



ORIGINAL'S

*"human tracker"*

## *A Short Guide to Cultural Strategies*

Original's is an organization which engages for the cultures and their sustainability worldwide.

We help local governments to engage for the cultural sustainability of their place.

We help companies to respect and promote the local cultures under their influence.

Local Cultures' Management

Cultural Sustainability

Post-Globalization

Cultural Awareness

Cultural Intelligence

Cultural Impact Assessment

Cultural Responsibility (CR)

## « Cultural Responsibility »

CR engages for sustainable local cultures in the open-world context.

CR balances the global exchanges and the local specificities.

CR reconnects the nomadic and the settled.

CR promotes a responsible « post-globalization » in order to avoid an unstable « deglobalization ».

CR transforms the growing identity claims and worries into values, innovations and opportunities.

CR better takes into account the local ways of life, values and specificities in order to better integrate abroad.

CR represents the next step of Corporate Responsibility: from the environmental *footprint* of the carbon emissions to the human *handprint* of the societal impact of companies.

CR considers culture, 4th pillar of the sustainable development, as a useful facilitator for the implementation of the SDGs at a local level.

Create Value

Avoid Risks

Pacify Context

Maximize Impact

## Our Expertise

We organize awareness trainings and innovative « workshops » on cultural sustainability and Corporate Cultural Responsibility.

We realize cultural mappings of given territories through cultural indicators.

We assess the cultural impact of companies on their local stakeholders.

We establish potential Cultural Costs and Cultural Returns On Investment for companies.

We implement corporate mitigation and/or enhancement strategies (if negative and/or positive impact on culture(s)).

We measure the benefits of the given cultural strategies for both the society and the companies.

We provide a strategic and open platform for experts and organizations interested in promoting Cultural Responsibility worldwide.

We organize conversations and roundtables in order to build strong relationships between business leaders, cultural experts, communities and stakeholders.

## Our Cultural Strategies

**For local governments** - Enabling cultural awareness and development for local communities

We use local cultures to link people again.

We help local communities to be themselves in an everyday more standardized context.

We promote both the *inclusiveness* (integration of the outsiders to the locals) and the *exclusiveness* (ability to be different from the others) of the human societies.

We facilitate the dialogue « local governments / communities / companies » through the implementation of common culturally sustainable strategies.

**For companies** - Connecting with the local stakeholders through cultural strategies

We help companies to create value from the local cultures.

We help companies to respect and promote the local cultures under their influence, through the concept of Corporate Cultural Responsibility.

We provide awareness on the local cultures in order to maximize impact of environmental/social strategies and to evitate risks, reduce tensions and strenghten the relationships with the local communities.

We help companies to be aware of their cultural impact, to reduce potential negative cultural impacts and to contribute positively to the specificities of the territories in which they operate.

