



The Role of the Purple Economy in Achieving Sustainable Development

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Abstract

The purple economy enhances all goods and services by leveraging the cultural dimension inherent in each sector. This is a response to the growing significance of culture in contemporary society and the increasing social demand for quality based on patterns of cultural consumption. As a result, it contributes to and fosters sustainable development. The purple economy is grounded in non-material foundations, aiming to augment each company's role in enriching cultural diversity. This is achieved by adapting the educational system to enhance the acquisition of a diversified skill set, thereby broadening the cultural aspects of goods and services.

Keyword. Purple Economy . Sustainable Development

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1. INTRODUCTION

With the onset of the nineteenth-century industrial revolution, the demand for energy materials, the primary engine of industry, has surged. This escalating demand has resulted in an environmental imbalance, posing a challenge to the realization of sustainable economic projects. The environment serves as the framework or space in which humans are active, making it imperative to preserve and care for it through the pursuit of a new system grounded in "sustainable development." This system aims to mitigate economic and social deterioration and introduces a set of economic terms encompassing macroeconomic, microeconomic, objective, and normative dimensions that cut across various schools of economic thought. The emergence of concepts such as the knowledge economy, smart economy, and environmental economy reflects societal and institutional interest in specific issues, including the Purple economy.

Problem Statement:

The central question of this study is to unravel the essence of the Purple economy and its role in fostering sustainable development.

Main Issues:

One key premise is that the Purple economy contributes to the creation of a cultural environment, forging a partnership between the economy and culture to humanize globalization and reconcile economic development with sustainability. The study seeks to address this foundational idea.

Significance of the Study:

The study underscores the significance of shaping the Purple economy and aligning it with the heritage and cultural dimensions of societies. This alignment aims to rebalance the economic and political dynamics of countries, fostering quality, innovation, and

reinforcing the concept of corporate social responsibility. Institutions contributing to the development of the cultural aspect are pivotal, as they play a role in realizing the dimensions of sustainable development by appreciating the cultural dividend of goods and services.

Research Approach:

To address the research question and hypotheses, an analytical descriptive approach is employed. This approach outlines the concepts of the Purple economy and delves into the primary reasons for its emergence as a novel economic and color term. The study also explores its relationship with the creation of sustainable development, closely intertwined with the societal culture. The overarching theme is that culture serves as a catalyst for the economy, aligning with its objectives.

2. General concepts of the Purple economy

General concepts of the Purple economy The purple economy is an alliance between the economy and culture, to humanize globalization to reconcile economic development with sustainability. It is a promising area as a model based on cultural development to emerge from economic crises, to guide the future economy, as well as to renew productive activities. The contribution of the purple economy to the creation of a rich and diverse cultural environment makes it central to the achievement of the goals of progress and well-being.

2.1. Definitions of Purple economy

Violet - Purple- economics is one of the recently developed branches of economics and its reference idea was launched in France with the first international forum in October 2011, so the definitions differed around it and many economic

organizations did not address a comprehensive and special definition of it. Among the jurisprudence in giving a concise concept is: (<https://www.purple-economy.org/>, 2020)

-Purple Economy is one of the three components of a sustainable economy: social economy, environmental economy, and violet economy. The environmental economy (green economy) and the social economy are clearly called each other's areas of concern. The first is concerned with environmental issues and the second with social issues. The violet economy is concerned with the economic sphere that contributes to sustainable development through greater consideration and valuation of the cultural return of goods and services. (www.purple-economy.org, 2023)

-The violet economy is the economy that is linked to the values and culture of society, which adjusts the human response and ensures its positive interaction, so that culture is one of the axes helping to develop the economy. (www.purple-economy.org/legal-information, 2020)

Also known as the violet economy: an economic field that contributes to sustainable development and takes into account and focuses on the cultural dimension, which is different from the culture economy, which is a sector itself. (whc.unesco.org., 2020)

-The Purple economy is an alliance between the economy and culture to humanize globalization to reconcile economic development with sustainability. It is an area that promises to be a cultural development model for emerging from economic crises, guiding the future economy and renewing productive activities.

(www.rowadalaalem.com, 2020)

-The purple economy is multidisciplinary, in that it enriches all goods and services by capitalizing on the cultural dimension inherent to every sector. The sensory, experiential economy is one application of this. It differs from the cultural economy, which is sector-based.

(Santosh Kumar Tripathi, 2018, p. 48)

We conclude that the violet economy is the economy that emphasizes the need to humanize globalization and the use of culture, and promotes the association with society's culture, thereby serving the economy, conducive to its objectives and in turn contributing to the achievement of sustainable development.

Fig.1 : The three components of a sustainable economy



Source: (Santosh Kumar Tripathi, 2018)

2.2. Formation of the Purple Economy:

At the core of the violet-purple economy lies the firm establishment of the concept and discourse of corporate social responsibility, rooted in the International Charter on Economic, Social, and Cultural Rights adopted by the United Nations in 1966. The term "violet economy" made its debut in France on May 19, 2011, in a document published by the organizers, "Diversum," in the French newspaper *Le Monde FR*. This announcement preceded the World Day for Cultural Diversity for Dialogue and Development.

Shortly after, the first International Forum on the Violet Economy took place from October 11 to 13, 2011, in Paris, enjoying the sponsorship of UNESCO, the European Parliament, and the European Commission. In 2013, the initial inter-institutional working group, led by UNESCO and other organizations, published its conclusions on the violet economy. The report introduced the concept of "Purple Jobs" — occupations and professions directly linked to the cultural environment. Examples include the

development of cultural schemes, the transformation of old structures into museums, and the bestowal of cultural awards to institutions contributing to the development of the cultural aspect. (Ipek Ilkcaracan , 2016, p. 03)

2.3.Members of the Violet Economy Initiative Group:

On September 9, 2012, Diversum and UNESCO jointly proposed the formation of the inaugural working group. This collective consisted of international organizations, corporations, economic institutions, local governments, and ministries within France. The primary objectives of this group were twofold: to refine the definition of the violet economy and to crea**"Cultural footprint:** the sign of the violet economy promotes the dynamic and healthy relationship between the economy and culture by considering it as an area of opportunity and responsibility alongside the green economy (including the environmental footprint), and the social economy (including the social footprint), the violet economy (with its cultural footprint) is the third pillar of the increasing transition beyond quantitative growth." (The Purple Economy, 2013)

- The Violet Economy Initiative group noted that the (cultural sector) known for producing cultural goods and services is a key element of the violet economy that relates to 3.3% of Europe's GDP and about 6.3% including the luxury, fashion and cultural dimension economy exists at every stage of the value chains of very diverse sectors such as food, construction and tourism that are interested in the cultural process.
- The scope of their work extended to the exploration of the interplay between the violet economy, the green economy, and the social economy. Additionally, the group undertook the task of formulating criteria to assess what is referred to as the "cultural footprint." This term encapsulates the impact of both groups and individuals on the cultural environment. (www.nawo.org.uk, 2020)

3. Why Purple Was Chosen

The advocacy for a shift towards a purple economic paradigm emerges in response to the identified challenge of caring labor and the accompanying crisis in caregiving. To comprehend the essence of this crisis and the associated issues it poses, it is imperative to first delve into the nature of caring labor. Tronto (2013) provides a comprehensive definition that transcends labor solely dedicated to caring for children, the elderly, disabled, and the ill.

The choice of the color purple in the concept of the violet economy is deeply rooted in the values and cultural fabric of society. This linkage governs human responsiveness and fosters positive interactions. Culture, therefore, emerges as a pivotal axis in the economic development, embodying a future vision for a novel economic system that complements the green economy while addressing multifaceted systemic challenges.

The global adoption of the violet economy signifies a movement observed in numerous countries worldwide. Its selection is purposeful, aiming to acknowledge the foundational role of social care services in infrastructure work. This acknowledgment seeks to regulate the labor market, fostering a conducive environment for achieving a harmonious work-life balance. The violet economy presents a structured economic system designed to sustain the care workforce by redistributing care costs. In this manner, it mirrors the organization of the green economy, which prioritizes the sustainable utilization of nature's resources. (İpek İlkkaracan, 2016)

3.1. Color-Coded Divisions in the Economy:

A spectrum of colors is employed to symbolize various sectors within the economy, each denoting specific characteristics: (www.blogs.aljazeera.net, www.blogs.aljazeera.net, 2023)

1. **Black Economy:** Signifying the covert realm associated with smuggling and criminal activities.
2. **White Economy:** Representing the digital and Information and Communication Technology (ICT) sector.
3. **Green Economy:** Focused on environmentally sustainable development, aiming to enhance the quality of life, promote equity, and ensure social equality.
4. **Blue Economy:** Concentrating on the utilization of production and consumption residues.
5. **Brown Economy:** Centered around industries known for their destructive and environmentally polluting practices.
6. **Grey Economy:** Also known as the informal economy, it operates without centralized statistics and data, evading taxation and the social insurance system.
7. **Red Economy:** Reflecting the socialist central economy prevalent during times of communism.
8. **Silver Economy:** Centered on the elderly, using silver as a symbol for the aging population.

This color-coded classification provides a visual representation of the diverse branches and sectors within the economy, each with its distinct focus and characteristics.

4.Dimensions and Fundamental Pillars of the Violet Economy

The violet economy represents an innovative model that intertwines economic activities with cultural and societal dimensions, fostering sustainable development

4.1. Dimensions of Adopting Violet Economy Policies:

Initiating the application of the violet economy concept necessitates global economies to recognize, interpret, and systematically absorb the costs of economic and social policies. A key aspect involves embracing the concept of "human rights" as the guiding principle in economic and social policies. This includes recognizing access to care in all its facets as a fundamental human right and, consequently, a state obligation. Key components include access to education and basic health services.

4.2. Pillars of the Violet Economy : (İpek İlkaracan, 2016, p. 07)

1. **Social Welfare Infrastructure:** Ensures equal access to services for all members of society, irrespective of their financial capacity. This requires an investment strategy in the social welfare services sector.
2. **Regulating the Labor Market:** Aiming for a balance between work and the equitable distribution of resources. This involves eliminating discriminatory practices and promoting equal conditions and incentives between genders, particularly emphasizing equal pay for work of equal value.
3. **Regulating the Macroeconomic Environment and Policy:** Involves controlling inflation to prioritize job creation. Monetary policy focuses on price stabilization, while austerity policies on budget deficits and real wage policies are complementary measures toward achieving the same goal.
4. **Innovation and Creativity:** Innovation is a cornerstone of the violet economy, encouraging creative approaches in all economic sectors. Creative industries and cultural initiatives are pivotal for economic growth and diversification.

Additional Considerations for Achieving the Violet Economy:

4. **Reduced State Intervention:** There should be a move towards competency and minimal State intervention, accompanied by efforts to eliminate regulatory and administrative restrictions, particularly in the labor market. Emphasis is placed on flexibility, with a rise in non-standard forms of employment, such as part-time and fixed-term work.
5. **Consumer-Centric Approach:** In the era of increasing consumer awareness due to technological development and the growing role of the Internet in trade, the violet economy encompasses various economic sectors. It is crucial not to focus on a single consumer category but to adapt to evolving consumer preferences. The cultural factor plays a significant role in attracting consumers amidst competition.

4.3. Employment and Training in the Violet Economy:

The promotion of cultural aspects within the economy represents a significant catalyst for growth in existing occupations, presenting both opportunities and challenges for training policies. Adaptation of educational offerings to meet the evolving needs and potential generated by this emerging market is essential. Numerous professions directly tied to the cultural environment have the potential to contribute to the development of a vibrant violet economy. Examples include:

(<https://zims-en.kiwix.campusafrika.gos.orange.com>, 2022)

- **Humanities and Social Sciences:** This category encompasses roles such as teachers, researchers, developers and city planners, as well as professionals in the tourism sector, designers, and fashion models.
- **Occupations Streamlining Corporate and Local Government Relations:** Various roles contribute to the regulation of in-house relationships, including

Human Resources (HR) departments, professionals managing relationships with customers and suppliers, sales, marketing and communications, and procurement management.

These professions not only play a pivotal role in shaping the cultural dimension of the violet economy but also present opportunities for individuals to contribute to and thrive in this emerging economic landscape. The challenge lies in aligning training policies and educational programs to adequately prepare individuals for the dynamic and culturally enriched job market within the violet economy.

5. Definition of Sustainable Development:

Sustainable development serves as an overarching principle aimed at achieving human development goals while simultaneously ensuring the enduring capacity of natural systems to provide essential resources and ecosystem services vital for human economies and society. The ultimate objective is to foster a societal state where living conditions and resources are utilized in a manner that continues to satisfy human needs without compromising the integrity and stability of the natural environment.

The concept of sustainable development originated in the 1987 Brundtland Report, formally known as "Our Common Future," released by the United Nations World Commission on Environment and Development. The report defines sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." This definition encompasses two crucial concepts:

1. **Concept of 'Needs':** It emphasizes prioritizing the essential needs of the world's poor as a paramount consideration in sustainable development.

2. **Idea of Limitations:** Recognizing the constraints imposed by the current state of technology and social organization on the environment's capacity to meet both present and future needs.

In essence, sustainable development strives to balance present human requirements with the imperative to safeguard the potential of future generations to fulfill their own needs, acknowledging the interdependence between human well-being and the health of the planet.

5.1. Sustainable development goals:

The main objective of sustainable development is to meet people's needs and achieve long-term social welfare while maintaining the human and natural resource base and trying to reduce environmental degradation. To that end, a dynamic balance must be struck between economic and social development on the one hand, resource management and environmental protection on the other, the most important of which can be summarized. (https://en.wikipedia.org/wiki/Sustainable_developm, 2022)

*Achieving a better quality of life for individuals: Sustainable development through planning processes and the implementation of development policies attempts to improve the quality of life of individuals in society, socially, economically, psychologically and spiritually, by focusing on qualitative aspects of growth rather than on quantitative, equitable and acceptable aspects;

*Respect for the natural environment: sustainable development focuses on the relationship between individuals' activities and the environment and treats natural systems and their content as the basis of human life because they are simply development that accommodates the relationship between the natural environment and the built environment, and develops them to be complementary and harmonious;

* Rational exploitation of natural resources: Sustainable development treats natural resources as limited, so they try not to drain or destroy them and work to use and rationally employ them;

*Linking modern technology to the objectives of society: It is achieved by sensitizing the population on the importance of different technologies for the development process and how to use available and new technologies to improve the quality of life of society and to achieve its goals, without having adverse risks and effects or at least controlling them in the sense of appropriate solutions.

6.The Role of the Violet Economy in Achieving Sustainable Development Objectives:

Conferences held since 2011 have increasingly emphasized cultural mobilization, highlighting the pivotal role of the violet economy in meeting the requirements and objectives of sustainable development. This focus aims to integrate cultural factors into the economic landscape, recognizing their influential role.

The violet economy symbolizes an economic framework that underscores the significance of cultural factors in guiding economic orientations and accomplishing well-being and developmental goals. Global shifts in the post-2011 era underscore the shortcomings of economic, social, and environmental models that neglect cultural considerations.

Recognizing the multicultural nature of humanity, economic institutions are urged to avoid uniform approaches in dealing with consumer categories. Heightened consumer awareness, driven by technological advancements and increased internet usage in commerce, demands a competitive landscape that acknowledges and leverages cultural factors.

The integration of economic, social, and environmental aspects throughout the planning and policy formulation processes is crucial. This approach ensures a comprehensive consideration of cultural dimensions, fostering synergy and cohesion in developmental efforts.

Investments in scientific research and environmentally friendly technology, with a specific focus on cultural aspects, play a crucial role in facilitating the transition to a violet economy and sustainable development. This holistic approach recognizes the interconnectedness of cultural factors with economic, social, and environmental dynamics, contributing to a more balanced and resilient model for future development.

6.1.Purple Economy and Sustainable Development

The Purple economy refers to an economic model that places a strong emphasis on cultural and creative industries, recognizing the value of cultural diversity in driving economic growth. It aligns economic development with cultural enrichment and social well-being. The concept emphasizes the need to integrate cultural aspects into economic strategies to achieve sustainable development.

Contributions of the Purple Economy to Development:

1. **Cultural Enrichment:** The Purple economy contributes to the enrichment of cultural diversity by recognizing and promoting the value of various cultural expressions. This, in turn, fosters a more inclusive and culturally vibrant society.
2. **Innovation and Creativity:** By prioritizing creative and cultural industries, the Purple economy encourages innovation and creativity. This can lead to the development of new products, services, and industries that contribute to economic growth.
3. **Quality and Excellence:** The focus on cultural dimensions within the Purple economy promotes the production of high-quality goods and services. This

commitment to quality aligns with the principles of sustainable development, as it considers the long-term impacts on society and the environment.

4. **Social Responsibility:** The Purple economy places importance on corporate social responsibility and institutions that contribute to cultural development. This involvement in societal well-being aligns with sustainable development goals, emphasizing the broader impact of economic activities.
5. **Balanced Economic and Political Dynamics:** Aligning the Purple economy with cultural dimensions helps rebalance economic and political dynamics within societies. It addresses the need for a more holistic and equitable approach to development.
6. **Value of Cultural Dividend:** The Purple economy recognizes the economic value of cultural assets and contributions. By valuing the cultural dividend of goods and services, it ensures that economic activities respect and enhance cultural heritage.

In summary, the Purple economy contributes to sustainable development by intertwining economic growth with cultural enrichment, creativity, social responsibility, and a focus on long-term quality and excellence. This approach aims to create a more balanced and inclusive model for economic development

6.2. Challenges and Prospects of the Contribution of Startups in Activating the Role of the Purple Economy:

Given the significance of the purple economy in boosting revenues, startups in the cultural and arts sectors are considered vital players in this context. However, these startups face challenges and opportunities that contribute to achieving economic and cultural development. Here are some challenges and prospects:

Challenges:

1. **Funding Constraints:** Startups often encounter difficulties in securing the necessary funding to develop and manage their cultural projects.
2. **Legislation and Laws:** Dealing with complex legislation and laws can be a barrier to the success of cultural projects.
3. **Marketing Challenges:** Marketing cultural products and attracting audiences pose specific challenges for startups in this field.

Prospects:

1. **Effective Management:** Sound and efficient management of innovative startups can revitalize cultural heritage, attract tourist investments, and promote local development.
2. **Innovative Industries and Cultural Infrastructure:** These sectors represent valuable resources that can enhance livelihoods, especially in developing countries rich in cultural diversity.
3. **Women's Representation:** Women play a crucial role in the cultural and arts sector, and promoting the entrepreneurial role of women can alleviate poverty and enhance economic and social development.
4. The creation of employment zones aims to leverage the rich cultural and touristic heritage of certain regions, particularly those in the Algerian desert, which have been traditionally overlooked.
5. This approach provides an opportunity for startups to showcase creativity and innovation by investing in these culturally significant areas and promoting local production.
6. Cultural policies that advocate for preferential treatment of local products play a role in narrowing the economic gaps within the country.

7. Creative industries are highlighted as crucial investments for startups, encompassing the production of goods and services with a cultural footprint that respects the customs and traditions of the country. This includes traditional industries, crafts, and free professions, as well as campaigns promoting local products.
8. The emphasis on local cultural identity and economic empowerment in underserved areas is essential for sustainable development and inclusive growth.
9. The violet economy plays an important role in achieving the principle of economic diversification, which targets vital sectors such as the agricultural sector and tourism. This type of economy is based on encouraging the emerging enterprise to produce agricultural products of a local nature that are in line with the consumer culture of the members of the community, while supporting these products with new agricultural products that meet the needs and work towards self-sufficiency, and then moving to the export phase

7. CONCLUSION

The purple economy is more than just a new term for students; its dimensions have exceeded the economic values of cultural output. It has evolved into a richer and more diverse cultural environment, making it an essential engine of progress and wealth. A sustainable economy is based on making natural resources and human resources more efficient and reducing dependency on fluctuations in energy prices. This is why we support the violet economy.

Results:

- The violet economy is an alliance between the economy and culture, aiming to humanize globalization and reconcile economic development with

sustainability. It is an economy based on cultural development that promotes the renewal of productive activities.

- The violet economy's contribution to the creation of a diverse and affluent cultural environment makes it central to the achievement of the goals of progress and well-being for societies.
- The formation of human frameworks specializing in environmental protection and increased awareness of the concepts of sustainable development.
- To publicize and disseminate intellectual and cultural awareness of the violet economy through scientific seminars and study days in various universities and educational institutions, as well as within the entire spectrum of the economy.

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