



Jeweltree Foundation

License Holder programme & benefits



Introduction

Our mission

The Jeweltree Foundation aims to promote FREE trade for small artisanal miners and mining cooperatives and help them with easy and direct access to the international market, market information and new developments. We certify and promote their products, assist them in getting the highest possible market price and where possible, additional premiums.

We also promote transparency and international best practice standards within the industry.

How we operate

We assist mining cooperatives and individuals in getting organised for international trading.

Our certification sets certain standards that aim to improve the lives of the people involved and the environment they work in.

Standards are set out in cooperation with internationally operating NGO's such as IPIS - a Kimberley Process auditor - and Capacity for Development - an organisation that aims to improve the development capacities for people in third world countries.

The certification standards are audited by us and our partner organisations.

Who we are

The Jeweltree Foundation is governed by a board of directors that is in charge of and responsible for the safeguarding of the foundations mission, goals and integrity.

The board:

John Courtens (Chairman)*

John is a seasoned entrepreneur that helped establish various companies involved in supply chain logistics. John's know how helps to guide and structure the foundations mission and assists in the foundations goal to make the quality label ISO proof.

Giet Broers (Treasurer)

Giet is a well known administrator and financial controller. He has his own accounting firm and advises businesses regarding accountancy and tax regulations.

Hedwig Geertsen (Secretary)

Hedwig has over 10 years of experience in Human Resource management and counselling, does financial planning and assists people with communication disabilities.

The board of directors appoints a management team on project basis to carry out the foundations goals and directives. The management team answers to the board who is responsible for guiding and safeguarding the foundation's goals.



*an initial agreement has been reached, the actual statutory changes have yet to be made



Jeweltree's Management team:

Mike Angenent (Daily operations)

Mike is the founder of the Jeweltree Foundation and has been the chairman for the first two years. He is director of Open Source Minerals, a trading company that is also a Jeweltree Licence Holder. Mike has a Master degree, specializing in ethical decision making processes. He is also a Diamond High Council certified diamond grader and gemmologist.



Jan Cappelle (Capacity building & auditing)

Jan has been working for IPIS (International Peace Information Service - a Kimberley Process auditor) on corporate accountability on capacity building. He now works for Capacity for Development. This organisation specialises in capacity building of African organisations and local people with a current focus on Congo and the Central African Republic.



Michel Beankens (Public relations and fund raising)

Michel has been a former fundraiser and CFO for Vredeseilanden, a Belgium NGO aiming to improve the lives of farmers in third world countries. He also worked for Velt, a Dutch NGO focussed on ecological living and gardening.



Thomas Siepelmeyer (Auditing)

Thomas is a certified European geologist with the European Federation of Geologists (EFG) He is a competent person according to National Instrument NI 43-101 for mineral resources classification (Canada) and accredited to sign reports on mineral reserves and resources and in valuations of mining companies quoted on the Stock Exchanges. Thomas was the first to successfully establish a fair trade diamond cooperative in Lesotho and a gold mining project in Argentina.



Furthermore we have a whole scala of advisors in all sorts of fields that assist and or advise us in our daily operations.

For more information you can visit:
<http://www.jeweltreefoundation.org/#board.html>



Certification

Our certification criteria apply to human rights, environmental standards and transparency accountability.

We have set audit criteria for small to medium sized mining cooperation's and businesses, as well as criteria for buyers from artisanal mining sources and further manufacturing practices.

The certification criteria are based on national and local legislations as well as international best practice standards. They consist of a human rights and environmental toolkit that is based on the diagnostic assessment tool as set forth by the Danish Institute for Human Rights.

They are designed to help companies detect potential human rights violations caused by the effect of their operations. This survey includes the measuring of effects on employees, local residents and other stakeholders.

Furthermore we have developed manufacturing standards in cooperation with IPIS, (International Peace Information Services) - a Kimberley Process auditor. The manufacturing standards relate to social as well as environmental issues and follow the objectives as set out in the Fair Trade Jewellery Manufacturing Principles and Standards working draft as proposed by the Fair Jewelry Action workgroup.

Top Consultancy BV, a dutch quality labelling bureau is helping us in making our label ISO 9001+ proof which is another third party validation that what we promise is actually lived up to.

All cooperatives and producers that comply to our certification criteria will be enabled to sell their products with our certification. This will enhance transparency of the goods offered and enables strong market positioning, as well as strong differentiating in a market swarmed with likewise products.



www.humanrights.dk
www.capacityfordevelopment.org
www.ipisresearch.be
www.fairjewelry.org
www.top-consultancy.nl

www.jeweltreefoundation.org

Capacity Building

Certification goes hand in hand with capacity building initiatives. Our standards are high and compliance isn't always easy.

In cooperation with Capacity for Development, a Belgium NGO with finance from Cordaid and other development initiatives, we help and assist upcoming producers with compliance.

The approach we choose in this matter is unique.

Our teams can be found in the field, looking at, listening to, and talking with the local investigators and miners. We travel and work together with the locals during their field missions. In a sense, become their shadow.

We are not there to tell them how to do their work or to put a mechanism in place that nobody is going to use afterwards. We are there to critically evaluate the way of operation and to look together for improvements.

Jan Cappelle, our capacity building manager, has a long and thorough background with capacity building initiatives. He has a lot of field experience and personally assisted locals in DR Congo and Central African Republic. Most of his time he is in the designated areas, looking, investigating and advising. He has been doing this work with great perseverance for several years now, and is truly passionate about capacity building and has the results to show for it.



We must recognize the great capacity we all have within.
When we do, even one person can make a difference!



Activism

Another important aspect of our work is activism. Act where others don't. Boldly go where others stop!

Talk is cheap and to get things done we have a full range of people that we can call upon.

Legal- and financial advisors, lawyers, industry leaders, marketeers and plain bold campaigners.

We like to address injustices, dig in and make sure that all is uncovered.

Jeweltree also signed a memorandum of understanding with Fair Jewellery Action. FJA is another well known group of social and environmental activists. The memorandum is our agreement to support and assist each other where possible and necessary.

If there is a problem, if no one else can help, we will sent in the A(ctivism)-team.



www.fairjewelry.org

To read about some of the results we booked visit
the Travelogue page on our website



License Holders

Companies that (re)sell our certified products can opt for our License Holder programme and thus become "License Holders".

The License Holder fee currently starts at 500 euro per year. Also payable in two or four terms without additional fee's.

The Jeweltree Foundation will assist License Holders in further marketing our certified products and help you promote and assist small scale mining endeavours.

We do this by various means:

- 1) providing marketing materials and branding.
- 2) online awareness building (fb, twitter, newsletter, crosslinking)
- 3) media coverage, all LH will be mentioned in press releases.
- 4) advertising in b to b / b to c media.
- 5) your personal page in our online track and trace system.

Basically, we wish to promote and assist the small scale miner and help you sell their products. We need you to do this and we will assist you in making it commercially sound.

What we ask from you is to keep our database up to date and file your reports when necessary. To do this, we will provide you with a personal page where you can easily upload the information required.

You can also use our logo to distinguish yourself as license holder but we ask you to do this in compliance with our design guidelines.

What we don't ask or require, are long, difficult and bureaucratic filing procedures. Nor are we interested in your annual turnover or charge a premium on your sales.

Our fee is static and the same fee applies for all Licensees that operate in the same field, be it designer, manufacturer, retailer, wholesaler or polisher.

Affiliate

Another option is to register as an affiliate.

Affiliates have the same responsibilities as our License Holders but pay a smaller fee. (75,- euro per year)

As a result, they do not receive the free benefits License Holders do.

In short: we offer certification and branding and that's what you reimburse us for.



Marketing materials

- Customized posters
- Customized Brochures
- Sample certificates
- Gift vouchers
- Packaging
- In store displays
- etc etc etc



Our posters and brochures are available for each License Holder.
If desired these can be customized with your logo, name, pictures and information.

Designing, printing, branding... Don't spent too much time on this.
We are happy to work with you and where necessary come up with dedicated branding alternatives. Just let us know and lets discuss.
It is expensive as it is, let us assist you!

see some samples here:
www.jeweltreefoundation.org/#retailprogram.html

Online @wareness

Keeping track in today's business and getting the attention you deserve is not that easy. That's why we have a dedicated team that works around the clock to assist you with your online marketing efforts.

We will tweet your offers for our certified products, post updates on Facebook, Hyves, Posterous, You Tube and other social media. We will build awareness for your company through our newsletters and provide cross linking for better SEO.

All this to make your m@rketing easier and more efficient!



Media coverage

Did you know that our certified diamonds featured jewellery made for the Oscar Nominations of 2011!

And we had quite a few nice other press releases as well, both locally and internationally.

Where possible and applicable we will mention all of our license holders or refer to our member page to get the message out there.

Every single release is posted to an extensive international network of press agents, magazines, and newspapers.

Check it out [here](#)!



Livia & Colin Firth at the Oscars

Advertising

Business to Business:

For our License Holders that sell to other retailers as well we offer the benefits of our b-to-b marketing programme.

We are building a large database of retailers and branch organisations worldwide that can help you to get in touch with likeminded jewellers and will eventually help you in getting more sales.

Each single country has a branch organisation with members across the industry.

Have you been thinking of getting in contact with them all to find out whether these members are interested in re-selling your products?

Jeweltree can do exactly that for you!

Business to Consumer:

As an individual goldsmith and designer who sells bespoke jewellery to private customers you might want to advertise in a local magazine.

Do you need some ideas about the layout? Do you need pictures to give up your advertisement? Do you need a budget to make it work?

We could help you there. Asking is always free!



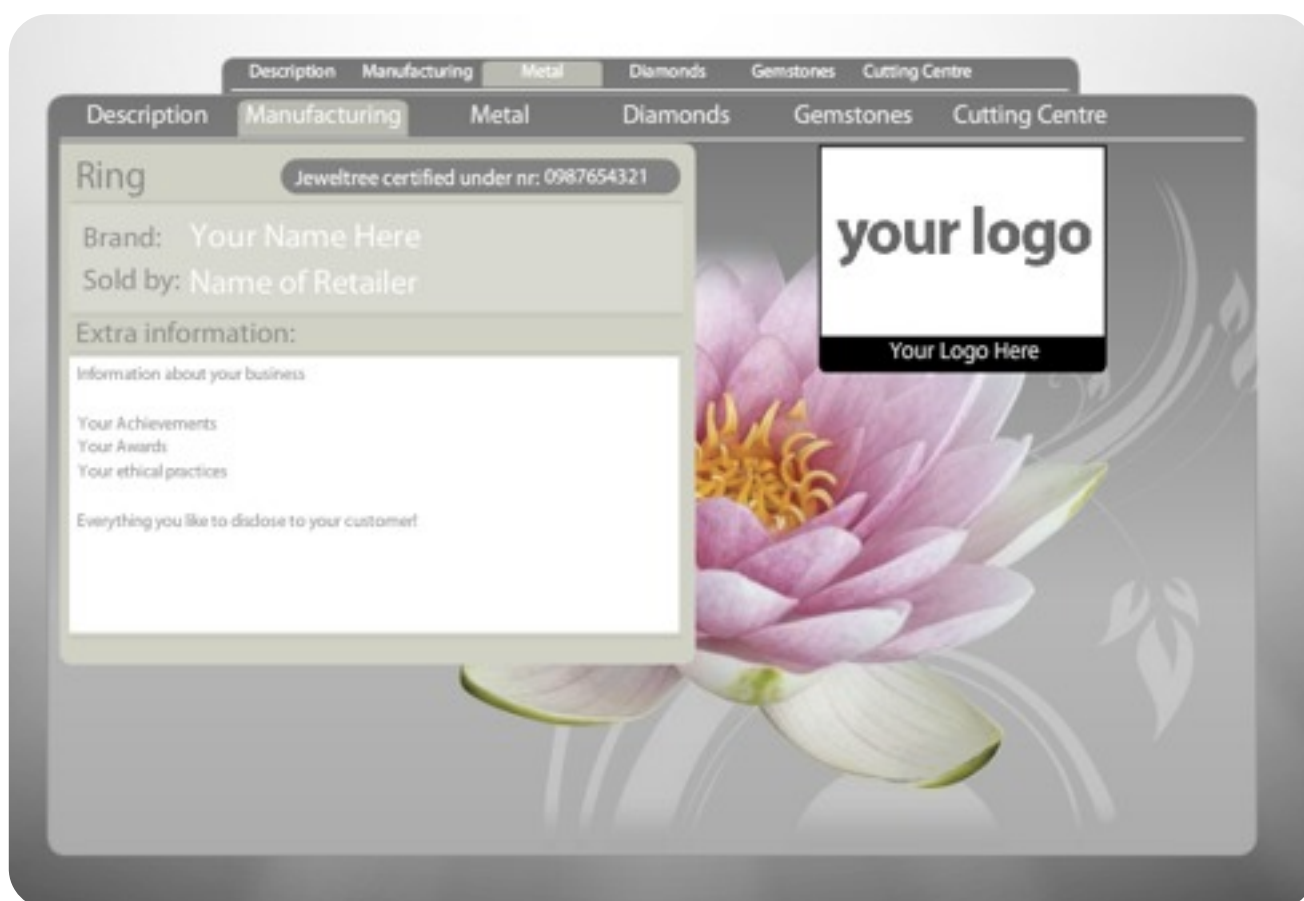
Your personal page in our online track and trace system.

Of all the benefits a License Holder gets this is by far the coolest and most sophisticated feature of our programme. Its like Fonzie and Sean Connery combined.

Let your customer log in and our certification time machine will transport him or her back through the history of your jewellery piece.

Where did the gold come from? Where were these diamonds mined? Under what standards did the polishing take place? etc etc etc.

Since you, as our License Holder, are a vital part in this supply chain your presence is honoured with your own personal page within our online certification!



To check out a sample certificate go to www.jeweltreefoundation.org and in the right lower corner fill in: "0987654321" as certificate nr and "9999" as product code.

Register today

Gold and diamonds are symbols of love and light and when transformed into jewellery they become a unique gift to celebrate the most special occasions.

Wouldn't it be perfect if your jewellery was made without suppression or misuse of people, and without damaging the environment attached?

We make it our mission to guarantee that the diamonds, gems and jewellery we certify, are extracted safely and are manufactured under fair labour conditions and in total freedom.

It is our desire to bring back these qualities to both the jewellery as to the people who make, create and wear them: transparent, honest and fair.

Our logo and hallmark, the eight pointed star, represents this desire.

The eight pointed star is a symbol used by the Sumerians and the Babylonians. It referred to the goddess known as "The Lightbringer". Native Americans use it to refer to peace between the tribes. When enclosed within a circle it was the symbol for the sun god.

Eight is an also important number in terms of realizing balance, and it reoccurs in the eight-paths in the way of Buddah and eight immortals in Chinese tradition and the eight days of Hannukkah, the festival of light.

Its universal symbolism is one of balance, harmony, and cosmic order.

We hope that these universal symbols are as appealing to you as to us, and that you consider working together with us towards a more beautiful world of which we are custodians.



To register you can go to:
www.jeweltreefoundation.org/registration.htm

Or sent and email to:
info@jeweltreefoundation.org