



— Building Forever —

2030 GOALS | PROGRESS UPDATE 2021

DE BEERS

What is Building Forever?

Building Forever™ is our commitment to creating a positive lasting impact that will endure well beyond the discovery of our last diamond.

It is our blueprint to a better future – one that is fairer, safer, cleaner and healthier, where safety, human rights and ethical integrity continue to be paramount, where communities thrive, and where the environment is protected.

In 2020, building on consultation with stakeholders from around the world, we set 12 ambitious 2030 goals aligned to our four key Building Forever focus areas and the United Nations Sustainable Development Goals.

2021 was our first full year since announcing these goals. Covid-19 was still very much the context within which we were operating, but we had largely already put in place emergency response measures, meaning we were able to focus on providing ongoing support for our partner countries to assist long-term economic recovery. We also evolved many of our programmes, including STEM engagement and entrepreneurship support, into digital and online experiences so they could continue despite lockdowns.

We devoted a lot of energy to embedding our Building Forever commitments and the 2030 goals across all parts of our business, ensuring we have a comprehensive and cohesive approach.

We have now integrated our commitments into both operational and budget planning processes; and created roadmaps to 2030, establishing baselines and ways to measure our progress.

We’ve also been making great progress in areas including provenance, through the piloting of our new trusted source diamond programme, De Beers Code of Origin™, as well protecting the natural world through a new multinational partnership with National Geographic.

This update provides a summary of our key progress highlights during 2021, with further information available in our full sustainability report [here](#).



Leading Ethical Practices Across Industry

OUR VISION

We will continue to work tirelessly to advance industry standards, enhance transparency of diamond provenance and improve the livelihoods of artisanal miners.

Our ambition is to lead the diamond sector in ethical practices, helping the industry continue to progress in this area and drive consumer confidence in diamonds. Our focus for 2030 is on extending the reach of our industry-leading Best Practice Principles programme; providing the provenance of our diamonds so that people can link the diamond they buy to its origin and be proud that it has generated lasting positive impact; and delivering scalable solutions to support those who work in the artisanal and small-scale mining sector.

Leading Ethical Practices Across Industry



A 2021 HIGHLIGHT

De Beers Code of Origin

Piloted in 2021, the De Beers Code of Origin trusted source programme is designed to provide provenance and responsible sourcing assurance for diamonds discovered by De Beers™.

Through De Beers Code of Origin, a microscopic, customised code is inscribed onto each diamond to provide assurance that it is natural, conflict free and was discovered by De Beers Group in Botswana, Canada, Namibia or South Africa, where it helped protect people and the planet.

Currently in the pilot phase, by the end of 2021, De Beers Code of Origin diamonds were being sold by retailers in nine countries, providing peace of mind about where and how they have been sourced.

De Beers’ blockchain- based traceability platform, Tracr™ – offers the potential for new digital technology to support the De Beers Code of Origin proposition by identifying diamonds across their journey.

Following the progress made with Tracr in 2021, we have begun deploying it at scale for our diamond production, providing tamper-proof source assurance for diamonds registered on the platform.

2021 Progress

RESPONSIBLE SOURCING

ON TRACK

By 2030, we will extend our Best Practice Principles beyond our value chain to advance industry standards.

282,400 workers across the diamond industry protected by our BPPs programme requirements.

In 2021 we:

- Extended our Best Practice Principles programme, which sets stringent standards for those we work with, by:
 - continuing to expand the number of participants, including those working with our downstream jewellery brands through our new Responsible Sourcing Policies.
 - extending standards in response to emerging risks, including health and safety procedures in the light of Covid-19
 - adding new carbon footprint reporting guidelines
- Rolled out a new [Responsible Sourcing Policy](#), which goes beyond our diamonds, to include stringent requirements for the sourcing of precious metals, minerals and other gemstones used within our jewellery

PROVENANCE

ON TRACK

By 2030, we will provide the origin and impact of every diamond we discover and sell.

25% of De Beers' production (by value) recorded on Tracr

In 2021 we:

- Continued to grow Tracr, the world’s only distributed diamond blockchain platform that starts at the source and provides tamper-proof source assurance at scale. Launched in 2018, in 2021 we increased its capacity and conducted extensive real world user testing. In 2022, we deployed Tracr at scale for our rough diamonds, enabling it to register one million diamonds per week.
- Launched De Beers Code of Origin pilot (see highlight)

ARTISANAL MINING

ON TRACK

By 2030, we will deliver scalable solutions to improve the livelihoods of artisanal miners.

219 mine sites participating in GemFair

In 2021 we:

- Extended GemFair™ - our programme to create a fair route to market for ethically sourced and artisinally mined diamonds, to a further 85 mine sites in Sierre Leone
- Broadened our GemFair training for artisanal miners, including on diamond characteristics, to equip miners to be able to better negotiate fair prices for the diamonds they discover
- Sold the first dedicated parcels of diamonds from GemFair registered sites – a major step forward for the sector, demonstrating demand for ethically sourced, artisanal diamonds
- Launched a new reclamation project to bring abandoned artisanal mine sites back to agricultural use, creating jobs and food security for miners and their families

Partnering for Thriving Communities

OUR VISION

We will partner to improve health and education outcomes and increase livelihood opportunities to support community resilience and economic diversification in our host countries across southern Africa and Canada.

Diamonds are a finite resource that are inextricably linked to the health and prosperity of the communities where they are found. Everyone who works at De Beers understands that we have a responsibility to help diversify the economies of our communities to ensure they can be sustained long after our last diamond is discovered.

Our role is therefore to work with our partners to transform the finite resource below ground into infinite opportunities above ground. We set ourselves some of the most ambitious targets in the sector for health, education and livelihoods within the communities that make us who we are.

Partnering for Thriving Communities



A 2021 HIGHLIGHT

International Youth Foundation

In 2021, we extended our partnership with the International Youth Foundation, to support students at South Africa’s technical and vocational colleges to become more 'work-ready'.

This included an investment of US \$1.7 million over three years to continue building capacity at technical and vocational colleges (TVET) colleges around our operations, improving retention rates and preparing young people- the majority of whom are from disadvantaged backgrounds- through market driven training and work experience that better prepares them for learning and employment.

- In total, the programme aims to enable:
- 12,000 students to benefit from upgraded TVET college courses
 - 130 TVET lecturers to be trained in upgraded curriculum content
 - 800 students to be equipped with entrepreneurship skills
 - 400 students to be placed in learnerships

2021 Progress

HEALTH & WELLBEING

ON TRACK

By 2030, we will achieve priority UN Sustainable Development Goal 3 (SDG3) health targets in all our partner communities.

100%

of workforce have access to free and confidential HIV testing and wellbeing programmes

- In 2021 we:
- Continued our Covid-19 response focus, setting up vaccination centres for employees and communities, providing PPE, test kits and quarantine facilities
 - Supported improved facilities for domestic abuse survivors in the wake of the ‘shadow-pandemic’ of gender-based violence
 - Launched mental health workshops for communities in Canada, tackling isolation and depression following lockdowns
 - Joined a partnership to tackle road accidents in South Africa, through awareness raising, infrastructure maintenance and emergency response training

SKILLS & EDUCATION

ON TRACK

By 2030, we will establish skills partnerships in all our partner communities.

18,406 LEARNERS

561 teachers and 25 schools supported in South Africa

- In 2021 we:
- Continued to devote considerable focus and energy to improving educational outcomes for young people, including over 18,000 pupils through our South Africa Schools Programme
 - Supported teachers in southern Africa to deliver online learning, and provided WiFi and computers to communities in Canada, to support online learning during lockdowns
 - Extended partnership with the International Youth Foundation (see highlight)

LIVELIHOODS

ON TRACK

By 2030, we will have supported four jobs across our partner countries for every one job at our operations.

1,575

jobs supported in 2021 through businesses involved in our Tokafala enterprise development programme in Botswana

- In 2021 we:
- Launched a new partnership with National Geographic – Okavango Eternal – aiming to support 10,000 livelihood opportunities across southern Africa's Okavango Basin
 - Launched first fully virtual 'Seed Transformation Programme' providing support, networks and business advice for entrepreneurs in southern Africa despite lockdowns
 - Connected more small businesses to our supply chains providing support during local lockdowns

Protecting the Natural World

OUR VISION

We will be carbon neutral, minimise our water footprint and deliver a net positive impact on biodiversity.

A diamond is a unique expression of the power of the natural world. Working with diamonds at their source gives us a deep respect for the planet and all of its awe-inspiring creations. We also know that our partner communities cannot be healthy or thrive economically unless we work together to protect the natural world. So, we operate a sustainable approach to land management that includes continuous restoration and rehabilitation in partnership with local communities and follows best practice for water and biodiversity management, waste, air quality, emissions and mine closure.

Protecting the Natural World



A 2021 HIGHLIGHT

Okavango Eternal

Our new partnership with National Geographic, Okavango Eternal, launched in 2021 to help tackle one of Africa's most critical conservation challenges: protecting the source waters of the Okavango Delta.

This is a 22,000km² oasis of freshwater in one of the driest places on Earth – the Kalahari Desert in Botswana.

The health of the Okavango Delta depends on its source lakes and rivers spanning southern Angola, eastern Namibia and northern Botswana. These source waters carry an average of 2.5 trillion gallons of water each year to the Delta.

While the Delta itself holds protected status, the wider Basin that sustains it, and over one million people, does not.

The effects of climate change, deforestation, water diversion and upstream commercial agriculture are putting this critical lifeline at risk.

Our five-year partnership with National Geographic is helping to protect these source waters and the lives and livelihoods they support, before it's too late.

2021 Progress

CLIMATE CHANGE

ON TRACK

By 2030, we will be carbon neutral across our operations.

11% reduction in energy intensity in 2021

In 2021 we:

- Continued to reduce energy intensity, replace fossil fuels and develop partnerships to remove remaining carbon emissions from the atmosphere through nature based solutions
- Developed a detailed strategy to reduce 'Scope 3' emissions from our supply chain.
- Installed three wind measurement masts at our site in Namibia to investigate renewable wind power potential.
- Increased rooftop solar panels to six of our sites.
- Purchased renewable energy for our retail operations in UK and US.

WATER

ON TRACK

By 2030, we will reduce our water footprint by 50% and increased community access to water and sanitation.

75% water reuse and recycling efficiency

In 2021 we:

- Continued to reduce our water usage, while extending our water goal to include site-specific targets, including water quality in Canada and integrated storm water management in South Africa
- Supported long-term, real time hydrological monitoring within the Okavango Basin through our Okavango Eternal partnership, building greater understanding of the threats to its source waters
- Provided access to drinking water for vulnerable communities in southern Africa with 24 water stewardship projects planned or in progress

BIODIVERSITY

ON TRACK

By 2030, we will achieve a net positive impact on biodiversity.

~500,000 acres of protected land

In 2021 we:

- Continued to actively manage biodiversity and protect endangered species across our Diamond Route, around 500,000 acres of land that we manage for conservation in southern Africa
- Continued to progress Biodiversity Management Programmes, with several operations completing baseline assessments to inform Net Positive Impact commitment
- Sponsored nine early-career conservationists to participate in an internationally recognised 'Conservation Leadership Programme'
- Launched Okavango Eternal (see highlight)

Accelerating Equal Opportunity

OUR VISION

We will accelerate economic inclusion and support diverse voices to help shape the future of our business, communities and society.

The world around us is seeing widespread and positive movements for social change, and for these to continue to grow and be successful, intentional and dynamic action is required from all of us.

We are committed to our own continuous evolution, bringing wider perspectives into decision making, technical fields and design. To make a truly lasting difference, we are supporting the next generation that will shape De Beers, addressing the historical absence of women in the talent pipeline, especially in technical roles, while also supporting new and diverse talent in the diamond jewellery sector.

Accelerating Equal Opportunity



A 2021 HIGHLIGHT

#BlackisBrilliant

In 2021, we launched #BlackisBrilliant in partnership with RAD Red Carpet Advocacy – bringing together exceptional Black jewellery designers with top celebrity stylists.

The aim was to provide greater visibility to Black designers during the 2021 awards season, with all jewellery created using De Beers diamonds responsibly sourced from Botswana.

The partnership launched at the 2021 Met Gala when actress Kiki Layne wore an opulent suite of jewellery called ‘Black Power International’ designed by New York-based designer Jameel Mohammed (pictured above) in collaboration with stylists Wayman and Micah.

The campaign’s second placement was at the 2021 Emmy Awards when designer Matthew Harris, also based in New York, collaborated with stylist Karla Welch to create diamond earrings worn by the actress Sarah Paulson. Later in the year, Karla Welch collaborated with Mateo, to design a one-of-a-kind necklace, worn by Ruth Negga as a headpiece at the Gotham Awards.

More custom creations from #BlackisBrilliant will debut at future award ceremonies, while we continue to collect feedback to further inform our efforts to increase the diversity of talent in the jewellery sector.

2021 Progress

INCLUSIVE WORKPLACE

By 2030, we will achieve equal opportunity, including gender parity, for employees across our workforce.

ON TRACK

31%

women's representation in senior management roles across De Beers

- In 2021 we:
- Continued to increase representation of women in our leadership to 31% (up from 17% in 2017)
 - Extended our partnership with UN Women for a further five years, with a focus on increasing representation of women in technical and leadership roles, and became an inaugural partner of UN Women's HeForShe Alliance, working together for gender equality.
 - Joined the UN-convened Unstereotype Alliance, for brands working to eradicate harmful stereotypes from marketing

WOMEN IN BUSINESS & TECH

By 2030, we will support 10,000 women entrepreneurs and engage 10,000 girls in STEM.

ON TRACK

2300+

girls and women engaged in engineering and technology

- In 2021 we:
- Announced an additional \$3 million commitment to extend our Accelerating Women Owned Micro-Enterprises programme, which supports female entrepreneurs in southern Africa, in partnership with UN Women. To date we've supported over 1,800 micro-entrepreneurs since the programme launched in 2018
 - Continued engaging girls in STEM including subjects and careers reaching over 2,300 in southern Africa in partnership with social enterprise WomEng since the programme started in 2018
 - Provided over 70 scholarships in partnership with UN Women and Scholarships Canada for women studying STEM at university in Canada since 2017
 - Launched 'Women in Trades' initiative in Canada, encouraging more women to consider technical trades through job shadowing and mentoring

DIVERSE TALENT IN JEWELLERY

By 2030, we will increase the diversity of creative talent in the diamond jewellery sector

ON TRACK

130

emerging jewellery designers aged 18 to 35 applied to our 2020/21 Shining Lights Awards competition

- In 2021 we:
- Conducted stakeholder engagement to improve our understanding of the landscape and challenges faced by emerging jewellery designers
 - Awarded scholarship and training opportunities to 12 young jewellery designers from our producer countries through our Shining Lights Awards.
 - Launched #BlackisBrilliant (see highlights)

2021 in numbers

6:1

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for every acre of land
that we mine, we manage
6 for conservation



\$6.8m

|

donated to support
COVID-19 vaccinations
in our communities



\$34.9m

|

social investment spend
(2020: \$33.2m)

80%

|

of revenue remains in our
partner countries through wages,
taxes and financial payments

6

|

sites with rooftop solar
panels installed

34%

|

reduction in Group freshwater
withdrawals in 2021 compared
to 2015

DE BEERS

Discover More

2021 Sustainability Report

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The images used in this report were taken prior to the Covid-19 pandemic, and as such social distancing measures and mask wearing was not applicable. Unless otherwise stated, the information and data reported in this report covers the reporting period 1 January 2021 to 31 December 2021

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