



KEEP BLOOD OFF YOUR HANDS

Amnesty International
PROTECT THE HUMAN



global witness



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Dear jewellery retailer,

Diamond-fuelled wars have killed 4 million people. Today, blood diamonds from rebel-held areas of Côte d'Ivoire continue to reach international diamond markets.

The government-led Kimberley Process was created to try to prevent blood diamonds from funding conflict. However, the controls put in place are still too weak, the diamond industry's tracking system is not credible, smuggling is widespread, and without better government enforcement, diamonds could again fuel bloody conflict in Africa. I support Amnesty International and Global Witness in calling on you to:

- Implement an effective policy to combat blood diamonds that is independently audited and includes strong measures by suppliers to ensure that diamonds are from conflict-free sources.
- Implement a clear and transparent code of conduct that ensures you do not deal in conflict diamonds.
- Pressure the industry to operate in a more transparent manner, clamping down on those trading in blood diamonds.

I would be grateful if you would forward my concerns to your head office.

Yours sincerely,

NAME _____

ADDRESS _____

EMAIL _____

Photography: Curtis Johnson

www.blooddiamondaction.org



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In the 1990s, diamond-fuelled wars killed millions of people, displaced millions more and wrecked countries. The diamonds became known as blood diamonds. They fuelled a brutal conflict in Sierra Leone, funding a rebel army who spread terror by hacking off the limbs of civilians. They fuelled the war in the Democratic Republic of Congo, the bloodiest conflict since World War II, where even today human rights abuses are committed in the struggle to control diamond mines.

And it's not all in the past. The UN recently reported that \$23million in blood diamonds had been smuggled from rebel-held areas of the Ivory Coast to international diamond markets.

The government-run Kimberley Process was set up to stop the trade in blood diamonds, but it is simply not strong enough. The \$60 billion-a-year diamond industry has been left to police itself and has failed to live up to its promises to create a credible system to track diamonds from mine to high street.

New conflicts could easily break out in diamond-rich countries in Africa. If they do, the Kimberley Process will not be strong enough to prevent diamond-fuelled wars.

Customers and campaigners in the UK can play a key role in ensuring that diamonds are not used to fuel wars again.

Please hand this card to a local jewellery shop. Ask them to forward it to their headquarters to help end the trade in blood diamonds. If you are going to buy a diamond yourself, please download our customer guide from the website shown below.

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