The United Nations Alliance of Civilizations (UNAOC) in partnership with UNESCO and a wide coalition of partners launched in 2011 the world campaign “Do One Thing for Diversity and Inclusion”, engaging people around the world to do ONE thing in support of cultural diversity and inclusion.

Following the adoption in 2001 of the Universal Declaration on Cultural Diversity, the UN General Assembly declared May 21 as the World Day for Cultural Diversity for Dialogue and Development. This day raises awareness on the richness of world cultures and the opportunities that cultural diversity can bring to societies.

Why does diversity matter?
Three-quarters of the world’s major conflicts have a cultural dimension.

Bridging the gap between cultures is urgent and necessary for peace and development.

The 2012 campaign, by encouraging people and organizations from around the world to take concrete action to support diversity, aims:

- To raise awareness worldwide about the importance of intercultural dialogue, diversity and inclusion.
- To build a world community of people committed to supporting diversity with real, everyday-life gestures.
- To combat polarization and stereotypes to improve understanding and cooperation among people from different cultures.

Simple things YOU can do

- Visit an art exhibit or museum that reflects diverse cultures.
- Rent a movie or read a book from another country than your own.
- Invite a family or people in the neighborhood from another culture to have lunch or dinner together and to exchange views.

There are thousands of things you can do, are you taking part in it?

Some examples of how to join the 2012 campaign

- “Like” us on Facebook to start a discussion on our wall, follow our posts and videos and take part in the photo and slogan contests.
  (facebook.com/DoOneThingforDiversityandInclusion)
- Tell others about this day.
- Organize an event and contact us to put your event under the umbrella of the campaign.

Every one of us can do one thing for diversity and inclusion; even one very little thing can become a global action if we all take part on it.
Join the world movement for diversity and inclusion

“Like” the campaign on Facebook and join us: https://www.facebook.com/DoOneThingforDiversityandInclusion

For more information and to become a partner contact:

Jean-Christophe Bas
Senior Advisor, UNAOC ....................................................... Jeanb@unops.org

Marta Lopez
Campaign Coordinator, UNAOC ................................. martal@unops.org

Mauro Rosi
Communication, Knowledge Management and Partnerships, UNESCO. . . . m.rosi@unesco.org

Stephanie Greyson
Sr Communications Manager, Intuit ................................. Stephanie_Greyson@intuit.com

World Day for Cultural Diversity May 21, 2012