

# THE PHILANTHROPY ISSUE

# TOWN & COUNTRY

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Steph & Ayesha  
**CURRY**  
On Playing the Long Game



When Words  
**SAVED US**  
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The Patriarch's  
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One Bizarre Bostonian Saga



Anonymous Donor  
**PARTY**



Family  
**DRAMARAMA**  
From Medici to Newman



Evidence of  
**HOPE**  
There Is Good in the World  
*We Have Proof!*



# The GOOD Ice

*Diamonds with a conscience? It may no longer be a paradox.*

BY JILL NEWMAN

Is it time we all knew exactly where our diamonds came from? The mining business has long been mired in controversy, plagued by issues around how and where natural diamonds are produced. It's an unfortunate fact that some of the stones glittering on your fine jewels don't come with a guarantee that they have been obtained via ethical, regulated, and safe means.

That is, until now. There is an industry-wide effort to usher in a new era of transparency in diamond origins, with leaders like De Beers setting the standard—and prioritizing philanthropy. From investing millions in STEM scholarships for women and girls to allocating hundreds of thousands of acres of land for wildlife sanctuaries in the countries where it mines diamonds, the list of De Beers–led endeavors is long. “We wouldn’t have done some of these projects a decade ago, because they are far from our sphere of influence,” says Katie Ferguson, senior vice president of sustainable impact for De Beers Group. “Today it’s about having the courage to take on complicated issues. Some will work and some won’t.” A bold statement for the world’s second-largest diamond supplier by volume (De Beers produced 32 million carats of rough diamonds last year), whose South African mining roots date back to 1888.

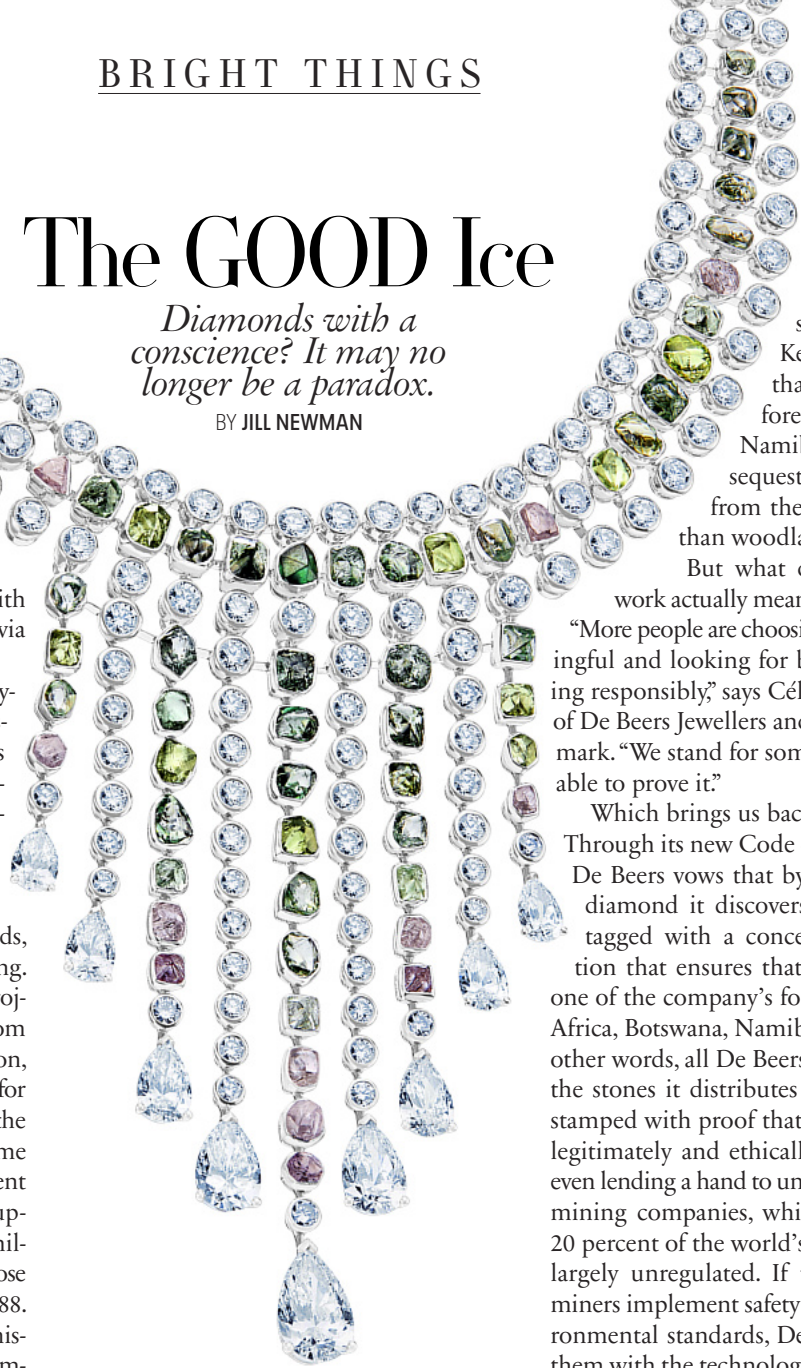
Protecting the environment is a core mission, which is not surprising given the company’s dependence on natural resources from the remotest corners of Africa and Canada. De Beers is working toward achieving carbon neutrality by 2030 and has invested in

such initiatives as Kelp Blue, a startup that plants vast kelp forests off the coast of Namibia; the kelp forests sequester carbon dioxide from the atmosphere faster than woodlands.

But what does all this good work actually mean for jewelry clients?

“More people are choosing what feels meaningful and looking for brands that are acting responsibly,” says Céline Assimon, CEO of De Beers Jewellers and De Beers Forevermark. “We stand for something, and we are able to prove it.”

Which brings us back to the diamonds. Through its new Code of Origin program, De Beers vows that by 2030 every single diamond it discovers and sells will be tagged with a concealed laser inscription that ensures that it has come from one of the company’s four mines: in South Africa, Botswana, Namibia, and Canada. In other words, all De Beers jewelry, including the stones it distributes to dealers, will be stamped with proof that it has been mined legitimately and ethically. The company is even lending a hand to unaffiliated small-scale mining companies, which produce nearly 20 percent of the world’s supply yet remain largely unregulated. If these independent miners implement safety measures and environmental standards, De Beers will reward them with the technology to make their diamonds traceable and a platform, GemFair, for selling them at fair market value. Now let’s return to the question: Do you know where your diamonds came from? **T&C**



A necklace from De Beers’s Okavango Grace high jewelry collection, inspired by the region where the company focuses part of its philanthropy.  
DE BEERS OKAVANGO GRACE DIAMOND AND WHITE GOLD NECKLACE, DEBEERS.COM

## VALUE SYSTEM *A sampling of the causes championed by De Beers.*



### THE ENVIRONMENT

De Beers has entered a five-year partnership with National Geographic to protect the Okavango Delta, one of Africa’s most important ecosystems.



### WOMEN’S EMPOWERMENT

A \$7 million grant has provided thousands with access to STEM training and scholarships; a partnership with UN Women supports female entrepreneurs.



### CONSERVATION

In South Africa and Botswana, De Beers has committed 500,000 acres of protected land as a safe haven for the region’s endangered species.

KOSTADIN LUCHANSKY/NATIONAL GEOGRAPHIC OKAVANGO WILDERNESS PROJECT (OKAVANGO DELTA); SIMPHIWE NKWALI/COURTESY DE BEERS (SCHOOL); JAMES DATWAY/COURTESY DE BEERS (ELEPHANTS)