Survey: Corporate sustainability strategies in support of culture

The CSSC Project (Corporate sustainability strategies in support of culture) run at the University Paris Cité, is calling for artists, creators and cultural professionals to fill in an anonymous survey about how companies can best contribute to cultural diversity and meet the aspirations of the cultural sectors.

The CSSC project draws on existing definitions in international law, in particular the notion of “cultural diversity” established in Article 4.1 of the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

The project was prompted by several observations:

- Culture, cultural diversity, and cultural actors are driving forces behind the transformation of societies and the pursuit of other sustainable development goals;
- Companies are major players in changing societies in favour of sustainable development objectives;
- Corporate sustainability strategies are increasingly focused on diversity, equity and inclusion (DEI);
- Cultural institutions are struggling to highlight and make the sponsorship they receive from the private sector more visible;
- The COVID-19 crisis has accentuated the need to seek innovative and complementary support for artists and the cultural and creative industries.

Companies can play a major role in changing societies towards sustainable development. They are increasingly acting to promote diversity, inclusion, and the dynamism of cultural and creative industries. The CSSC project aims to encourage the inclusion of culture and cultural diversity in corporate sustainability strategies and this survey aims to gather wide input from artists, creators and cultural professionals from around the world.
Fill in the survey here

Deadline: 30 September 2023

The CSSC project was selected in March 2023 by the Université Paris Cité as part of the STRATEX funding under the French government’s “Programme d’Investissements d’Avenir” as a project with high potential for valorisation with market value or impact.

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