



EILEEN Project Partners

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apricot

Apricot
Loughborough, UK
www.apricot-ltd.co.uk

CATRO

CATRO Bulgaria EOOD
Sofia, Bulgaria
www.catro.com



CECE
Madrid, Spain
www.cece.es



INSUP
Bordeaux, France
www.insup.org



OCEAN
Athens, Greece
www.oceanorg.gr



Materahub
Matera, Italy
www.materahub.com



Time4Society
Mechelen, Belgium
www.time4society.be



SPI
Porto, Portugal
www.spi.pt

Benefits of interculturalism

Global interconnectivity requires proficient intercultural communication for any organisation. Companies wishing to operate globally must invest in intercultural training for their staff to enjoy the immense benefits. These are e.g.:



Productivity and proficiency of employees



Promote teamwork among the team



Global business



Effective leadership in your organisation

Contact

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European Quality Label

**Promoting intercultural diversity
and a welcoming culture in
European enterprises**

www.eileen-org.eu

What is the WEE label?

Do you represent a European organisation that promotes intercultural diversity and a welcoming culture?

Let your customers and (future) employees know about it and use the WEE label!

Growing globalisation leads companies to communicate with different cultures. It is important that organisations detect and analyse issues to be understood in their communication in order to avoid misinterpretations of the messages sent from one culture to another. To raise awareness and validate intercultural skills and competences, the EILEEN consortium created the WEE Label.



The WEE label intends to be a European quality label that can provide a clear signal to job seekers from all European countries that are looking for a job in Europe.

The WEE label is conceptualised in a way to convey the idea of an enterprise that has successfully implemented a truly European welcoming culture according to the EILEEN approach.

How to get the WEE label?

The steps to be awarded the WEE label are:

- Register on the EILEEN e-learning platform
- Take the e-learning modules
- Apply what you have learnt in your daily work
- Assess and evidence what you have learnt
- Receive the WEE label

Make the first step and register on the EILEEN e-learning platform.

Find all information on our website.





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www.eileen-eu.org

For what reason?



There are good reasons to obtain the WEE Label. Among them are:

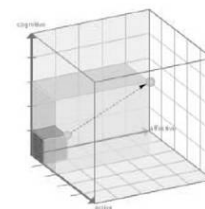
-  Attract multicultural workers
-  Promote a positive image
-  Enrich your competences
-  Give interculturalism a higher value

Validation Approach

The WEE label will be awarded after the self assessment process by means of the LEVEL5 system which is specifically designed to assess personal, social and organisational competence developments in rather non- and informal learning settings.

LEVEL5

It is based on a 3-dimensional approach to validate and visualise cognitive, activity related and affective learning outcomes – the LEVEL5 cube.



LEVEL5 is a holistic learning process that benefits the learners, learning providers and enterprises.