



## Language as the key component of a sustainable digital strategy

### Press release

Paris, 7th January 2010 (EN)

diversum is an independent French association, founded in 2006. Its objective is to seek to incorporate languages and cultures, the bedrock of humankind's cultural environment, into sustainable development policies.

The process of social rating based on an organisation's cultural footprint originated with this association: it awards the diversum label to initiatives contributing to the promotion of cultural diversity.

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The “cultural environment” of people – as the fourth pillar of sustainable development, along with environmental matters, social issues and governance – has now become more and more connected to digital usages.

Via the growth of exchanges and of content, digital usages have modified and strengthened the position afforded to languages in our societies. More than ever, language thus represents the prime cultural manifestation.

It had become of the essence for the digital community to agree on the role it played, sometimes unconsciously, in the blossoming of cultures. Such a reality called for the underpinning of strategies supporting language.

Published today by the French Forum des droits sur l'internet, the recommendation “Langues et internet” is the fruit of a brainstorming exercise involving many professionals. It heralds in the age of a sustainable Internet for which it provides solutions.



The French Forum des droits sur l'internet is an agency created with the support of public authorities competent in Internet matters pertaining to law and to companies. The Forum's mission is to inform the public and organise brainstorming between public authorities, companies and users on such issues. It also offers the services of an ombudsman available to the general public. To date, the French Forum is comprised of 70 members, public bodies, associations and private companies.