



PRESS  
RELEASE

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### The International Fund for the Promotion of Culture and I.DE.A.M launch 'Harmony'

Bedouin hospitality and Canada's "bush schools" project have been chosen as the first two inscriptions on a new list, Harmony, which recognizes cultural practices that contribute, in a sustainable manner, to improved quality of life.

The new Harmony List is the result of a partnership between UNESCO's International Fund for the Promotion of Culture (IFPC) and I.DE.A.M (Integral Development Asset Management). It aims to highlight best traditional or innovative cultural practices that significantly and sustainably contribute to improving quality of life, and which integrate the cultural dimension into social, environmental and economic development. [...]