

The importance of the cultural dimension of the purple economy in achieving sustainable economic development

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Abstract:

The study aims to know the purple economy, which carries values closely related to the culture of society, so that it achieves the response and interaction of the cultured being - the human being - so that culture becomes an essential element for the economy to pursue its goals. Culture is also described as the supporting force that has a significant impact on the economy.

The study concluded that culture controls, in addition to other factors, the way that members of society adopt to develop and develop their society, or hinder this process and thus fall into the reproduction of failure, stagnation and underdevelopment, and in the best cases progress is slow and does not keep pace with the requirements of the age, and this is reflected adversely affect sustainable economic development.

Key words: purple economy; cultural dimension ; development ; environment ; sustainable economic development.

Jel Classification Codes : Q01, Q56, Z1

1. Introduction:

The purple economy focuses on the cultural aspect of the economy, an economy that adapts to human diversity within the scope of globalization, based on the cultural dimension of valuing goods and services. As the issue of development in its various manifestations is undoubtedly just a logical reflection of the nature of the prevailing culture in society; It is the values, beliefs, thinking patterns, and various representations that individuals cling to in their social imaginations that control the method that they adopt in managing and managing their material and human resources, and in addressing their development problems at hand. It is certain that culture and development have an organic link that cannot be separated between them, or the claim that. The effect of the first on the second is just a secondary effect compared to the effect of other factors controlling the dynamics and progress of society, such as the economic factor, for example.

From the above, we can pose the following main problem:

- **What is the extent of the contribution of the cultural dimension, being the basic element of the purple economy, to achieving sustainable economic development?**

1.2 The hypothèses:

- The emergence of the purple economy is linked to a group of factors that promote the growth of this type of economy or help balance the factors associated with it.
- The effective contribution of the purple economy to the diversification of the national economy of developing countries By supporting tourism locally and internationally.
- The purple economy is much broader than the cultural products economy; Rather, it is an embrace of the cultural dimension of any good or service.

1.3 The objectives of the study:

The study aims to find strong ways and strategies for applying the purple economy, in order to achieve sustainable economic development, considering the cultural dimension as the most important element on which it is based. This study also aims to clarify the importance of the cultural element in helping to reach sustainable development.

1.4. Research methodology

The research uses the descriptive analytical approach, as it relies on describing and analyzing the studied phenomenon for benefit and application in the economy.

Through the foregoing, we can divide our research into the following axes:

- The first axis: the roots and concept of sustainable development, and the purple economy.
- The second axis: dimensions of sustainable development.
- The third axis: the cultural dimension and its relationship to sustainable economic development.
- Conclusion.

2. The roots and concept of sustainable development, and the purple economy

The concept of sustainable development did not come out of nowhere, nor was it born yesterday. Rather, it emerged as a result of the efforts of many activists in the political field and human rights, bearing in mind that the right to the environment is a legitimate human right confirmed by the Universal Declaration of Human Rights when it appeared.

2.1 Emergence of the concept of sustainable development

As a result of the natural and environmental disasters caused by man with his wars and the followed patterns of development, which were characterized by the greed that characterized man in general and the capitalist man in particular, in the exploitation of natural resources, and the greed of multinational companies and capitalist countries in the exploitation of natural resources, without taking into account the effects resulting from this exploitation. Here, some opinions began to emerge, calling for an ever-increasing and persistent insistence on stopping the excessive and irrational exploitation of nature and its wealth. And after the Second World War, which witnessed significant environmental impacts as a result of the mass destruction that befell man and his environment, these parties began to work in order to make their voice clear and audible (Bouчек & Achi, 2006, p. 3) .

Man-made laws are of little use when there is no religious motive, which results in beliefs from these values that result in behavior that conforms to what God, Glory be to Him, commands. They will return. (Quran 30:41)” This verse includes four things that must be taken into account:

* Corruption appeared on land and sea, i.e. environmental deterioration appeared in the biosphere in both the land and vegetable sectors.

* With what people's hands have earned, i.e. as a result of the irrational (irrational) man's work, who did not observe the rules of environmental balance.

* Let them taste some of what they have done, i.e. afflict them in the sense of environmental corruption with pollution that harms their health and corruption of natural resources that decreases their livelihood.

* Perhaps they will return, that is, they will return to their senses, and they will reform what they have corrupted and give up the irrational behavior with which they have corrupted their environment. (Sara & yarqi, 2006, p. 6).

Between 1972 and 2002, the United Nations completed three international conferences of particular importance. The first was held in Stockholm (Sweden) in 1972 under the name of the United Nations on the Human Environment, and the second was held in Rio de Janeiro (Brazil) in 1992 under the name of the United Nations on the Environment. and development, and the third on the environment and sustainable development. It was held in Johannesburg (South Africa) in September 2002 under the name of the United Nations Conference. The change of names reflects the evolution of world concepts and the understanding of the relationship between man and the biosphere in which he lives and practices life activities. In 1972 the Club "Rome" issued His unique report (Limits to Growth), which explained the idea of limited natural resources, and that if consumption rates continue to increase, natural resources will not meet the needs of the future, and that the depletion of renewable environmental resources (farms, forests, pastures, fisheries, fish) and non-renewable resources (mineral deposits Oil fields, natural gas, coal seams) threatens

the future. In 1973, the oil crisis shook the world and alerted that resources are limited in size. In 1980, the Global Conservation Strategy document was issued. This document alerted people to the importance of achieving a balance between what humans harvest from environmental resources and the ability of ecosystems to give. In 1987, the World Commission for Development and the Environment issued a report (Our Common Future). The message of this report was the call to take into account the development of environmental resources to meet the legitimate needs of people in their present without prejudice to the ability of environmental systems to give continuously to meet the needs of future generations. And when the Conference of Nations was convened The United Nations on Environment and Development in 1992. The idea of sustainable or continuous development emerged as one of the bases of national and global action. The conference developed a detailed document (Program of Action in the 21st Century, Agenda 21) (Qassas, 2002, pp. 22-23) , which included forty chapters that dealt with what should be used as guidance in the areas of: economic development - development Social - in the participation of sectors of society in development endeavors and in obtaining a fair share of its fruits. In 2002, the United Nations Conference on Sustainable Development was held to review the outcome of the world's response to the idea of sustainable development The idea of the human environment 1972 to the idea of environment and development 1992 to the idea of continuous development 2002 involves mature progress, because the relationship between man and the environment is the treasury of resources that man transforms with his effort and what he has acquired from scientific knowledge and technical means into wealth, transforming resources into wealth is the essence of development the idea of continuous development takes us a step forward as it adds social dimensions and human morals to the environment, and puts development on three pillars: economic efficiency, preservation of the environment and its elements and ability to give, social justice among all people in their present and the future of their children.

The Summit of Heads of State, with the participation of civil society associations and non-governmental organizations, held under the cover of the United Nations in Johannesburg for Sustainable Development, South Africa, identified basic areas for the purpose of improving performance and developing them, in order to achieve the goals of sustainable development over a period of time extending to 2015, and these goals are as follows (Bouchek & achi, 2006, p. 5).

-Poverty eradication: Because poverty is the biggest problem suffered by underdeveloped countries, and it is also the biggest polluter of the environment, this summit has set as a basic goal for sustainable development to eradicate poverty and as a general goal, the participants lined their recommendations in 2015 to reduce the poor by half.

-Water and basic hygiene: the target set until 2015 is to reach half the number of those who do not have access to drinking water and basic hygiene requirements.

-Production and consumption of sustainable healthy materials: The summit set as a general goal to reach over a period of 6 years to encourage a tangible increase in the process of production and consumption of environmental goods that do not harm the environment .

-Energy: The objectives are represented in two aspects, the first aspect is the right to access

the energy source for every person at reasonable costs, while the second aspect is represented by the replacement of renewable environmental energy sources that do not harm the environmental environment, such as solar energy and renewable energies.

-Chemicals: The summit statement specifies the need to develop a strategy until 2020 with the aim of eliminating industries and chemicals that are harmful to human health and the environment, setting specific policies for the management of polluted waste, and activating relevant international agreements (The new program for cooperation and the environment)

- Managing marine resources and preserving them from extinction.
- Preserving the climate and layers of the atmosphere and mitigating the sources of global warming.
- Environmental diversity, whether plant or animal diversity.
- Preserving vegetation and forest cover.
- Health and resistance to widespread diseases.
- Resistance for development.
- Preserving small islands.
- Helping the African continent to control and implement the strategy of sustainable development.
- The conferees made a number of commitments, including:
 - Emphasis on sustainable development as an essential component of the global trend.
 - Emphasis on the dimensions of sustainable development.
 - Emphasis on the international cooperative nature to achieve sustainable development.
 - Confirming the deviation of governmental and non-governmental organizations in the endeavor of sustainable development.
 - Commitment and confirmation of Africa's assistance in the (NEPAD) NEPAD strategy.

2.2 Concept of Sustainable Development

Sustainable development has many concepts, which we will summarize below:

2.2.1 Definition of Economic Development

Economic development involves a change in the distribution of income, a change in the structure of production, a change in the quality of goods and services provided to individuals, as well as a change in the quantity of goods and services that an individual receives on average. Perhaps this means that economic development does not focus only on quantitative change, but rather extends to include qualitative and structural change. In general, we can define development as the process through which a comprehensive and continuous change occurs accompanied by an increase in the average real income, an improvement in the distribution of income in favor of the poor class, and an improvement in the quality of life. And structural change in production. According to this definition, development contains a number of elements, the most important of which are :

* **Comprehensiveness:** development is a comprehensive change that involves not only the economic aspect, but also the cultural, political, social and moral aspects. There is modern knowledge that is destructive and destructive. In order for modern knowledge to have a developmental role, it must be used within a specific ethical framework. Modern science introduced nuclear energy and engineering. Both of them have positive aspects and immoral aspects. There is no doubt that development means relying on them in the accepted ethical

framework within society. Therefore, modernization does not necessarily mean the Franks, with the negative aspects they may bear. Development also includes more political freedom, democracy, more participation and decentralization, and this dimension includes Participation of the weak in making development. (Attia, 2005, p. 125)

* A continuous increase in the average real income for a long period of time and this suggests that the development is long time.

* An improvement in the distribution of income in favor of the poor class (alleviation of the phenomenon of poverty).

Development in its origin is the result of human work to transform innate elements in the environment (geological structures and structures.....) i.e. commodities and services that meet human needs. This transformation depends on human effort, the scientific knowledge he employs and the technical tools and means he uses. Development is a change in the environment that threatens its innate balance, and reaches the degree of damage if it exceeds the ability of environmental instinct to bear it and its ability to restore balance. Hence, the importance of sustainable development emerged as a new concept, with the desire of some authors to make the concept of sustainable development closer to specification and put a narrow definition of it that focuses on the material aspects of sustainable development.

2.2.2 Definition of sustainable development

If each of us asked the people around him what is the meaning of sustainable development? Each individual would have answered in a different form than the second, and if the questioner pondered the answers, he would have realized that they share one point: preserving the rights of future generations. This is the case of writers and international bodies that dealt with the definition of sustainable development, as they presented different concepts and definitions that have the only link between them, which is concern. To guarantee the right of future generations of people to exploit natural resources and their wealth Thus, sustainable development can be defined in more than one way, and among the definitions presented, we list the following (Boucek & Achi, 2006, p. 06):

* Both Sato and Herman see: It is that development that provides for the current needs without prejudice to the rights of future generations in the luxury of that resource and setting a minimum of a hundred years for any development project (Qadri, 2013, p. 55).

* The Stockholm Conference extracts the following definition: Sustainable development is the need to put environmental considerations within development policies with the need to use natural resources in a manner that guarantees their continued survival for future generations.

* Sustainable development to take into account when making a development decision the social and environmental dimensions along with the economic dimensions.

* Abdel Ghani Ayadi defines it, saying: Sustainable development, by definition, is a process that includes all proposals related to culture, economic development, climate, agriculture, community mobility and recruitment, and all cooperation included in this project.

* In the European Union's 1980 definition of nature conservation borrowed by Branlade in its report in 1987, sustainable development denotes: a development pattern that responds to the needs of current generations without harming the ability of future generations to respond

to their own needs.

2.2.3 Economic definition of sustainable development

Some economic definitions of sustainable development focus on the optimal management of natural resources, by focusing on obtaining the minimum benefits of economic development, provided that the services and quality of natural resources are preserved. Other definitions focus on the broad idea that “the use of resources today should not reduce income.” Behind this concept is the idea that current decisions should not harm the prospects for maintaining living standards in the future, which means that our economic systems should be run so that we live off the profits of our resources and preserve and improve our physical asset base.

The World Commission on Sustainable Development concluded in its report entitled (Our Common Future) that there is a need for a new path of development, a path that sustains human progress, not just in a few places or a few years, but for the entire globe, up to the distant future. And sustainable development, according to the definition set by this The Committee in 1987 works to "meet the needs of the present without destroying the ability of future generations to meet their own needs".

2.2.4 Physical definitions of sustainable development

In the desire of some authors to make sustainable development closer to specification, they put narrow definitions of it that focus on the material definitions of sustainable development. These authors stress the need to use renewable natural materials in a way that does not lead to their annihilation and deterioration, or lead to diminishing their "renewable" usefulness for future generations. This is while maintaining a constant, efficient or non-decreasing balance of natural resources such as soil, groundwater and biomass.

2.3 Main variables affecting sustainable development

We will list them as follows

2.3.1 The place of technology in defining sustainable development

Some authors have also extended the definition of sustainable development to include the rapid transformation of the technological base of industrial civilization, and have indicated that there is a need for new technology that is cleaner, more efficient, and able to save natural materials, in order to reduce pollution, help achieve climate stability, and accommodate the growth in the number of population and economic activity.

2.3.2 The place of man within the definitions presented regarding sustainable development

The human being is at the center of the definitions presented on sustainable development, as human development leads to improving the level of health care, education and social welfare. Today, this human development is recognized as crucial to economic development and early stabilization of the population. According to the expression of the human development report issued by the United Nations Development Program, men, women and children should be the focus of attention, so development is woven around people, not people around development. Definitions of sustainable development increasingly stress that development should be participatory, in that people participate democratically in making decisions that affect their lives politically, socially, economically and environmentally. (Bouчек & Achi, 2006, p. 08)

2.3.3 The place of justice in the definition of sustainable development

The important element referred to by the various definitions of sustainable development is the element of equity or justice. There are two types of equity:

* Fairness in the human generations that have not yet been born, whose interests are not taken into account when developing economic analyzes and the brutal market forces do not take into account these interests.

* It is related to those who live in pain and do not find equal opportunities in obtaining natural resources or social and economic benefits. The world has been living since the mid-seventies under the absolute domination of global capital, which perpetuates a stark disparity between the countries of the south and the northern countries, as well as perpetuates this disparity within the same countries. Therefore, sustainable development must take into account these two fairnesses. However, the realization of these two types of fairness will not come in light of the domination of the shot by global financial capital, but rather it will be achieved under strong international popular pressure that enables the restoration of balance to global social relations.

2.4. Definition of purple economy:

The emergence of the purple economy emanating from the importance of the heritage and the cultural dimension in societies is linked to a set of factors that promote the growth of this type of economy or help balance the factors associated with it, which include the economic and political balance of countries, focusing on societies, enhancing quality, and promoting light innovation that contributes to bringing together between different requirements and talent development.

In principle, the purple economy is a consolidation of the issue of corporate social responsibility, which derives its roots from the International Covenant on Economic, Social and Cultural Rights adopted by the United Nations in 1966. This term appeared for the first time in France in the year 2011 in the document that was published in the newspaper French Le Monde by the organizers of the first an international forum on the purple economy sponsored by UNESCO, the European Parliament and the European Commission. The first inter-institutional working group published its conclusions on the purple economy in 2013, led by UNESCO and other organizations. The report was distinguished by its reference to the purple jobs and the purple professions:

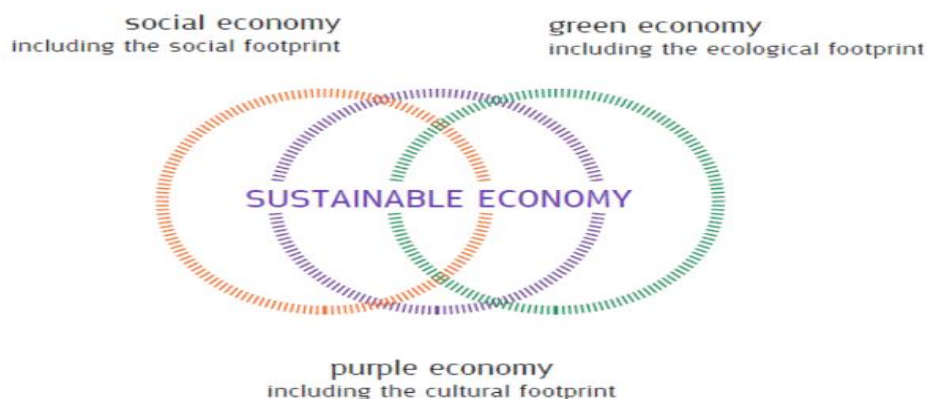
- Purple jobs are directly related in terms of purpose to the cultural environment (such as a development plan, or converting an old house into a museum, or awarding culture-related awards and honors to institutions that contribute to the development of the cultural aspect).
- Purple professions are occupations that adapt to culture (such as human resources jobs or marketing and communication jobs).

Here, it becomes clear that the purple economy is closely linked to the values and culture of society, which controls human response and ensures positive interaction. Thus, culture is one of the pillars that help in developing the economy.

(<https://www.aljazeera.net/blogs/2019/10/24>)

The definition of purple economy itself blurred with other issues such as gender, care, and economic inclusivity of the most marginalised in society.[2] In fact, the purple economy covers all the above (figure 1).

Figure 1: The purple economy is at the center of linking old forms of growth with new



Source: UNESCO

3. Dimensions of sustainable development

The 1992 conference (Rio de Janeiro - Earth Summit) adopted the idea of continuous development, and made it the focus of the action plan that it set for the twenty-first century. Industry, agriculture, etc., and are related to the economic approaches on which the calculation of the profit and return is made.

3.1 Economic Dimensions

Continuous development requires the rationalization of economic curricula, on top of which comes the idea of "environmental accounting for natural resources". The matter was taken not to include the value of what is taken from the elements of the environment that are stored in oil and gas fields, coal deposits, mining mines, etc., in calculating the cost. Likewise, the matter was not included in the value of harvested fish wealth in the value of fish stocks, and what is harvested from agricultural fields in the value of fish stocks. Deficiency in land fertility, and in many cases irrigation water is not calculated as a financial value in agricultural calculation operations. In this and others, we find that economic accounts lack essential elements. We also note that aspects of the calculation need to be modified: the calculation of the agricultural output (the crop) from the water unit, the calculation of the industrial output from the energy unit, and the economic calculation tools include taxes and financial incentives. These tools should be employed to maximize production efficiency and serve the purposes of continuous development.

3.1.1 Per capita consumption share of natural resources

With regard to the economic dimensions of sustainable development, we note that the population of industrialized countries exploits, compared to the level of per capita share of natural resources in the world, many times more than what is used by the population of developing countries. For example, energy consumption resulting from oil, gas and coal is 33 times higher in the United States than in India, and it is ten times higher in the Organization for Economic Co-operation and Development (OCDE) than in developing countries combined.

3.1.2 Stop Wasting Natural Resources

For rich countries, sustainable development consists of continuous reductions in wasteful consumption of energy and natural resources by improving efficiency and radically changing the way of life. In this process, it is necessary to ensure that environmental pressures are not exported to developing countries. Sustainable development also means changing consumption patterns that unnecessarily threaten biodiversity in other countries, such as the consumption of endangered animal products by developed countries.

3.1.3 The responsibility of developed countries for pollution and its treatment

Industrialized countries have a special responsibility to lead sustainable development, because their past accumulated consumption of natural resources such as hydrocarbons - and thus their contribution to global pollution problems - was disproportionately large. In addition, rich countries have the financial, technical and human resources to take the lead in using cleaner and less resource-intensive technologies, in transforming their economies towards protecting and working with natural systems, and in creating causes for equality and socialism in access to economic opportunities and services. society within their communities. Leading also means providing technical and financial resources to promote sustainable development in other countries - as an investment in the future of the planet.

3.1.4 Equitable distribution of resources

The effective means of alleviating the burden of poverty and improving living standards has become the responsibility of both rich and poor countries, and this means is an end in itself, which is to make access to resources, products and services among all individuals within society closer to equality. Unequal access to education, social services, land and other natural resources, freedom of choice and other political rights constitute an important barrier to development. This equality helps stimulate the development and economic growth necessary to improve living standards.

3.1.5 Reducing income inequality

Sustainable development, then, means reducing the growing disparity in income and access to health care in industrialized countries like the United States and making large and unproductive land holdings available to the landless poor in regions like South America or to unemployed agronomists as in our country; as well as providing loans to informal economic sectors and legitimizing them; and improving educational and healthcare opportunities for women everywhere. It should be noted that the policy of improving access to land, education and other social services played a crucial role in stimulating the rapid development and growth of the Asian tiger economies such as Malaysia, South Korea and Taiwan.

3.1.6 Reducing military spending

In all countries, sustainable development must mean a shift of funds from spending on military and state security purposes to spending on development needs. A reallocation of even a small part of the resources now devoted to military purposes would significantly accelerate development.

3.2 Social dimensions

In the field of social means, the idea of sustainable development stands out as a fundamental pillar in rejecting poverty, unemployment, discrimination that oppresses women, and the extreme disparity between the rich and the downtrodden. Social justice is the basis of sustainability. This requires several things that society should find ways to (Boucek & Achi, 2006, p. 09):

* Controlling the population, the population increase is about 80 million people each, and it is an increase that the prevailing economic and social conditions cannot accommodate, and most of the increase (85%) is in third world countries marked by overcrowding, poverty and underdevelopment. The continuation of this situation increases the poor in poverty, and this is a dangerous chapter on all the world.

* The idea of social justice includes justice between people, taking the hand of vulnerable groups, and justice between generations so that it is said that what is in our hands of natural wealth is the property of our children and grandchildren, and we should preserve it so that they inherit it intact and fertile.

* The idea of human development expanded the meaning and goals of education. Every year, the United Nations Development Program issues a report on "human development", which is measured by developmental, economic and social criteria. The report ranks countries of the world according to their success in achieving human development. The question arises: Do educational institutions graduate individuals who are able to contribute positively to development? And social progress, or do social burdens go out to the fields of unemployment and not to the labor market? The continuous development requires us to reconsider the approach, methods and institutions of education.

* One of the essential pillars for the success of continuous development is the participation of people, the active participation in the stages of planning and implementation of national development, and this participation depends on social acceptance, which is the essence of democracy. Civil organizations and non-governmental institutions are among the tools of public participation. Correct media and guidance programs enlighten people about their roles and guide them to the areas of beneficial action and positive contribution to achieving continuous development.

* Social means are complemented by controlling the consumption behavior of people, and accepting rational limits that distance them from the limit of extravagance and do not deprive them of rational food.

3.3 Technological Dimensions (Qassas, 2002, p. 105)

3.3.1 Use of cleaner technologies in industrial facilities

Industrial facilities often pollute the surrounding air, water and land. In developed countries, waste flows are reduced and pollution is cleaned up at great expense; In developing countries, waste flows in many of them are largely uncontrolled. However, pollution is not an inevitable consequence of the results of industrial activity. Such waste streams are the result of inefficient technologies or wasteful processes, as well as of negligence and lack of economic sanctions. Sustainable development here means switching to cleaner and more efficient technologies that reduce the consumption of energy and other natural resources to a minimum. The goal should be technological processes or systems that

primarily generate less waste or pollutants, recycle waste internally, and work with or support natural systems. In some cases traditional technologies meet these criteria and should be preserved.

3.3.2 Adoption of improved technologies and prohibitive legal texts

The technologies now used in developing countries are often less efficient and more polluting than those available in industrialized countries. Sustainable development means accelerating the adoption of improved technologies, as well as the legal provisions for the imposition and application of sanctions in this field. Technological cooperation - whether by developing or adapting cleaner and more efficient technologies to local needs - aimed at bridging the gap between industrialized and developing countries can increase economic productivity and also prevent further deterioration of environmental quality. For these efforts to succeed, they also need significant investments in education and human development, particularly in the poorest countries. Technological cooperation illustrates the interaction between the economic, human, environmental and technological dimensions in order to achieve sustainable development.

3.3.3 Hydrocarbons and global warming

The use of hydrocarbons also requires special attention because it is a clear example of unclosed industrial processes. Fuels are extracted, burned, and wastes thrown into the environment. As a result, they become a major source of air pollution in urban areas, acid rain that affects large areas, and global warming that threatens climate change. The current levels of emissions of thermal gases from human activities exceed the Earth's ability to absorb them, and if the effects have become clear during the last decade of the twentieth century, most scientists agree that such emissions cannot continue indefinitely, whether at current levels or increasing levels, without causing global warming. The ensuing changes in temperatures, rainfall patterns and sea levels thereafter - especially if changes occur rapidly - will have devastating effects on ecosystems and on the well-being and livelihood of people, especially for those who depend directly on natural systems.

3.3.4 Reducing gas emissions

Sustainable development in this field aims to reduce the global rate of increase in greenhouse gas emissions. This is done by significantly reducing the use of hydrocarbons and finding other sources of energy to supply industrial societies. The industrialized countries will have to take the first steps to reduce carbon dioxide emissions, develop new technologies to use thermal energy more efficiently, and provide non-thermal energy supplies that are safe and affordable. However, until such technologies are available, sustainable development means using fuels as efficiently as possible in all countries.

3.3.5 Preventing the deterioration of the ozone layer

Sustainable development also means preventing the deterioration of the Earth's protective ozone layer. The actions taken to address this problem represent an encouraging precedent: the Kyoto Agreement came to demand the phase-out of ozone-destroying chemicals, and shows that international cooperation to address global environmental risks is possible. However, the intransigence of the United States of America and its belief that its

power has become above the will of the international community made it refuse to sign this agreement as long as no one can force it to do so.

3.4 Environmental Dimensions (Nouri, 2006, p. 07)

3.4.1 Soil destruction Use of pesticides to destroy vegetation cover Fisheries

With regard to the environmental dimensions, we note that soil erosion and loss of its productivity lead to a decrease in its yield and annually remove large areas of agricultural land from production. Excessive use of fertilizers and pesticides leads to pollution of surface water and groundwater Human and animal pressures are damaging or destroying vegetation and forests, and many fisheries in freshwater or marine waters are already being exploited at unsustainable levels or are about to become so.

3.4.2 Protection of Natural Resources

Sustainable development needs to protect the natural resources needed for the production of food - fuel - from protecting the soil to protecting the land designated for trees and protecting fisheries - with the expansion of production to develop the needs of the growing population, and these goals are likely to be conflicting. Agriculture depends on it, which is a guarantee of food shortages in the future. Sustainable development means here the use of arable land and water supplies in a more efficient use, as well as the development and adoption of improved practices and technologies that increase yields. wild food, contamination of skin and water supplies. This means the use and avoidance of salinization and waterlogging of croplands.

3.4.3 Water Conservation

In regions, water supplies are scarce, river withdrawals threaten to exhaust available supplies, underground supplies are being pumped at an unsustainable rate, and industrial, agricultural and human waste pollutes surface and groundwater and threatens lakes and estuaries in every nearby country. Sustainable development means maintenance by putting an end to wasteful uses and improving the efficiency of water networks. It also means improving water quality and limiting withdrawals from surface water to a rate that does not disturb the ecosystems that depend on this water and limiting withdrawals from groundwater to the rate of its renewal.

3.4.4 Reducing refuges for biological species

The area of arable land - that is, land that has not yet entered into human use - continues to decline, which reduces the shelters available to animal and plant species except for the few that are intensively managed by humans or that can live in the domesticated environment. Tropical forests, coral reef ecosystems, coastal forests and others are exposed Surface wetlands and other unique refuges are rapidly destroyed. Extinction of plant and animal species is accelerating, and sustainable development in this area means that the earth's richness in biodiversity is preserved for future generations by significantly slowing, if possible, stopping the processes of extinction and destruction of refuges and ecosystems.

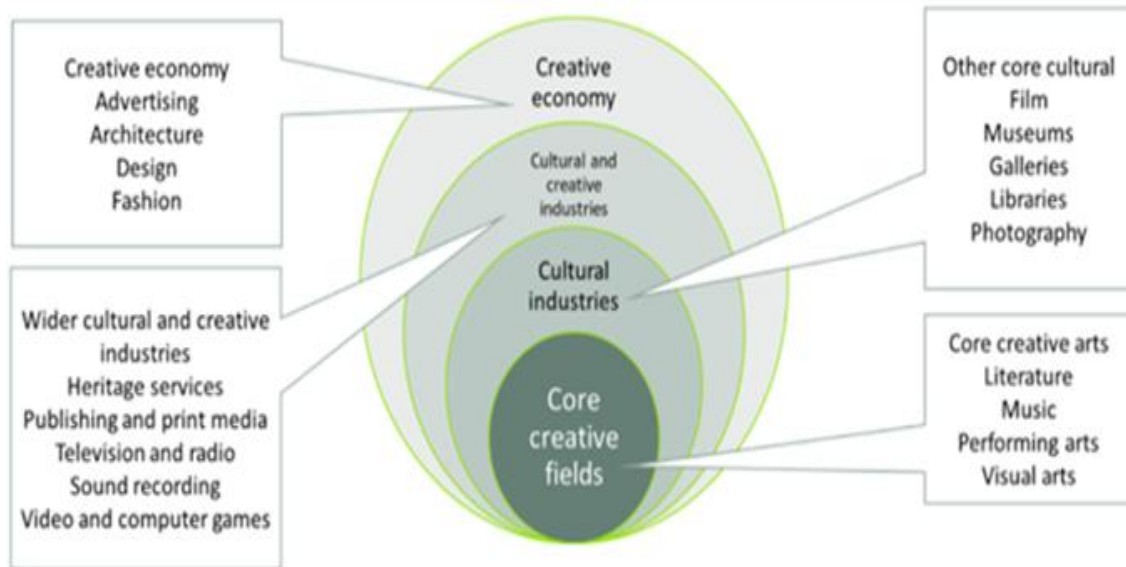
3.4.5 Climate protection from global warming

Sustainable development also means not risking major changes in the global environment - by increasing sea level, changing rainfall patterns and vegetation, or increasing ultraviolet radiation - that would alter the opportunities available to future generations, and that means preventing the destabilization of climate or geographic systems.

The physical, biological or destruction of the Earth's protective ozone layer by human actions.

At its core, however, the purple economy is about placing culture at the centre of sustainable economic development and growth and is also referred to as the creative economy (figure 2).

Figure 2: The sectors of the creative economy



Source: UNESCO

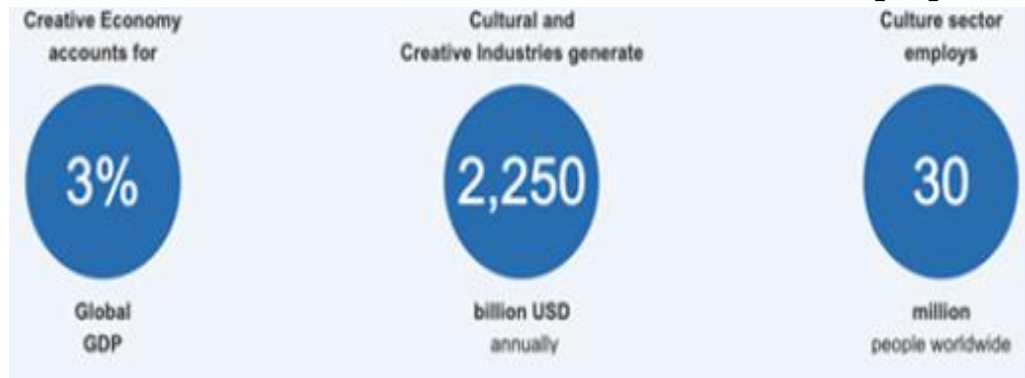
4. The cultural dimension and its relationship to sustainable economic development

Where we will clarify this through the following (Kano, 2021):

The cultural dimension is the identity and the sign of existence, the choice and the act of will, which is the abbreviation of human knowledge about his past and present, and the reduction of his human and cognitive message and the basis for the renaissance of peoples, and in the midst of the conflicts that the world around us is witnessing, and the existential challenges faced by economies with one resource, diversification in investment remains a factor A basis for the success of the economy, and today we are in dire need of culture as an important economic and investment resource for building a brighter future for our future generations. And because the economy is idiomatically the benefit of all available resources, the cultural dimension is a sublime and optimal resource, because culture is a commitment for humanity, with which people have the basis for the development of their societies and its cognitive, social and economic advancement. They work with a positive and creative influence that raises the standard of living and improves the quality of work. They unite with culture because it is a unifying force based on creativity, dialogue and knowledge, and it is a stimulating force for innovation, and every cultural movement is the result of renewed thought and the power of creativity, and because it is also the solid engine for all development sustainability and economic renaissance. Investing in culture is a promotion of renaissance, and moving the wheel of the economy in At the same time, and empowering a future that faces challenges with a creative cultural act, as the United Nations Educational, Scientific and Cultural Organization (UNESCO) considers that: (The cultural and creative industries are among the fastest growing industries in the world and have been proven to be a sustainable development option that relies on a unique and renewable resource that is

human creativity). Studies between the cultural movement and economic development, as many researchers believe that investment in the cultural sector is a major reason for the economic recovery of countries. Capitals for money and business, they realize the importance of culture in attracting and attracting tourists, and the role of cultural tourism in increasing income and diversifying economic resources. It aims to promote its cultural and artistic institutions to the same extent that it promotes financial and business institutions and industrial establishments in them. Today, many countries pay great attention to culture and the arts, and their vision is crowned with dozens of cultural epics, such as knowledge summits, international book and art exhibitions, national weeks of innovation and a year of reading. With rapid strides towards consolidating the stable foundations of a modern economy based on the integration of cultural, knowledge, scientific and industrial fields, and based on sustainability and diversification of resources and sources of national income. Countries are consolidating their economic achievement in several directions, as we are witnessing the flourishing of cultural tourism, which celebrates global creativity and honors cultural achievement, and celebrates pioneers by specializing them in its appreciation awards, which thrives in an integrated cultural infrastructure that includes museums, art galleries, cultural institutions, heritage festivals, and international festivals. Wise leadership is innovative in innovation and changing concepts, committed to standards of excellence, governance, credibility and transparency, as Many countries offer global models in the creative economy through a number of initiatives, including attracting health tourism as a therapeutic service and a culture of healing and awareness of the value of man first as a target for development, and the value of a leadership culture that cares about all development details and gives them the necessary attention, as the state draws its unique line in diversifying resources It hosts its infrastructure with international standards, major sports seasons, land and sea competitions, and aviation events. It also organizes forums for environmental research, clean energy research, and climatic summits. Many countries ie The great value of cultural action in the service of economic growth and the sustainability of development. This is why sincere efforts derived from a deep heritage and a long past, and authenticity rooted in history, are intensified, realizing the role of cultural infrastructure in attracting cultural tourism, investment and achieving economic development, working to create a cultural achievement of economic strength. Great for the present and the future, its pillars are completed by innovation in thought, culture, arts, industry, science and investment in creative industries, and with this cultural achievement, which I called diversity and richness, the richness of resources and the diversification of the economy, and with all that the wheel of the economy moves forward, so that investment in people and human creativity is the ideal noble goal , and the highest goal because it is an inexhaustible resource.

The creative economy is estimated to employ more than 30 million people and generates 3% of the world's GDP (approx US\$2.25 trn) (figure 3).

Figure 3: UNESCO estimates of the contribution of the creative / purple economy

Source: UNESCO

5. Conclusion

The emergence of the purple economy is due to the growing importance of the cultural aspect in contemporary society. Among the factors referred to are the global economic and political rebalancing in favor of emerging countries, the return to local environments that are once again centers of stability, and new forms of demands after the collapse of great ideologies, which is an increasing social demand related to quality, based on cultural consumption that goes hand in hand with the logic of democratization, the logic of individuality and the extension of human life, the steps of innovation assuming the existence of a cultural mentality that would bring together different disciplines, and the development of the talent of discovery and so on.

5.1 The study results:

From the above, we can draw the following conclusions:

- The purple economy indicates the economy that calls for cultural factors to take their place among the factors that have an impact on guiding the economy and achieving the goals of prosperity and development.
- The changes in the international arena confirm the failure of the economic, social and environmental schemes that are written in isolation from cultural factors.
- Globalization in our reality today inevitably imposes a global view, and a global orientation for all areas of human activity.
- Man is a multicultural being. Which interferes in building the factor of faith, civilizational affiliation and societal traditions. This multiplicity imposes itself, and makes it imperative for economic institutions, whatever their global reach, to conjure it up. Where it is not possible to deal in one style with the category of consumers.
- Consumer awareness has risen with the development of modern technology and the increasing employment of the Internet in trade. Which requires, in the field of competition, to recall all factors that have an impact on polarization, the most important of which is the cultural factor.
- The response to cultural mobilization has an impact on overcoming the global challenges affecting the economy and that interaction with cultural elements makes it possible to provide the most humane and most attractive solutions, which adapt to different contexts.

5.2 Suggestions:

- The concerned authorities should try to complete some projects related to the purple economy as soon as possible.
- The state must conduct an in-depth study of the role of the purple economy to use it in achieving sustainable development.
- The state, through the media, must spread awareness among citizens of the importance of using the purple economy in achieving sustainable economic development.
- Attention must be paid to the fields of scientific research and innovation with regard to the purple economy, as the world is threatened with a collapse in the ecosystem and its diversity due to climate change, so we must move towards switching to other resources such as cultural and environmentally friendly resources. Ensure that the new industrial strategy takes into account environmental requirements and contributes to the expansion of the branches of the economy. Violet and innovation.
- Encouraging international cooperation to support developing countries, especially in the field of technology transfer, financing for the purple economy, and disseminating best practices adopted in mechanisms for adapting to climate change and mitigating its effects.

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