



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. The day provides us with an opportunity to deepen our understanding of the values of cultural diversity and to learn to live together better.

In 2011, the [United Nations Alliance of Civilizations](#) (UNAOC) in partnership with [UNESCO](#) and various other partners from corporations to civil society launched a grassroots campaign "Do One Thing for Diversity and Inclusion", aimed at engaging people around the world to Do One Thing to support Cultural Diversity and Inclusion.

Why does diversity matters?

Three-quarters of the world's major conflicts have a cultural dimension.

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

The 2013 campaign aims to:

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

The campaign works through a dedicated [Facebook page](#) , serving as a platform for people around the world to share their experiences through posts and videos.

Additional links:

- [World Day for Cultural Diversity for Dialogue and Development](#) (UN Webpage)
- [General Assembly Resolution 57/249](#)
- [Universal Declaration on Cultural Diversity](#)