



Diamond
Development
Initiative

ddi

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4 REASONS

to become a Friend of
DDI International



ONE

Position your business to respond to consumers' preferences for ethical jewellery by supporting DDI's work on "development diamonds"*

TWO

Pursue your personal aspiration for ethical diamonds.

THREE

Play a role in advancing the sustainable, social and economic development of under-privileged members of the diamond industry family.

FOUR

Stay informed about DDI and the difference it makes throughout your industry: from miners to consumers

***Diamonds that are produced responsibly, safely, with respect for human rights and community rights, in conflict-free zones, with beneficiation to communities and payment of fair prices to miners.**