

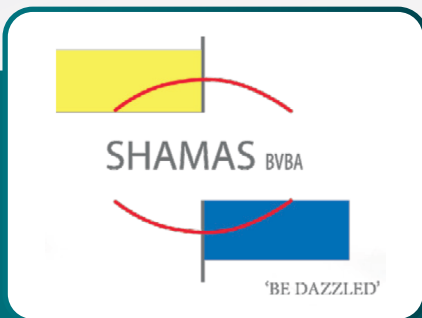


ORIGINALLUXURY

T4T Tech Partners

SHAMAS

Technology for Transparency Report
3rd Edition
December 2024



Company Information:

SHAMAS BV

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Belgium

Contact Person:

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Industry category:

- Diamond only
- Diamond jewellery only

Number of employees: 1-10

Company's Tagline:
'BE-DAZZLED' Completing your Diamond requirements



VISION

At Shamas bv, we envision a future where diamonds not only symbolize beauty and craftsmanship but also embody sustainability, transparency, and responsibility. We strive to set an industry standard by offering nearly 100% diamonds and pioneering eco-conscious practices. Our commitment is to ensure that every diamond reflects ethical sourcing, environmental stewardship, and innovation, while enhancing the lives of those who touch and wear them.



IMPACT

At Shamas bv, we are doing our part to drive positive change by integrating sustainability and transparency at every stage of our process. Through our nearly 100% diamonds, we ensure ethical sourcing and full accountability, from mine/miner to market. Our sustainability efforts, including carbon neutrality initiatives and support for wildlife and nature preservation, reflect our deep commitment to giving back to communities and protecting the natural world. We believe in not only delivering exquisite diamonds but also contributing to a future where luxury and responsibility coexist, honoring both people and the Earth.



MISSION

At Shamas bv, our mission is to produce and supply the finest natural diamonds with a commitment to sustainability, transparency, and ethical sourcing. We are dedicated to delivering exceptional quality while ensuring that every diamond we offer is fully traceable and aligned with eco-friendly practices. By fostering innovation and supporting wildlife and nature development, we aim towards a more responsible and sustainable future.



VALUES

INTEGRITY



We uphold the highest standards of honesty and transparency in everything we do, ensuring that every diamond we offer is ethically sourced and fully traceable.

SUSTAINABILITY



We are committed to minimizing our environmental impact through eco-conscious practices, aiming to achieve carbon neutrality while actively supporting wildlife and nature conservation.

QUALITY EXCELLENCE



is at the heart of our work. We strive to deliver diamonds of unparalleled quality, crafted with precision and care, the finest standards in quality of service.

INNOVATION



We embrace innovation, constantly seeking new technologies and methods to enhance transparency, improve sustainability, and elevate the jeweller/final customer's experience.

RESPONSIBILITY



We believe in giving back to the communities we serve and to the planet. Our business practices are designed to create a positive social and environmental impact, reflecting our commitment to future generations. We aim to provide an exceptional experience, building trust through personalized service and lasting relationships.

SHAMAS



OGI Systems



Originalluxury

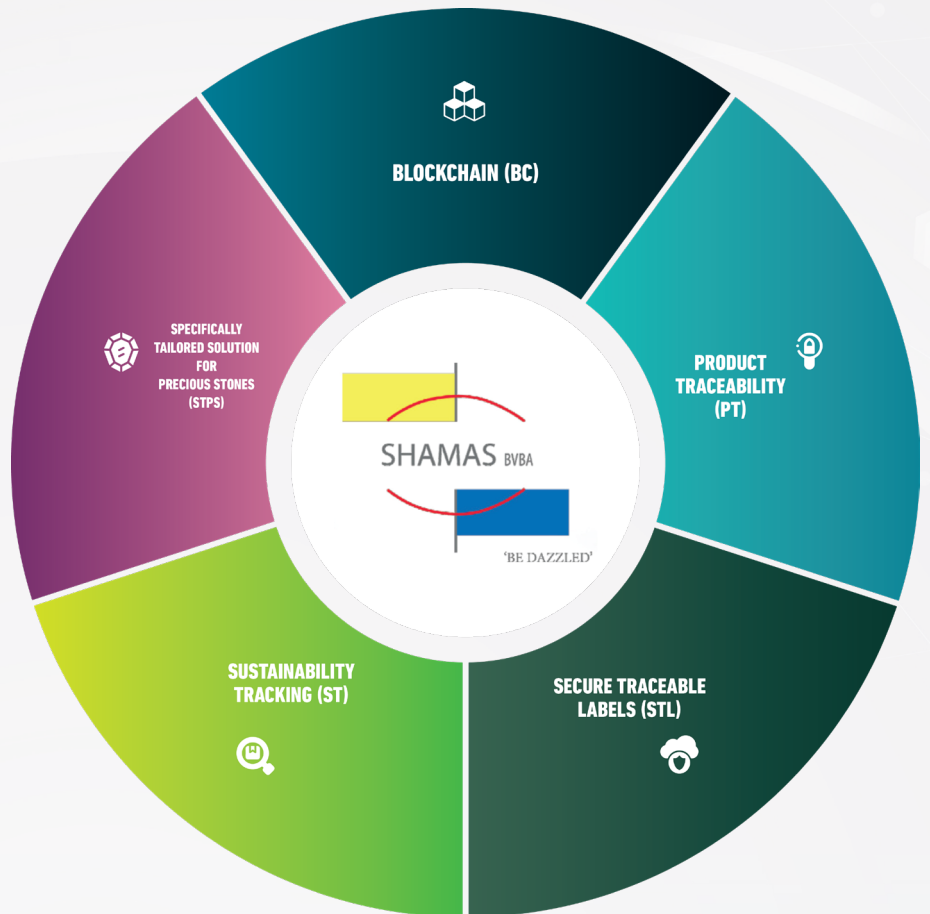


iTraceiT

Legend:

- Core Organization
- Partnerships
- Clients

Technology Used:



Case study:



Traceability and Transparency Use Case: ItracelT System and Supplier Verification

At Shamas bv, we are committed to full transparency and ethical sourcing in the diamond industry. To ensure this, we've adopted a comprehensive approach involving a detailed supplier questionnaire, the ItracelT traceability QR code system, and our membership in the Responsible Jewellery Council (RJC). These initiatives collectively contribute to the integrity and accountability of our supply chain.



Supplier Verification Process

For every single purchase, we require our suppliers to complete a detailed questionnaire, providing comprehensive information about the diamonds they supply. This includes the diamond's origin, ethical sourcing standards, environmental practices, and any certifications. All information must be verified with supporting documentation, and we actively check proof wherever necessary. Additionally, as members of the RJC, we impose many conditions on our manufacturers/suppliers that go above and beyond the requirements set by WDFB/RJC/G7, ensuring that our standards are among the highest in the industry.



ItracelT Traceability System

We are fully integrated with the ItracelT QR code system, ensuring nearly 100% traceability for all diamonds from 0.0002 carats and up. Each parcel or larger diamond is assigned a unique QR code that digitally tracks its entire journey from the mine/miner to the final customer. This allows us to maintain transparency at every stage of the diamond's life cycle, including cutting, polishing, and certification processes.



Customer Transparency

When a customer purchases one of our diamonds, they can scan the ItracelT QR code to access all relevant information, including:

- **Origin:** The exact mine or region where the diamond was sourced and manufactured.
- **Journey:** Key details on where the diamond was cut, polished, and certified, offering complete transparency.
- **Proof of Sustainability:** Verified proof from our supplier questionnaire and additional documentation demonstrating that the diamond was sourced responsibly, in line with our sustainability goals. Commitment to Continuous Improvement

Our supplier questionnaire and traceability systems not only ensure transparency but also provide a foundation for continuous improvement. By requiring verifiable data at every stage, we can continuously refine our practices, making our diamond supply chain more responsible and sustainable.



Socio-Economic Actions:



Community Support and Sustainability Programs:

- **Diamonds for Peace, World Land Trust, Coral Reef protection**
- **At Shamas bv, we believe that our responsibility extends beyond ethical sourcing and sustainability; we are also dedicated to fostering economic development in the communities connected to our diamond supply chain. Our involvement in various charitable initiatives, such as Diamonds for Peace, World Land Trust, and coral reef protection, is designed to create lasting positive impacts on both local economies and the environment.**
- **Diamonds for Peace** Through our partnership with Diamonds for Peace, we support initiatives aimed at promoting peace and stability in diamond-producing regions. This program focuses on:
- **Empowering Local Communities:** By funding educational programs and vocational training, we help equip individuals with the skills they need to secure sustainable livelihoods, reducing dependency on conflict and exploitation.
- **Creating Jobs:** Our collaboration with local cooperatives fosters job creation in artisanal mining, allowing communities to benefit directly from the value of their natural resources.



World Land Trust

Our commitment to the World Land Trust enables us to contribute to the preservation of critical habitats and ecosystems while fostering economic growth through:

Sustainable Land Use:

By supporting conservation efforts, we help protect biodiversity and promote sustainable land management practices. This approach encourages ecotourism and sustainable agriculture, providing alternative income sources for local communities.

Community Engagement:

Through initiatives that involve local populations in conservation efforts, we ensure that communities benefit from protecting their environment, fostering a sense of ownership and responsibility toward their natural resources.

Coral Reef Protection:

Our efforts in coral reef protection contribute to the health of marine ecosystems, which are vital for the livelihoods of many coastal communities through:

Fostering Fisheries:

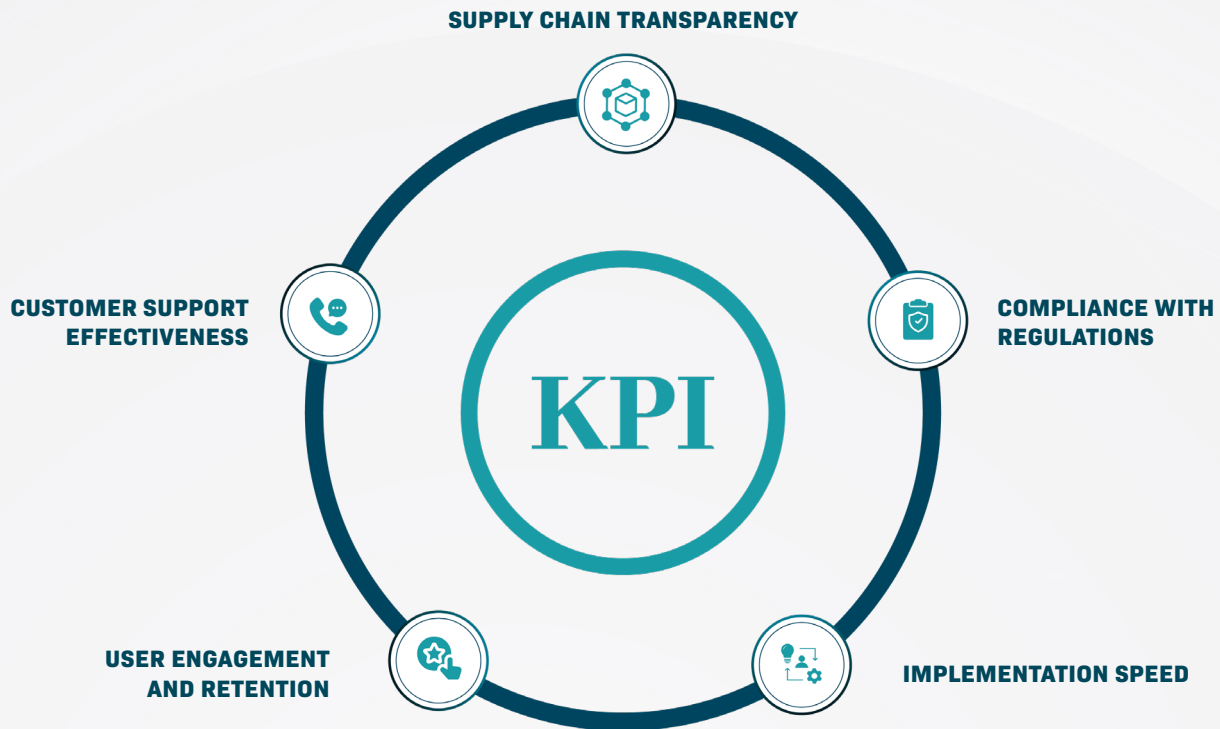
Healthy coral reefs support diverse marine life, which in turn sustains local fisheries. By protecting these ecosystems, we help ensure that communities reliant on fishing can continue to thrive. Promoting Ecotourism: By safeguarding coral reefs, we enhance opportunities for ecotourism, which can bring significant economic benefits to coastal communities while raising awareness about the importance of marine conservation.



Overall Impact

Through these initiatives, we are committed to creating a positive ripple effect in the communities involved. By supporting education, job creation, sustainable practices, and conservation efforts, we aim to enhance the economic development of these regions while ensuring that the natural beauty and resources they offer are preserved for future generations.

KPIs used to measure the effectiveness of our solution.



Future Developments:

Upcoming Features:

Planned Initiatives to Enhance Transparency and Traceability

At Shamas, we are continually striving to improve and expand our transparency and traceability initiatives. Our commitment to ethical sourcing and sustainability drives us to explore innovative solutions that will not only elevate our practices but also set new standards within the diamond industry. Here are some key initiatives we are currently working on:

1. Blockchain Technology Integration

We are actively exploring the implementation of blockchain technology to further enhance the traceability of our diamonds. By utilizing a decentralized ledger, we can provide an immutable record of each diamond's journey through the supply chain. This will:

- **Increase Transparency:** Customers will have access data about their diamonds, including detailed information about the sourcing, cutting, and certification processes.
- **Build Trust:** The transparency provided by blockchain will strengthen customer confidence in our commitment to ethical sourcing and responsible practices.

2. Enhanced Supplier Audits

We plan to implement a more rigorous auditing process for our suppliers. This will involve:

- **A Regular On-Site Inspection:** Conducting regular inspections of supplier facilities to verify compliance with our ethical and sustainability standards.
- **Comprehensive Reporting:** Requiring suppliers to submit regular reports detailing their sourcing practices, environmental impact, and community engagement initiatives and verified by their accountant/auditor.

3. Collaboration with Technology Partners

To stay ahead of the industry advancements, we will be collaborating with technology partners specializing in traceability solutions. This collaboration will focus on:

- **Developing New Tools:** Creating user-friendly tools and applications that allow both our suppliers and customers to access traceability information easily.
- **Enhancing Data Collection:** Implementing systems that facilitate the collection of comprehensive data at every stage of the supply chain, ensuring complete transparency.

4. Customer Engagement Programs

We are designing programs aimed at educating our customers about the importance of transparency and traceability in the diamond/jewellery industry. This will include:

- **Workshops and Webinars:** Offering educational sessions to share insights on ethical sourcing, sustainability, and the journey of diamonds from mine/miner to market.

Conclusion

Through these planned initiatives, we aim to enhance our existing programs and set new benchmarks for transparency and traceability for our clients/jewellers. By leveraging technology, improving supplier relationships, and engaging with our customers, we are committed to building a more transparent and responsible future for our business and the communities we serve.

Vision

Long-Term Vision for Transparency and Traceability in the Luxury Sector 1.

1. Establishing Industry Standards Collaborative Frameworks:

Work with industry stakeholders, including luxury brands, suppliers, NGOs, and government bodies, to develop comprehensive standards for transparency and traceability in the luxury sector.

Certification Programs: Advocate for the creation of certification programs that recognize brands adhering to high standards of ethical sourcing and transparency.

2. Leveraging Technology Blockchain Implementation:

Promote widespread adoption of blockchain technology across the luxury supply chain to create immutable records of products, ensuring complete traceability from origin to consumer.

Smart Labels and QR Codes: Encourage the use of smart labels and QR codes on luxury items, allowing consumers to access detailed information about the product's journey, including the sourcing, production, and environment.

Support Contact :

Customer inquiries can be sent to anuj@shamasbvba.com