



## New governance for the diversum Association

### Press release

Paris, 10th May 2010 (EN)

diversum is an independent French association, founded in 2006. Its objective is to seek to incorporate languages and cultures, the bedrock of humankind's cultural environment, into sustainable development policies.

The process of social rating based on an organisation's cultural footprint originated with this association: it awards the diversum label to initiatives contributing to the promotion of cultural diversity.

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So far, the diversum Association has paced itself through a preparatory stage and is now ready to welcome in its governing body several high profile officials who will contribute both their skills and their experience at the service of culture as one of the issues at stake in sustainable development.

**Jean Musitelli**, former Ambassador of France to UNESCO (1997-2002), chairs the new Board of the diversum Association as of May 10th, 2010 and is supported in his task by the following Administrators:

- **Emmanuel Bonneau**, Association diversum;
- **Bernard Cerquiglini**, Rector of the Agence universitaire francophone (Agency for Francophone Universities);
- **Joëlle Garriaud-Maylam**, Senator representing French expatriates;
- **Jérôme Gouadain**, Funder of diversum;
- **Jean-Hervé Lorenzi**, President of the Cercle des économistes (Circle of economists);
- **Odile Quintin**, Director General at the European Commission;
- **Pierre Simon** (in a personal capacity), President of the Chambre de commerce et d'industrie de Paris (Paris Chamber of Commerce and Industry).