

# Vivendi and the United Nations Alliance of Civilizations



↑ The United Nations Alliance of Civilizations (UNAOC) held its fourth Annual Forum at Doha (Qatar), from December 11 to 13, 2011. Its High Representative, Jorge Sampaio, former President of the Republic of Portugal, led one of many discussions alongside Her Highness Cheikha Moza Bint Nasser, ambassadress of the UNAOC (above left). The Secretary General of the United Nations, Ban Ki-moon (above center), participated in the opening session of the Forum, attended by some 2,000 participants from 130 countries and many personalities (above right).

Vivendi and the United Nations Alliance of Civilizations share the ambition of making the promotion of cultural diversity and intercultural dialogue part of the worldwide sustainable development agenda.

Throughout its sphere of influence, Vivendi is committed to promoting human rights through its content production and distribution activities and through the services it offers. The Group's businesses play a major role in strengthening mutual understanding and social ties. In choosing to promote cultural diversity on the continents where the Group operates, by investing

massively in content and in networks, Vivendi's ambition is to encourage its customers to participate in cultural life, facilitating their communication through technology and encouraging a spirit of openness between peoples and generations.

Vivendi presented its strategic orientations in the area of sustainable development to some 15 young leaders from the Middle East and the Maghreb who came to Paris in September 2011 as part of the United Nations Alliance of Civilizations Fellowship Program. The Program's goal is to build ties



↑ Vivendi received a delegation of 15 young leaders from the Middle East and the Maghreb as part of the Fellowship Program of the United Nations Alliance of Civilizations.



Providing consumers with choices means giving them freedom of thought, at home and abroad. >>

Dala Ghandour / Attorney and mediator, Lebanon

*"I took part in a presentation of Vivendi's sustainable development policy as a member of the United Nations Alliance of Civilizations MENA (Middle East and North Africa) Program. I was very impressed by the challenges defined by Vivendi and the way they are integrated into the Group's strategy. In a world that is becoming more and more culturally homogeneous, Vivendi provides a haven of freedom that celebrates cultural diversity in all its forms: world music, young talent, atypical documentaries. Because providing consumers with choices means making them true citizens of the world*

*– giving them freedom of thought, at home and abroad. As a Lebanese citizen, an attorney, and a mediator, I am convinced that dialogue between cultures and promotion of cultural diversity are a fundamental responsibility for media companies. That is because cultivating otherness, discovering the culture of others, already creates invisible ties that encourage us to understand better, to explore new horizons that once opened cannot be closed; and those ties will make it increasingly difficult to make war on a people whose myths, music, or films we are familiar with."*



Jean-Christophe Bas / Senior Advisor, Strategic Development and Partnerships, United Nations Alliance of Civilizations

## Intercultural dialogue at the heart of sustainable development



between young professionals from the Middle East, the Maghreb, Europe, and the Americas by organizing encounters with economic, cultural and institutional actors in these different regions of the world.

The direct and informal nature of the exchanges gives participants in the program an opportunity to discover other socio-cultural environments with differing outlooks, contributing to combating stereotypes and encouraging mutual understanding.

The United Nations invited Vivendi to the fourth Alliance of Civilizations Forum held between December 11 and 13, 2011 in Doha (Qatar). During the plenary session devoted to the theme "New Strategies for Intercultural Dialogue, Understanding and Cooperation," Vivendi explained

how promoting cultural diversity and intercultural dialogue are strategic issues in its sustainable development policy and accompany the Group's business challenge – to innovate continuously in order to continue to satisfy its tens of millions of clients on all continents in the era of the digital revolution.

This session, attended by representatives of academic, institutional, and business communities in Europe, Latin America and the Middle East, produced proposals for best practices that can be replicated. Among these were Vivendi's description of the initiative taken by its Senior Executives that consists in integrating sustainable development criteria related to the promotion of culture and dialogue between cultures in their bonuses.

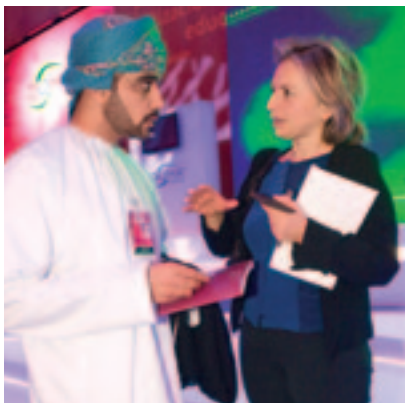


*"The ability to manage and optimize the question of diversity and intercultural dialogue is vital for the survival and expansion of business and the economy, but also for ensuring peace and stability in the world."*

*The corporate sector is often more in the vanguard in this area than governments or civil society. It has created conditions that are conducive to intercultural dialogue and to diversity.*

*Vivendi is an extraordinarily innovative example in this area. By tying part of its Senior Executives' bonuses to the company's achievements in favor of cultural diversity, Vivendi has placed itself in the forefront. It is a model that I hope will inspire other major multinationals in the culture sector.*

*At its fourth worldwide Forum held in Doha on December 11 to 13, 2011, the United Nations Alliance of Civilizations (UNAOC) made a point of bringing together public and private actors to promote intercultural dialogue as a part of the worldwide sustainable development agenda. All 130 of its Member States and its 30 affiliated international organizations joined Vivendi and representatives of corporations and civil society in seeking innovative solutions for encouraging the emergence of societies that are inclusive and rich in their diversity."*



← Pascale Thumerelle, Vivendi's Vice President for Sustainable Development, was invited by the United Nations to address a plenary session and present the strategic issues of the Group's sustainable development policy, including intercultural dialogue; here she answers a participant's questions.