



Press Release

**THE INTERNATIONAL FUND FOR THE PROMOTION OF CULTURE AND I.DE.A.M
LAUNCH "HARMONY"**

Paris, 2 July 2004 – Bedouin hospitality and Canada's "bush schools" project have been chosen as the first two inscriptions on a new list, Harmony, which recognizes cultural practices that contribute, in a sustainable manner, to improved quality of life.

The new Harmony List is the result of a partnership between UNESCO's International Fund for the Promotion of Culture (IFPC)* and I.DE.A.M (Integral Development Asset Management)**. It aims to highlight best traditional or innovative cultural practices that significantly and sustainably contribute to improving quality of life, and which integrate the cultural dimension into social, environmental and economic development.

Bedouin hospitality, incarnated by the coffee ceremony, is a symbol of conviviality, generosity and meeting with others in a courteous, respectful and peaceful atmosphere.

The bush school is an initiative aimed at teaching young people from the Eeyou or Cree Indian peoples of northern Canada the traditional knowledge of their ancestors, thus allowing them to discover their roots and better prepare themselves for the modern world.

Bedouin hospitality and the bush school were chosen from the ten best cultural practices selected this year by the IFPC and the Médecins Committee, a think tank created by I.DE.A.M, which brings together groups committed to sustainable development in the financial domain. The eight remaining practices came from several countries in Africa, Australia, Japan, Mexico, Peru, Serbia and Montenegro and Thailand.

Those involved in the two practices selected for the List will be invited to make a request for funding to the IFPC for a cultural project contributing to the development of their community.

Ten cultural practices will be pre-selected each year, and at least one will be inscribed on the Harmony List. The criteria for selection include respect for the environment, the capacity to provide solutions to problems of the modern world, the maintenance of harmony between populations and their lifestyle, and the potential for transfer, adaptation and reproduction of the practice in question.

* Created in 1974, the IFPC supports cultural development projects and aims to help creators and cultural entrepreneurs to find additional funds. Managed by an Administrative Council comprising 15 personalities appointed by UNESCO's Director-General, it enjoys a large degree of autonomy.

** I.DE.A.M is an asset management company of the Crédit Agricole Group dedicated to Socially Responsible Investment (SRI). It currently manages assets amounting to 600 million euros. Its management philosophy centres on the selection of stocks based on sustainable development criteria.

* * *

For more information :

<http://www.ideam.fr>

<http://www.unesco.org/culture/ifpc>

Contacts :

IFPC : Maha Bulos

Tel: + 33 1 45684340

m.bulos@unesco.org

I.DE.A.M. : Micheline Bourny-Thaumiaux

Tel: +33145014011

micheline.bourny-thaumiaux@ideam.fr