

Research Report to provide context as to what is shaping the diamond and jewelry industry's approach to sustainability.

Rapaport has made social responsibility the focus of its editorial content for the month of August. That encompasses extensive coverage in *Rapaport Magazine* as well as hosting a special conference on the topic, which takes place at the JCK Las Vegas Show on Sunday, August 29.

Continuing with the theme, the *Rapaport Research Report* presents some of the options that are available to help diamond and jewelry companies achieve their ESG goals. They range from non-profit organizations to tech-driven platforms that enable businesses to demonstrate their goods are responsibly sourced and that they meet acceptable ESG standards.

Of course, companies can also develop their own programs independent of such initiatives, or in addition to them. But what is most important is that they're cognizant of how vital ESG is to their corporate identity and brand awareness. For many, the drive toward social responsibility is more a question of economics than it is of ethics. But unlike in decades past, the two are now intimately connected.

The business world is increasingly taking responsibility for people, planet and profit — the three Ps of sustainability. And the diamond and jewelry trade has the tools to play its part.

The Rapaport Research Report presents proprietary data on polished diamond prices, along with market intelligence and analysis. Subscribe to the report [here](#).

Image: Avi Krawitz and the cover of the August Rapaport Research Report. (Ben Kelmer, Shutterstock)