



## Award winners



### Swiss Approval Technische Bewertung S.A., Athens, Greece

Swiss Approval Technische Bewertung S.A. has developed several initiatives and projects towards multiculturalism into its corporate approach, such as:

- Case study: Personnel's recruitment from different cultural background and embodiment into our corporate family
- Project 1: Personnel's intercultural education and qualification through the specialized online training platform "Health & Tourism Training Excellence" regarding Cultural Sensitivity (<http://healthtourismtraining.com/Cultural%20Sensitivity/>)
- Project 2: Personnel's intercultural education through the EILEEN's training platform regarding the following topics: Mentoring and your internship, Intercultural learning in internships, Intercultural Competences, e.t.c. (<http://learning.vita-eu.org/>)
- Project 3: Cooperation with volunteers from the international organization AIESEC

All the initiatives and projects above are targeting on the enhancement of our staff's education towards multiculturalism, in their improvement of their knowledge and the special handling and cooperation with person from different countries and cultural background (either they are customers or employees) which can lead to better corporation with our partners and stakeholders all over the world. Another significant goal of our enterprise is to integrate new employees and external auditors from different countries so as to expand its services outside the country's borders. Moreover, the new employees will know about the Greek culture, customs, standards that will make them easier to adapt in our corporate culture and operation.

Our organisation is in the process of creating a Handbook towards multiculturalism. In this handbook, the notably characteristics of different countries such as Asians, Arabs, etc and the key points during the interaction with specific target groups it will be described.



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### **Intermobil - Intercultural competence training for SMEs hosting European mobilities, Erasmus+ Project**

Presented by FH JOANNEUM, Graz, Austria

The project “Intercultural competence training for SMEs hosting European mobilities – InterMobil” is executed within the framework of the Erasmus+ Programme, funded by the European Union. For more details <http://www.intermobil-project.eu>

InterMobil aims to create a more favourable environment for youth exchanges and mobility programmes in the field of VET and Labour Market placements.

The project will:

- develop an efficient intercultural training in view of the challenges youth mobility faces from the practice, training, research and employer’s perspectives;
- remove the obstacles due to intercultural differences and misunderstanding; in order to reach successful youth mobility
- strengthen the position of intercultural competences in EU youth mobilities programmes as a tool to maximize the benefits of the mobility.

The InterMobil project addresses different actors involved in EU-mobilities:

- SMEs and similar organizations hosting mobilities, intermediaries facilitating EU mobilities and EU-mobilities sending organizations;
- Learners that are involved in EU mobilities;
- EU mobilities networks, VET institutions and VET system in EU countries.
- In a broader sense, SMEs working with international partners and SMEs employing diverse workforce can also be regarded as beneficiaries of project results.

Mobility provides participants with flexibility, highly regarded by the European labour force. The long year practice of EU mobilities has resulted in generating a common knowledge pool focused on the learners who are going to the new country and their preparation for that.

The hosting SMEs are also facing the intercultural challenge. However, as they are placed in their natural country, there are no actions to prepare them for the encounter with different culture. Companies working in this field expressed interest in having some guidelines or tools which can prepare them not only for the practical implementation of the mobility but also for the necessary soft skills such as intercultural competences.

### **EasyDoesIT – A project idea**

Presented by G. Anna Rodriguez, Marseille, France

However excellent contents of intercultural training are, they never get us ready to the clash of culture. This cultural shock is not due to a huge amount of differences: after all, in Europe, we find the same big lines of shopping markets, have access to the same technologies, mostly even drive on the same side of the road. This feeling of non-belonging seems to be due to something more subtle. A deeper knowledge of the cultural environment of the host country, region and local firm could somehow reduce this type of failure. We believe that this increased knowledge can be obtained by the use of recent films, songs, series, e-books, digital newspapers articles all selected and commented by employees of hosting companies.



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This project is built around a web platform to which enterprises, willing to be partners, connect. Each enterprise implements its own intercultural training module - the main innovation resting in the fact that this module is nourished by the firm's employees themselves, around already existing multimedia contents.

The project aims:

- To enable the acquisition of up-to-date and local cultural knowledge in such fields as music, food, slang, clothing, cafés and bars, ways of life, usages, points of interest, does and don'ts by the "soon to be integrated candidate",
- To assess and validate this newly acquired knowledge. This local and cultural knowledge acquisition will be achieved using cultural and multimedia contents (films, songs, series, e-books, digital newspapers articles...). These contents will be "fleshed out" by comments, explanations... added by willing members of the host organization's team.

Envisaged target groups:

- Enterprises wishing to recruit foreign employees or take them on training courses,
- Long or short term unemployed willing to work abroad,
- Students, searching for training courses abroad to complete their courses.

The project relies on the dynamism, creativity and opinions of the host organization enterprise's team to attract and retain foreign new comers, while enhancing their well-being.



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