



Diamond
Development
Initiative

ddi

www.ddiglobal.org
friends@ddiglobal.org

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.*