

Promoting Human Rights and Environmental Justice in Jewelry

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## Rapaport launches Jewellery Campaign

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FJA supports all industry efforts to clean up the supply chain and to tackle the systemic human rights and environmental abuses where-ever they occur. Martin Rapaport has been one of a number of leading figures in the diamond world calling for greater transparency and traceability and as such we commend his and the Rapaport teams efforts to take a positive stance in what is a very complicated and political product.

Rapaport is a proprietorial company brand and as such does not reflect a broad multi-stakeholder approach to change. As such their first party claims to fair trade status fall below the international protocols surrounding the usage of the words Fair Trade in association with a product or a chain of custody on a product. Their ethical efforts though are very welcome and reflect the growing the trend within the jewellery industry to improve its performance in these vital efforts.

Press Release:

*The Rapaport Group is launching a new website: [www.rapaportfairtrade.com](http://www.rapaportfairtrade.com) and offering several exciting new initiatives geared toward better serving ethically minded industry members and consumers, and planning for the Rapaport Fair Trade Conference at JCK Las Vegas.*

*They are also beginning a Campaign for Ethical Jewelry. The Campaign for Ethical Jewelry is a global initiative to eliminate unethical activity and human rights violations from the diamond industry by raising awareness among consumers and industry members.*

*Visit [www.ethicalpledge.com](http://www.ethicalpledge.com) to learn about the Campaign for Ethical Jewelry.*

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