, other concerned activists. Or, set-up a table at an event or in your school. The letter-writing campaign is probably most effective when combined with ideas in "inspiring other consumers" or "spreading the word".
- Have pens, paper, and photocopies of the sample letter on hand.
- Hand-written letters are most effective. Encourage people to use the sample letter, information provided, and their own ideas to write a letter in their own words. However, many will just want to sign their name on the bottom of the photocopied sample letter.
- Send the letters to the World Diamond Council: Eli Izhakoff, Chair, 52 Vanderbilt Ave., 19th Floor, New York, NY 10017 USA. The best strategy is to have people send their letters individually – the impact will be much greater with many individual letters. If that isn't possible, collect letters, put them in an envelope and send them off together.

4. Spread the word

Spread the word by holding an awareness-raising event. Your event can give people information about conflict diamonds and inspire people to take action. You can hand-out campaign materials from the Activist Package, such as postcards and letter to the World Diamond Council. There is no single recipe for an awareness-raising event! Make posters, host a speaker, show a movie on conflict diamonds, put on a skit, announce facts and information over your school's PA system every hour on a designated day....be creative as you want.

A few tips:

Many people feel overwhelmed at the number of issues facing the world today. Provide real information, but at the same time structure your event so that people leave knowing what they can do to bring about change, and feeling that their actions will make a difference. You can cover your bases with the formula "What, So What, Now What".

- What: provide information about the issue so people feel informed.
- So what: answer the question "why should people care about this issue?"
- Now what: now that everyone's convinced that this situation has to change, what can they do about it?

If you would like to organize an awareness event, contact One Sky. We can provide you with images for posters, and ideas for movies, speakers, and more!

Additional resources and information:

- One Sky: www.onesky.ca, (250) 877-6030, kristin@onesky.ca
- Amnesty International Canada: www.amnesty.ca, 1-800-AMNESTY, info@amnesty.ca
- Partnership Africa Canada: www.partnershipafricacanada.org, (613) 237-6768, hsda@partnershipafricacanada.org,

