



## **Di Caprio effect: the Ethical Diamond, a true alternative.**

Di Caprio's new movie - "The blood diamond", which will be released in Europe in 2007 – tells the story of bloody gems and their commercialization which foments warfare and the abuse of human rights. The launching of the film last September aroused the interest in the **Ethical Diamond the first line of diamonds mined, elaborated and commercialized while fully respecting human rights and the environment.**

Gioielleria Belloni launched the **Ethical Diamond** in December 2005, this revolutionary initiative's great success represents the awareness of consumers and other market operators towards the need of a more responsible and critical consumption, also when purchasing luxury goods.

This initiative's power lies in **Ethical Diamond's origin certification**: it is an absolute **revolution** in the diamond market because **up to now for no diamond in the world one could have traced for certain its source.**

Each **Ethical Diamond** has a series number and a laser-carved logo on the edge of the stone (the Canada mark and the maple leaf, symbol of Canada) and has a certificate that states that the entire line, **respects the "Canadian Diamond Code of Conduct"**, a severe procedure stipulated by the Canadian government that must be observed when mining and selling gems.

The **Ethical Diamond greatly surpasses**, in certifying matters **the Kimberly Process**, This resolution does not guarantee the respect of the natives and laborers' rights, but only guarantees that both selling and purchasing countries are no warring. Furthermore due to the inexistence of independent forms of control, this rule is often violated.

The "Canadian Diamond Code of Conduct", instead, guarantees that **Ethical Diamonds** come from two mines located in the territories of the northwest where the priorities are **a correct rapport established with the local population, the safety of the laborers and the respect of the environment.**

Up until a short time ago no one thought about purchasing "independent diamonds" in Italy and that it had nothing to do with the monopoly that has managed the Italian (and many other) markets in the world. No one considered the possibility of paying the same price. In fact, **Ethical Diamonds** by Gioielleria Belloni are offered at absolutely competitive prices. This goes to show that not always must products of a higher moral value cost more.

**Gioielleria Belloni donates 5% of the sales to initiatives in defense of the rights of the Boscimani population** through Survival International whose campaigns inspired the whole project. These donations will contribute to cover the high expenses of the trial against Botswana government that the Boscimani are leading to get back their lands and to have the right to live free from torture and persecution.

The Bellonis are sure that their choice will contribute to the awareness of consumers and other market operators, furthering **ethically correct purchases**. The **Ethical Diamond** project also

received a special mention at the **San Bernardino 2006 Award** dedicated to the best social advertising campaigns (for further information <http://www.srispa.it/ita/articolo.asp?id=233>)

## **Ethical Diamond by Gioielleria Belloni.**

**Dignity is the most precious asset.**

**For further information: [www.ethicaldiamond.com](http://www.ethicaldiamond.com)**

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Allegati al comunicato stampa “Un diamante etico? Oggi è possibile.” 18 maggio 2006

(box n. 1 – La Gioielleria Belloni, un’impresa familiare dal 1926 a Milano)

*Francesco Belloni opened a watch shop in Milan in 1926. Starting out wasn't easy but through skill, courtesy and precision he soon made himself a name both with customers and watch producers that commissioned single pieces and prototypes to be produced in series. His young son, Attilio inherited the profession when he died in 1948. Thanks to the help of Tullio Bolletta, owner of Lorenz, he opened his own business. Gioielleria Belloni was inaugurated in September, 1955 in Via Lamarmora 31 in the heart of Milan. Since 1991 Francesco and Luisa have worked with their father and remain known for their high standards. Francesco Belloni personally assembles and mounts diamonds, creating high quality, unbranded jewels. Perfect execution and unique styles make the objects even more precious. Being autonomous permits the Belloni family to offer a savings of 20-30% on market prices.*

(box n. 2 – Ethical Diamond by Gioielleria Belloni: un passo avanti rispetto al Kimberly Process)

The battle against so-called "bloody diamonds" officially began in 2000 with the Kimberly Process Certification Scheme. It is an agreement among countries represented by Amnesty International, Mani Tese, Azione Aiuto, Greenpeace and others to stop the commerce used to finance armed conflict. Signers of the agreement try to better controls and not deal with nonadhering countries. Francesco Belloni states: “The Kimberly Process is one step ahead but limits its intervention to countries like Angola, Sierra Leone, Congo Democratic Republic where wars are financed by diamond commerce. As we see in Botswana, diamonds hide not only war. As Corinna Griffith said, - Until we constantly monitor the effects of participating countries the Kimberly Process will not be credible.- “ Belloni then adds “ This is yet to come. We wanted to move forward in commercializing a truly ethical product. A product that, in its very DNA, respects native populations and safeguards both laborers and the environment.”

(box n. 3 – Survival International - . [www.survival.it](http://www.survival.it))

Survival is a non-profit, international organization that strives to help tribes in every country worldwide to defend lives, protect lands and decide the future for themselves.

Survival International decries the fact that the Boscimani have been victims of torture and intimidation by the government of Botswana since 1997. In fact, the authorities don't allow them to return to the Kalahari Central reserve from which they were forcefully driven - one strategy used to dissuade them being the cut in water supply. According to Survival, rich diamond holdings discovered on their land are the motive behind the abuses.