



Press release Cité de l'architecture et du patrimoine:
cashflow management to take account
of "cultural environment"

Paris, 28th January 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.

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

Jérôme Gouadain
chairman
+ 33 6 60 32 01 64
jerome.gouadain@diversum.net
www.diversum.net

By obtaining the diversum label today and for one year, the Cité sets on a course of responsible management, as all of its investments are endowed at a minimum of 25% with securities from issuers who contribute to the promotion of cultural diversity.

This public establishment, under the supervisory authority of the French Ministry for Culture and Communication thus demonstrates, in an original way, its commitment to sustainable development strategies which take due account of cultural aspects.

The finance diversum label is granted following an audit based on an independent rating system. To date, it encompasses over 1,200 companies from Europe and North America, who have been appraised in terms of their impact on cultural environment.



www.citechaillot.fr