CHAPTER II

GLOBALIZATION, SUSTAINABLE DEVELOPMENT, AND UNESCO COMMITMENT TOWARDS SUSTAINABLE DEVELOPMENT

Globalization, with its ever-increasing social and economic interdependencies, provides opportunities for development, while also presenting enormous challenges to local communities, livelihoods, and identities. Globalization's impact such as global challenges: conflicts and wars, endemic poverty, the financial crisis, rapid urbanization, and environmental degradation have rendered people all the more vulnerable to change and to the impacts of natural disasters, and have led to the progressive loss of local cultures.

The term of globalization became splendour in the 1990s. At this time, the war has ended, with the victory of the United States on the Soviet Union, the capitalists on the communists. The term globalization is often used in a variety of discourses which involved scientists and the mass media. The term globalization refers to the unity of the process of social change, or how to look at the social relations that occur in the

world as a whole. According to Colin Parkins, the word globalization is used in four different ways. First, the word refers to a new awareness of global interdependence, particularly in relation to such environmental issues that go beyond national boundaries. Second, as a project, in the sense of global business strategy and an effort on a global government. Third, as a change in the economic and cultural link intensively in the global order. Fourth, globalization as an explanatory framework, a way of understanding social relations with the consideration that the world is a single social system.[1]

Globalization is a process that is a bit much effect on sense or feeling that we are entering a new historical stage, which includes things such as, technology changes or development, global economic developments, political globalization, and globalization of thought. [2]In the case of government and politics, globalization refers to the various mechanisms involved in the United Nations and other regional organizations whose functions go beyond and above the limits of the nation state. Political globalization leads to a growing tendency to treat local issues become global and requires a global solution. Therefore, they

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[1] Colin Parkins, 1996. North-South Relations and Globalization After the Cold War, in Charlotte Bretherton and Geoffrey Ponton, Global Politics: An Introduction, Oxford: Blackwell.
[2] Albert Paolini, Globalization, in Philip Darby, Ed., 1997. At the Edge of International Relations, London: Continumm.

believe that global governance needed to address the global issues or challenges.

The terminology of global governance started emerge and atrached the international relations scientist since the beginning of the 1990s decades. It started when the theme of the international governance become a central idea in a book that was edited by James N. Rosenau and Ernst-Otto Czempiel entitled "Governance without Government: Order and Change in World Politics," published in 1992. Since the publication of these book, the attention of international relations scientist has increased to the new ideas. Various publications on global governance more lively, both in the form of journals and books.[3]

As a concept, global governance appears as a discourse in a row of a strengthening of globalization, especially in the economic field. Both scientists and practitioners believes that global governance is an attempt to respond the challenges arising from globalization, in the form of the centres of power growth, authority, and new competencies outside the framework of the nation-state. It is undeniable that the notion of global governance is interrelated to globalization, which appeared two phenomena at once. First, the strengthening of non-state actor as a new

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[3] Budi Winarno, 2014. *Dinamika Isu-Isu Global Kontemporer*, Yogyakarta: CAPS, p. 282.

power centre in the interaction of international relations. Second, the emergence of new issues that the implications are broad, but it is outside the country's ability to cope. Thus, the actual idea of global governance arises due to the need for new regulatory requirements in international relations that is able to accommodate all the actors of international relations, including non-state actors. In this position, global governance is intended as an attempt to take over the role of regulation that is now no longer able to be maximum when it is played by the state. Therefore, in the context of global governance, we looks at how the formulation, implementation, monitoring, and coercive social order, are no longer takes place in the country or between countries' order, but also involves actors outside of the country.[4]

In global governance, the state (national government) still play an important role. Although, in this context, the role began to decrease. The governance that was happening is no longer taking place within the framework and organized by the state independently. The global governance provides space so that the governance is no longer dominated by one level only, such as state, but also takes place in different layers of different actors, as well as diffused. Thus, the global governance could

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[4] Budi Winarno, 2014. *Dinamika Isu-Isu Global Kontemporer,* Yogyakarta: CAPS, p. 283.

be interpreted as political interaction of transnational actors aimed to solve the problems that arise at the global level.[5]

James N. Rosenou stated that global governance refers to the purposive behaviour, goal oriented, and the existence of the system of rule. It can be seen from the words breakdown that government carry out activities with the support of formal authority, in the sense of authority and power and strength to ensure the implementation of the policies implemented. Governance, on the other hand refers to the activity which is based on the purpose or a common interest, which can be, but not always, stem from legal liability formal, and does not depend on the necessity of power / authority, both to ensure compliance, and to resolve a conflict that arise in its implementation. Thus, governance means a phenomenon that is more extensive and complex from the government, because it encompasses government institutions, and on the other hand also involves the mechanism of informal / non-governmental, in which, individuals and organizations works together to achieve their goal. Furthermore, Rosenau stated that governance is a system of rules established by and dependent on the mutual agreement which is binding

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[5] Budi Winarno, 2014. *Dinamika Isu-Isu Kontemporer*, Yogyakarta: CAPS, p. 283.

the member parties. Therefore, governance can work well if it is accepted by the majority party, or at least, by the powerful party.[6]

Based on Rosenou definition towards global governance, Budi Winarno conclude that there are four elements of global governance: First, the existence of goal oriented activities that runs by certain actors in international relation. Second, these activities take place within the framework of a system of rules, defined and guided by mutual agreement that binding the actors who are involved on it. Third, these system of rules will work well when it is accepted by the majority of the involved actor or at least by the powerful actor. Fourth, the activities that take place are not dependent on the necessity of a higher authority as a regulator.[7]

The United Nations (UN) define governance as *"the traditions, institutions and processes that determine how power is exercised, how citizen acquire a voice and how decisions are made on issues of public concern".*[8] The United Nations in practices of global governance since the aftermath of the Cold War, it started when representatives of 26 nations pledged their Governments to continue fighting together against

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[6] Budi Winarno, 2014. *Dinamika Isu-Isu Kontemporer*, Yogyakarta: CAPS, p. 284.
[7] Budi Winarno, 2014. *Dinamika Isu-Isu Kontemporer*, Yogyakarta: CAPS, p. 284.
[8] Cited from Lee and McBride (eds). 2007. Neo-Liberalism, State Power and Global Governance. AA Dordrecht: Springer, p.10.

the Axis Powers. Today, the UN came with an idea of sustainable development. They seek not only to eradicate extreme poverty, but also to integrate and balance the three dimensions of sustainable development which are economic, social and environmental, and in a comprehensive global vision.

A.   The Concept of Sustainable Development

Sustainable development, which is often used as a "trademark" for "promoting environmentally sound approaches to economic development" (Pezzoli, 1997, p. 549), is interpreted ambiguously and the debates on definitions deserves special attention. The concept of sustainable development is the outcome of scientifically influenced and socio-economic development, the discussion beginning in the 1970s, when a large number a papers were devoted to the issues of natural and environmental pollution. The term of sustainable development became widespread in 1987, when a report "Our Common Future" was published by the World Commission on Environment and Development. The sustainable development definition can be summarized as the "development that meets the needs of the present time, without
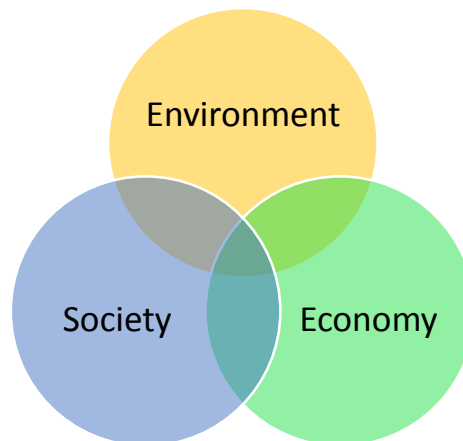
compromising the ability of the future generations to meet their own needs."

The first official recognition of the sustainable development was made at the UN Conference on Environment and Development in Rio de Janeiro in1992, when a new principle of development of the world's provide forces to set. The Earth Summit or the World Summit on Sustainable Development (WSSD) that was held in September 2002 in Johannesburg (South Africa) reaffirmed the devotion to the ideas of sustainable development. In Rio de Janeiro conference the problem dominated by the environment to achieve sustainable development, while in the Johannesburg conference, they are not only concern at the environment issues but also in social and economic. Therefore, in the two documents adopted by the Johannesburg Summit, which are the Johannesburg Declaration on Sustainable Development and the Plan of Implementation of the World Summit on Sustainable Development, the priorities are given to social issues for achieving sustainable development, particularly poverty eradication, promotion of health, and especially sanitation which include the provision of clean drinking water.

The principal of sustainable development include balance between nature and society, balance within the society at the present stage of development, balance between current and future state of

mankind as a 'target function' of development. Such definition was transformed into the three pillar approach, which shows the links and interconnections between economic, social, and environmental parts. [9] Some author as Elkington (1994, 2007) give this approach another name, triple bottom line, which still have the same meaning and includes environmental responsibility, social awareness, and economic profitability. [10]

Figure 1. The Three Pillars Model of Sustainable Development

Another model is the Egg of Sustainability The 'Egg of Sustainability' model was designed in 1994 by the International Union

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[9] Our Common Future. United Nations World Commission on Environment and Development. 1987.

[10] John Elkington, 1994. Towards the Sustainable Corporation: Win-Win-Win Business Strategies for Sustainable Development, California Management Review 36, no. 2.

for the Conservation of Nature, IUCN (cf. Guijt & Moiseev 2001). It illustrates the relationship between people and ecosystem as one circle inside another, like the yolk of an egg. This implies that people are within the ecosystem, and that ultimately one is entirely dependent upon the other. Just as an egg is good only if both the white and yolk are good, so a society is well and sustainable only if both, people and the eco-system, are well. Social and economic development can only take place if the environment offers the necessary resources: raw materials, space for new production sites and jobs, constitutional qualities (recreation, health etc.). Ecosystem is therefore to be regarded as a super coordinated system to the other dimensions of the triangle or prism models: social, economic, and institutional. These latter can only prosper if they adapt themselves to the limits of environmental carrying capacity. Thus according to this model: sustainable development = human well-being + ecosystem well-being. [11]

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[11] Centre for Environment Education, 2007. Sustainable Development: An Introduction, in Internship Issues, Volume 1.
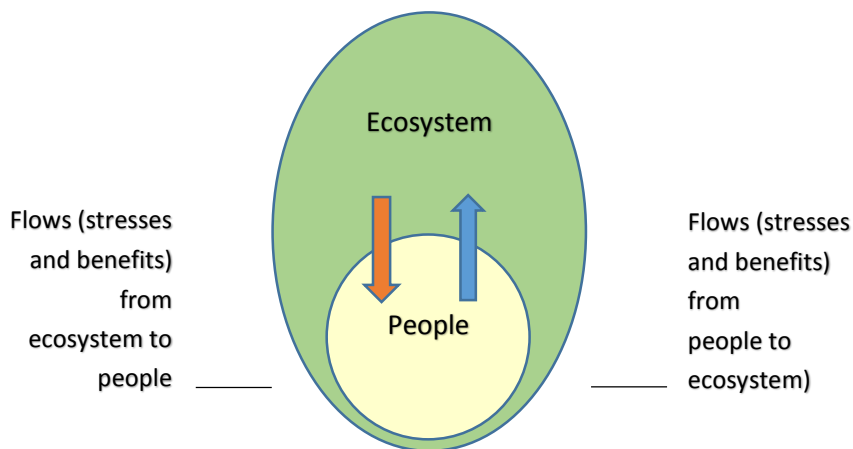
Figure 2. IUCN's egg of sustainability (Source: IDRC 1997)

Prism of Sustainability, a model was also developed by the German Wuppertal Institute and defines sustainable development with the help of four components - economy, environment, society and institution. In this model the inter-linkages such as care, access, democracy and eco-efficiency need to be looked at closely as they show the relation between the dimensions which could translate and influence policy. In each dimension of the prism, there are imperatives (as norms for action). Indicators are used to measure how far one has actually come in comparison to the overall vision of sustainable development.
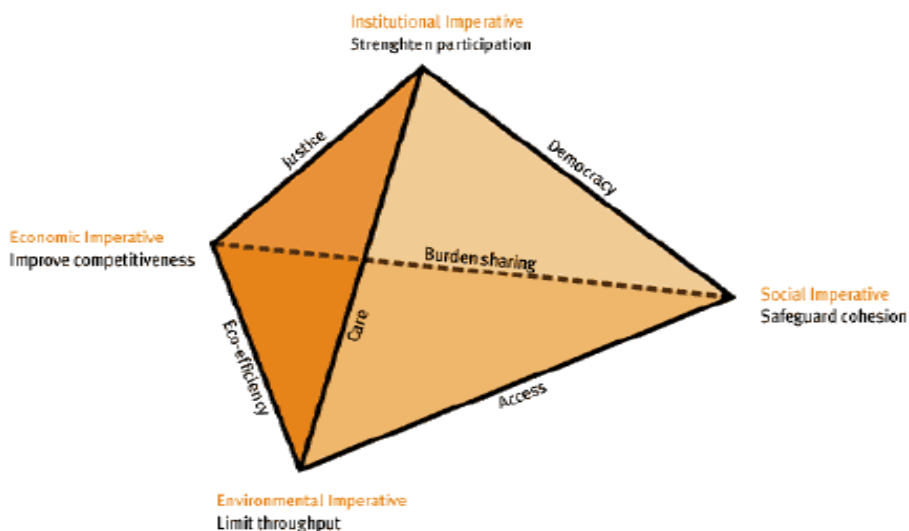
Figure 3. The Wuppertal Prism

Kain (2000, p. 25) had however criticized this prism, arguing that 'the economic dimension tends to include assets emanating from all four dimensions, thus, adding confusion to the description and analysis'.[12]

The Atkisson Pyramid also used to analyse the sustainable development. These pyramid process supports and accelerates the progress from identifying the vision of sustainability, through analysis and brainstorming and agreements on a credible plan of action. The Structure of the Pyramid guides through the process of first building a

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[12] Centre for Environment Education, 2007. Sustainable Development: An Introduction, in Internship Issues, Volume 1.

firm base of understanding, searching for and collecting relevant information and ideas, and then focusing and narrowing down to what is important, effective, doable, and something that everyone can agree in.

The Atkisson's Pyramid is a blue print for the sustainable development process. Its five steps or levels include: Level 1: Indicators-Measuring the trend; Level 2: Systems- Making the connections; Level 3: Innovations- Ideas that Make a Difference; Level 4: Strategies: From Idea to Reality; and Level 5: Agreements: From Workshop to Real World.[13]

This model is designed to help groups of 20-40 people move quickly up the sustainability learning curve, from basic principles and frameworks, to systems analysis, to innovative strategies for action. Along the way, groups practice cross-sectoral teamwork, make linkages, generate dozens of new ideas, and work toward an "Agreement" which is a set of actions they agree to follow through within the real world.

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[13] Centre for Environment Education, 2007. Sustainable Development: An Introduction, in Internship Issues, Volume 1.

Figure 4. The Atkisson's Pyramid

The number of tools and approaches for developing and analysing sustainability is growing rapidly. These approaches are formulated under different people's or organizations' world view. But one thing is commonly accepted-sustainable development embodies three pillars of economy, environment and society known as 'Three Pillar Model'.[14]

The three pillars model is often present as three equal sized rings interconnected (Figure 1). Generally speaking, the aim of

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[14] Giddings, B., Hopwood, B. and O'Brien, G., 2002. Environment, economy and society: Fitting them together into sustainable development. Sustainable Development.

sustainable development is bringing the three together in a balanced way and reconciling conflicts. [15]This model is chosen because it is widely accepted and can be used for analysing the case study in this research. And then, the three perspectives are broadly cover most important aspects in the sustainable development in the heritage site and its surrounding.

Traditionally, sustainable development focuses on an environmentalism framework which primarily concerns the ecological degradation. The concerns of economic and social perspectives and their inter-connection with environment increases later (Nurse, 2006). The economic perspective mainly reflects the need to strike the balance between the costs and benefits of economic activity within the confines of the carrying capacity of the environment, while the social perspective relates to the maintenance of political and community values, and also the satisfaction of basic needs within the society (Munro, 1995; Nurse, 2006). For the characteristics of the three dimensions, Keiner (2004) summarizes them into three simple words: environment-conservation, economy-growth, and society-equity.

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[15] Giddings, B., Hopwood, B. and O'Brien, G., 2002. Environment, economy and society: Fitting them together into sustainable development. Sustainable Development.

There are many general principles or requirements for reaching sustainable development. For instance, 'Our Common Future' (WCED, 1987) describes some requirements for reaching sustainable development for several systems, including administrative system, political system, social system, and demonstrates several sustainable development principles, such as social justice, public participation, use of local economic potential. [16]

B.   The Indicator of Sustainable Development

Indicators perform many functions, they can lead to better decisions and more effective actions by simplifying, clarifying and making aggregated information available to policy makers. They can help incorporate physical and social science knowledge into decision-making, and they can help measure and calibrate progress toward sustainable development goals. They can provide an early warning to prevent economic, social and environmental setbacks. They are also useful tools to communicate ideas, thoughts and values.

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[16] Centre for Environment Education, 2007. Sustainable Development: An Introduction, in Internship Issues, Volume 1.

An indicator helps understand where we are, which way we are going and how far we are from our goal. It alerts us to a problem before it gets too bad and helps recognize solutions to fix the problem. Indicators of sustainable development are different from traditional indicators of economic, social, and environmental progress. Traditional indicators such as unemployment rate or GDP growth, stockholder profits, asthma rates, and water quality measure changes in one part of a community as if they were entirely independent of the other parts. Sustainable development indicators on the other hand, reflect the reality that the three different segments are very tightly interconnected. Thus, the indicators of sustainable development point to an issue or condition. [17]The following are certain characteristics that all the sustainable development indicators have in common:

1.   Alert a problem before it gets too bad

2.   Helps recognize what needs to be done to fix the problem

3.   Build clarity and accountability

4.   Reflect a sense of purpose

5.   Illustrate relationships

6.   Show trends

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[17] Sustainable Development: An Introduction, in Internship Issues, Volume 1, Centre for Environment Education. 2007.

C.   International   Commitment   Towards   Sustainable Development

Stockholm Conference 1

The Stockholm Conference, also known as The United Nations Conference on the Human Environment was held in Stockholm, Sweden from 5 to 16 June 1972. It considered the need for a common outlook and principles to inspire and guide the people of the world for the preservation and enhancement of the human environment. The Conference approved establishment of the United Nations Environment Programme (UNEP) to provide continued leadership and coordination of environmental action.[18]

The Brundtland Commission 2

The World Commission on Environment and Development (WCED), was convened by the United Nations in 1983.Chaired by Ms. Gro Harlem Brundtland, it was also called the Brundtland Commission. The commission was created to address the growing concern "about the

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[18] Sustainable Development: An Introduction, in Internship Issues, Volume 1, Centre for Environment Education. 2007.

accelerating deterioration of the human environment and natural resources and the consequences of that deterioration for economic and social development." The UN General Assembly recognized that environmental problems were global in nature and determined that it was in the common interest of all nations to establish policies for sustainable development.[19]

Earth Summit 3

The United Nations Conference on Environment and Development, also known as the Earth Summit was held in Rio de Janeiro, Brazil from June 3 to June 14, 1992. In this conference, about 178 governments participated, including the heads of 118 States or Governments. The Commission on Sustainable Development (CSD) was created in December 1992 to ensure effective follow-up of UNCED, to monitor and report on implementation of the agreements at the local, national, regional and international levels.

Five agreements were signed during the conference. These as follows: the Convention on Biological Diversity which put forward

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[19] Centre for Environment Education, 2007. Sustainable Development: An Introduction, in Internship Issues, Volume 1.

proposals aimed at preserving the Earth's biological diversity through the protection of species and ecosystems; Agenda 21, this was an action plan, aimed at introducing sustainable development, which it is hoped would guide government policies throughout the world over the forthcoming decades; the Rio Declaration includes 27 principles which was believed would guide action on development and the environment; and the Forest Principles emphasizing the right of states to exploit their own forest resources while advocating general principles of sustainable forest management.[20]

Agenda 21

Agenda 21 was an action plan, aimed at introducing sustainable development, which it is hoped would guide government policies throughout the world over the forthcoming decades; the Rio Declaration includes 27 principles which was believed would guide action on development and the environment; and the Forest Principles emphasizing the right of states to exploit their own forest resources while advocating general principles of sustainable forest management.

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[20] Centre for Environment Education, 2007. Sustainable Development: An Introduction, in Internship Issues, Volume 1.

Agenda 21 is a comprehensive plan of action to be taken globally, nationally and locally by organizations of the United Nations System, Governments, and Major Groups in every area in which human impacts on the environment. The number 21 refers to the 21st century.[21]

There are 40 chapters in Agenda 21, divided into four sections: Section I: Social and Economic Dimensions; Section II: Conservation and Management of Resources for Development; Section III: Strengthening the Role of Major Groups; and Section IV: Means of Implementation. [22]

In particular, Chapter 25 of Agenda 21 talks about the Children and Youth in Sustainable Development. Chapter 36 deals with Promoting Education, Public Awareness and Training. The full implementation of Agenda 21, the Programme for Further Implementation of Agenda 21 and the Commitments to the Rio principles, were strongly reaffirmed at the World Summit on Sustainable Development (WSSD) held in Johannesburg, South Africa from 26 August to 4 September 2002.

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[21] Centre for Environment Education, 2007. Sustainable Development: An Introduction, in Internship Issues, Volume 1.
[22] Ibid.

Millennium Development Goals (MDGs)

Figure 5. MDGs

The Millennium Development Goals are goals that 192 United Nations member states have agreed to try to achieve by the year 2015. The MDGs were officially established at the Millennium Summit in 2000, where 189 world leaders adopted the United Nations Millennium Declaration. The 8 MDGs that were particularly promoted in the years following the Millennium Summit break down into 18 quantifiable targets that are measured by 48 indicators. These include: Goal 1: Eradicate extreme poverty and hunger; Goal 2: Achieve universal primary education; Goal 3: Promote gender equality and empower women; Goal 4: Reduce child mortality; Goal 5: Improve maternal health; Goal 6: Combat HIV/AIDS, malaria and other diseases; Goal 7: Ensure environmental sustainability; Goal 8: Develop a Global

Partnership for Development. [23]The implementation of the MDGs as follows:

• In 2001, the Road Map towards the implementation of the United Nations Millennium Declaration was presented, outlining potential strategies for action designed to meet the goals and commitments of the Millennium Declaration.

• In 2002, the annual report focused on progress made in the prevention of armed conflict and the treatment and prevention of diseases, including HIV/AIDS and Malaria.

• In 2003, emphasis was placed on strategies for development and strategies for sustainable development.

• In 2004, it was on bridging the digital divide and curbing transnational crime.

• In 2005, the comprehensive five-yearly report on progress toward achieving the MDGs was prepared. The report reviews the implementation of decisions taken at the international conferences, progress on HIV/AIDS and financing for sustainable development.[24]

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[23] Sustainable Development: An Introduction, in Internship Issues, Volume 1, Centre for Environment Education. 2007.
[24] Centre for Environment Education, 2007. Sustainable Development: An Introduction, in Internship Issues, Volume 1.

Sustainable Development Goals (SDGs)

On 1 January 2016, the world officially began the implementation of the 2030 agenda for sustainable development, the transformative plan on 17 Sustainable Development Goals (SDGs) to address urgent global challenges over the next 15 years. The SDGs is a set of seventeen aspirational "Global Goals" with 169 targets between them. Spearheaded by the United Nations, through a deliberative process involving its 193 Member States, as well as global civil society. This agenda is a road map for people and the planet that will be built on the success of the Millennium Development Goals and ensure sustainable social and economic progress world-wide. It seeks not only to eradicate extreme poverty, but also to integrate and balance the three dimensions of sustainable development which are economic, social and environmental, and in a comprehensive global vision. They reflect the moral principles that no one and no country should be left behind, and that every one every country should be regarded as having a common responsibility for playing their part in delivering the global vision.[25]

The 17 SDGs are: Goal 1. No poverty, end poverty in all its form everywhere; Goal 2. Zero hunger-end hunger achieved food

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[25] United Nation, 2016. The 2030 Agenda for Sustainable Development. United Nation.

security and improved nutrition and promote agriculture; Goal 3. Good health and well-being-ensure healthy life, and promote well-being for all at all ages; Goal 4. Quality education, ensure inclusive and equitable quality education and promote lifelong learning opportunities for all; Goal 5. Gender equality, achieve gender equality and empower all women and girls; Goal 6. Clean water and sanitation, ensure availability and sustainable management of water and sanitation for all; Goal 7. Affordable and clean energy, ensure access to affordable, reliable, sustainable and modern energy for all; Goal 8. Decent work and economic growth, promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all; Goal 9. Industry, innovation, and infrastructure, build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation; Goal 10. Reduced inequalities, reduce inequality within and among countries; Goal 11. Sustainable cities and communities, make cities and human settlements inclusive, safe, resilient and sustainable; Goal 12. Responsible consumption and production, ensure sustainable consumption and production patterns; Goal 13. Climate action, take urgent action to combat climate change and its impacts; Goal 14. Life below water, conserve and sustainably use the oceans, seas and marine resources for sustainable development; Goal 15.

Life on land, protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss; Goal 16. Peace, justice, and strong institution, promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels; and Goal 17. Partnership for the goal, strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.

Figure 6. Sustainable Development Goals.

D.   UNESCO Commitment towards Sustainable Development

UNESCO is the only UN agency with a mandate in the field of culture. Through this mandate, UNESCO is playing a unique role to

promote human creativity and to safeguard diverse cultural heritages worldwide. In accordance with the Constitution, UNESCO's Culture Unit is specifically responsible to promote dialogue amongst the Member States and relevant stakeholders in developing cultural policies and action formula that contributes to the global sustainable development.

In today's interconnected world, culture's power to transform societies is clear. Its diverse manifestations from our cherished historic monuments and museums to traditional practices and contemporary art forms enrich our everyday lives in countless ways. Heritage constitutes a source of identity and cohesion for communities disrupted by bewildering change and economic instability. Creativity contributes to building open, inclusive and pluralistic societies. Both heritage and creativity lay the foundations for vibrant, innovative and prosperous knowledge societies. UNESCO is convinced that no development can be sustainable without a strong culture component. Indeed, only a human-centred approach to development based on mutual respect and open dialogue among cultures can lead to lasting, inclusive and equitable results. Yet until recently, culture has been missing from the development equation. To ensure that culture takes it rightful place in development strategies and processes, UNESCO has adopted a three-

pronged approach: it spearheads worldwide advocacy for culture and development, while engaging with the international community to set clear policies and legal frameworks and working on the ground to support governments and local stakeholders to safeguard heritage, strengthen creative industries and encourage cultural pluralism.[26]

UNESCO renowned cultural conventions provide a unique global platform for international cooperation and establish a holistic cultural governance system based on human rights and shared values. These international treaties endeavour to protect and safeguard the world's cultural and natural heritage including ancient archaeological sites, intangible and underwater heritage, museum collections, oral traditions and other forms of heritage, and to support creativity, innovation and the emergence of dynamic cultural sectors. The cultural conventions are: (1) The Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005); (2) The Convention for the Safeguarding of the Intangible Cultural Heritage (2003); (3) The Universal Declaration on Cultural Diversity (2001); (4) The Convention on the Protection of the Underwater Cultural Heritage (2001); (5) The Convention for the Protection of the World Cultural and Natural Heritage

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[26] UNESCO, Culture and Development, http://www.unesco.org/new/en/culture/themes/culture-and-development/, accessed on 9 December 2016.

(1972); (6) The Convention on the Protection of Copyright and Neighbouring Rights (1952, 1971); (7) The Convention on the Means of Prohibiting and Preventing the Illicit Traffic of Cultural Property (1970) ; and (8) The Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict (1954).

Placing culture at the heart of development policy constitutes an essential investment in the world's future and a pre-condition to successful globalization processes that take into account the principles of cultural diversity. It is UNESCO's mission to remind all states of this major issue.

As demonstrated by the failure of certain projects underway since the 1970s, development is not synonymous with economic growth alone. It is a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence. As such, development is inseparable from culture. Strengthening the contribution of culture to sustainable development is a goal that was launched in connection with the World Decade for Cultural Development (1988-1998). Ever since, progress has been made thanks to a corpus of standard-setting instruments and demonstration tools such as cultural statistics, inventories, regional and national mapping of cultural resources. In this regard, the major challenge is to convince political decision-makers and local, national and

international social actors to integrating the principles of cultural diversity and the values of cultural pluralism into all public policies, mechanisms and practices, particularly through public/private partnerships. This strategy will aim, on the one hand, at incorporating culture into all development policies, be they related to education, science, communication, health, environment or cultural tourism and, on the other hand, at supporting the development of the cultural sector through creative industries. By contributing in this way to poverty alleviation, culture offers important benefits in terms of social cohesion.[27]

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[27] UNESCO, Culture and Development, http://www.unesco.org/new/en/culture/themes/culture-and-development/, accessed on 9 December 2016.