

Frantz Dhers

#1 international consultant on cultural sustainability



1. Brief description of the expert - who I am

French, married, 32 years old, living between Athens (Greece) and the Pyrenees mountains (France). Speaks French, English, Spanish and Greek.

Master of sociology & political science at *Université Paris 1 Panthéon-Sorbonne*.

Founder & CEO of *Originals*, pioneer consulting firm specialized in cultural strategies for the public and corporate sectors.

Considered as one of the « Top 100 world activists » by IKEA in 2019.

Expert on cultural sustainability since 2017: his clients include local governments (City of Bergen), global companies (Mitsubishi Europe; ENEL Green Power) and universities (Zeppelin University).

2. Expertise in the field - what I know

In 2023, I deliver cultural intelligence to local governments, NGOs and companies in Japan (empowering 100+ young sustainability leaders from the Global South), Saudi Arabia (long-term partnership with Princess Abeer al-Saud on a long range of cultural initiatives) and Greece (helping two middle-sized companies maximize impact when engaging for rural local communities).

My specialities include cultural awareness for decision-makers (through innovative « workshops »); Cultural Risks & Impact Assessment of policies & strategies; *Corporate Cultural Responsibility*; frameworks for cultural resilience of local communities; inclusion of local cultures into SDGs; and cultural regional branding with a special focus on Intangible Cultural Heritage.

« my work is to help local stakeholders (a) be aware of the social, environmental and financial value that can represent more sustainable and resilient local cultures around them and (b) secure culturally significant practices for future generations »

This process includes assessing how a given local culture is being weakened, developing community strategies that respect local community values, assessing future projects' success on how they are impacting a community culture and co-creating local cultural sustainability strategies & goals for selected regions.



onsite initiative - gathering local cultural wisdom on citrus traditional agriculture, Chios island, Greece



capacity-building session for Ghanaian PhDs



*workshop on Corporate Cultural Responsibility
for global Japanese companies, Tokyo*



*Peace-building on cultural sustainability
strategies for cities facing gentrification, Amsterdam*

3. How to best develop strategies for ensuring cultural sustainability

Training - capacity-building for decision-makers on **(a)** cultural sustainability's challenges & opportunities; on **(b)** cultural sustainability's tools & frameworks -with a strong emphasis on Cultural Impact & Risks Assessment- and on **(c)** inclusion of culture into ESG & SDGs initiatives.

Consulting - creation of customized frameworks & handbooks that support individuals and organizations in **(a)** assessing the current state of a specific local intangible culture (with strong emphasis on local wisdom on nature); **(b)** assessing the current impact of public and corporate policies on a given culture; **(c)** activating & including active local communities into public and corporate policies; **(d)** co-defining -with local communities- goals & milestones for a region's cultural sustainability; **(e)** engaging new investors in their region (by helping to reduce socio-cultural risks around new investments).

*There are about 3800 local cultures in the world in 2023: 3800 different ways to relate to the past, to imagine the future and to deal with local nature in the present.
By 2040, 1 local culture will disappear every 15 days.
By 2100, 90% of local cultures might have disappeared.*

4. How to best support the development of local economy that nurtures culture - two small best-practices & tips

1/ (for local governments) involve as much as possible the corporate sector in cultural strategies: it is crucial for local governments to make local companies aware of the ROIs that can provide culturally sustainable -and healthy- environments around them (and of the financial risks that can represent non-culturally sustainable environments) and to help companies assess cultural impact & risks around their strategies, in order to get new corporate funding for the development and sustainability of the local culture.

2/ (for CEOs of companies) help the teams of your global companies get out of their « cultural bubble »: the corporate decision-makers increasingly look-alike socially and culturally (same lifestyles, values, opinions etc.), which leads to a lack of awareness and thus to more and more strategic decisions based more on ideologies than on rational thinking. Such situation, very common today, can lead to financial and social costs for the companies: as « activist and political companies » rise, self-awareness, and awareness on others' views, opinions and cultures will be key for ethical and business matters.



'walkshop' organized with Bergen Festival and the City of Bergen to help companies (a) be aware of local cultural challenges and (b) select cultural aspects to sustain and engage for

*« Allegory of Cultural Sustainability »
drawing by Open ChatAI*

