



The Organisation internationale de la Francophonie is increasingly serving cultural diversity through its financial investments and thus obtained the diversum 50 label

Press release

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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.

Specialised in the issue of cultural footprint of organisations, the diversum label is granted to responsible investments aimed at cultural diversity.

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Sustainable finance is currently one of the most effective and smart ways of raising the awareness of companies and local authorities with respect to the importance of their behavior and to encourage them to improve the impact of their activities on society.

Through the award of this diversum label, institutional and private investors ensure that the financial investments they use to manage their portfolios or cash flow, are largely invested in securities from issuers contributing to fostering cultural diversity.

Having obtained the diversum label in 2009 (guaranteeing that at least 25% of investments are used to finance actors whose behavior is favorable to diversity), the OIF has taken this approach even farther by going beyond the 50% threshold, which enabled it to receive the diversum 50 label on 9 February 2010.

An understanding of the way in which issuers apprehend cultural diversity is made possible by an original methodology associating a number of observation criteria, applied to some 1200 companies and 800 government bodies in Europe and North America.



The Organisation internationale de la Francophonie brings together fifty-six member states and governments, as well as fourteen observers, on five continents, working together for peace, cultural and linguistic diversity, education, solidarity and sustainable development.