

# **Cultural Diversity and Sustainable Development**

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The concept of sustainable development was given international prominence by the World Commission on Environment and Development (the Brundtland Commission) in the late 1980s. In 1994 the World Commission on Culture and Development, and subsequently the *World Culture Reports* published by UNESCO, discussed sustainability in the cultural sector. At the same time interest was growing in the idea of cultural diversity as an overarching paradigm within which a wide range of cultural issues could be placed. This interest led to the 2001 Universal Declaration on Cultural Diversity and the 2005 UN Cultural Diversity Convention. This paper discusses the formal linkages between sustainability and cultural development, and outlines the general principles on which the relatively new concept of culturally sustainable development can be based. The paper goes on to consider ways of placing a value on cultural diversity, and concludes by showing how objectives of sustainable development can be integrated into policies for the protection and promotion of the diversity of cultural expressions, as proposed in the 2005 Convention.