



ORIGINAL'S

"human tracker"

## Engage with the Cultural Sustainability of your Territory

### **You are a company**

You are part of a territory with a strong identity ?

You want to increase your social value ?

You want to highlight the local culture ?

You want to be locally committed and involved ?

Engage as a culturally responsible company and the get the *Original's* label.

### **You are a local government**

You want to promote the attractiveness and sustainability of the local identity ?

You don't know how to efficiently deal with the local culture ?

You want to involve your citizens ?

You want to highlight the collectiveness as well as the specificities of your place ?

Become a committed actor in the sustainability of the local cultures.

## **Our Review**

Worldwide consumers and citizens are increasingly close to their specificities, territories and identities.

The sustainability of the local, regional and national cultures is a growing concern of the globalized world.

The « glocalized » context highlights the local places and their authenticity.

Cultural sustainability is becoming a strong fourth pillar of sustainability.

## **Our Expertise**

A dynamic and committed team formed by world experts of cultural sustainability.

Customized trainings, workshops, advices and diagnostics.

A unique expertise developing specific tools and cultural indicators.

## **Engage with cultural sustainability can provide :**

### **For companies**

A strengthened corporate image through ethics close to the next consumers worries and expectations.

Better relationships between the company and its local stakeholders (territories, communities, employees and consumers).

Anticipate the future needs of the glocalized and post-globalized world.

An original way to make the brand and the consumers come together.

### **For local governments**

A way for citizens to sustainably appropriate - and re-appropriate - their place.

A responsible vision taking the collectives, and not only the individualities, into account.

A concrete opportunity to promote social link, economic development and attractiveness of the territories.



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