



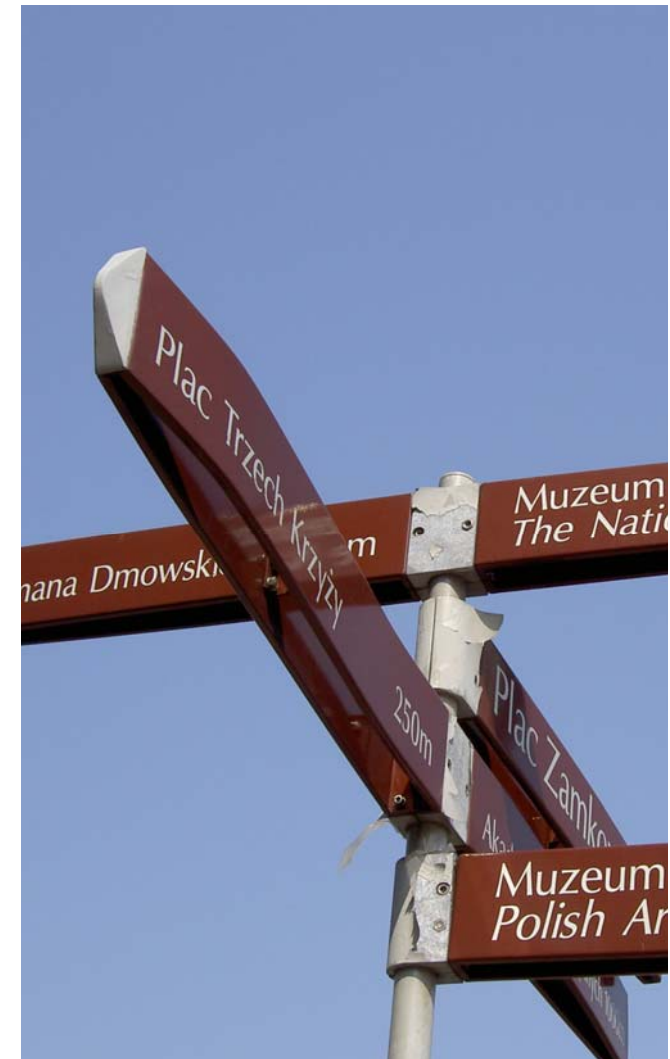
# Cultural Diversity as Competitive Advantage

Euro-Plattform | Stockholm | 26th and 27th April 2007

Norbert Kreuzkamp | enaip | EQUAL DP zip. |

## Internationalisation & Mobility for Young Migrants Cultural Audit with SMEs

*zip.* =  
Sustainable Intercultural  
Human Resources  
Development Strategies





## The Actors of *zip*.

- Akademie Silberburg (school for educators)
- BBQ Berufliche Bildung (training organisation of employers' organisation)
- Deutsch-türkisches Forum Stuttgart (migrant organisation)
- ENAIP (training & migrant organisation working with enterprises)
- Forum der Kulturen (migrant organisation)
- IRIS (research institute)
- Jugendamt Stuttgart (Municipality)

migrants coaching migrants

MigrantInnen beraten MigrantInnen

JobTOOLS

KULTUR

culturally sensitive

sensibel

Kreativ

PASSGENAU

ZIP

Zukunftsorientierte internationalisierte Personalentwicklungsstrategien

CEMAnet



## The Projects of *zip*.

- *zip*.Co-ordination
- *zip*.Concepts
- *zip*.Culture
- *zip*.EuroCompetence
- *zip*.EuroSkill
- *zip*.PE = HR development
- *zip*.SelfOrganisation
- *zip*.Transition





## The Activities of *zip*.

- Development of innovative models for **international vocational training**
- Training of decision makers, managers and disseminators in regard to intercultural dimension within companies
- Development of informal learning strategies inside and outside of the work situation
- Training of intercultural transition counsellors and mentors
- **Cultural Diversity Audit** Procedures for **companies** and public institutions





## Young Migrants

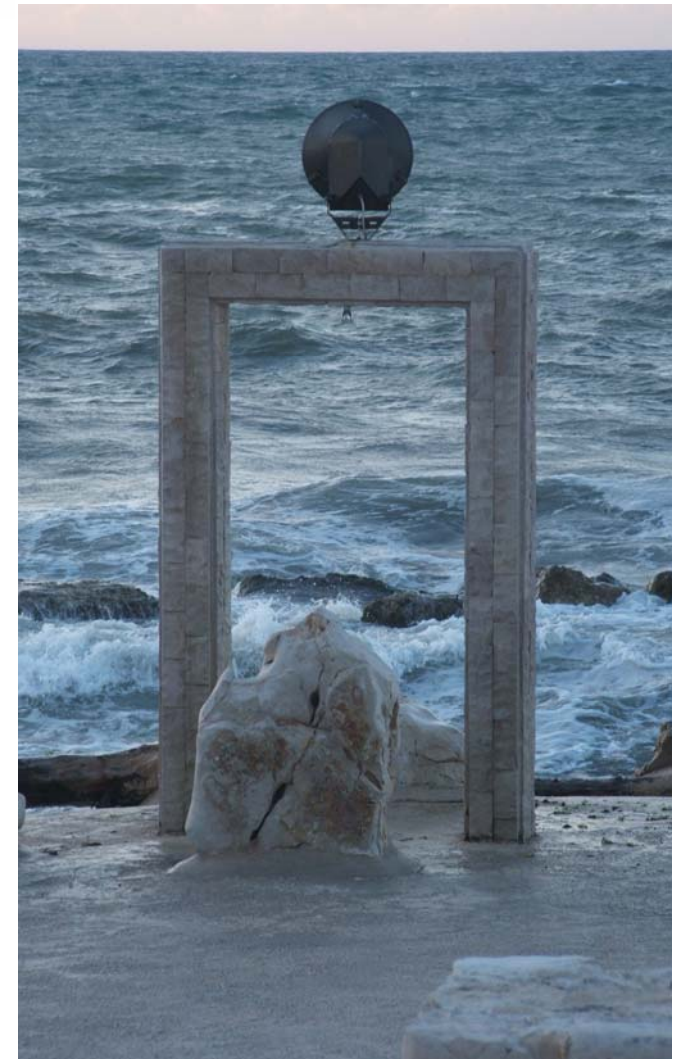
- Enlarge and deepen mother tongue language competences to make them applicable to the labour market
- Valorising intercultural competences of migrant youth
- Meet the needs of enterprises facing international markets
- Offering additional motivation to vocational training
- Examination, partly organised with Chambers and/or universities
- Certification in 3 languages
- Ambassadors of the relevance of international key competences – ambassadors of diversity





# Italy – the parents' dream

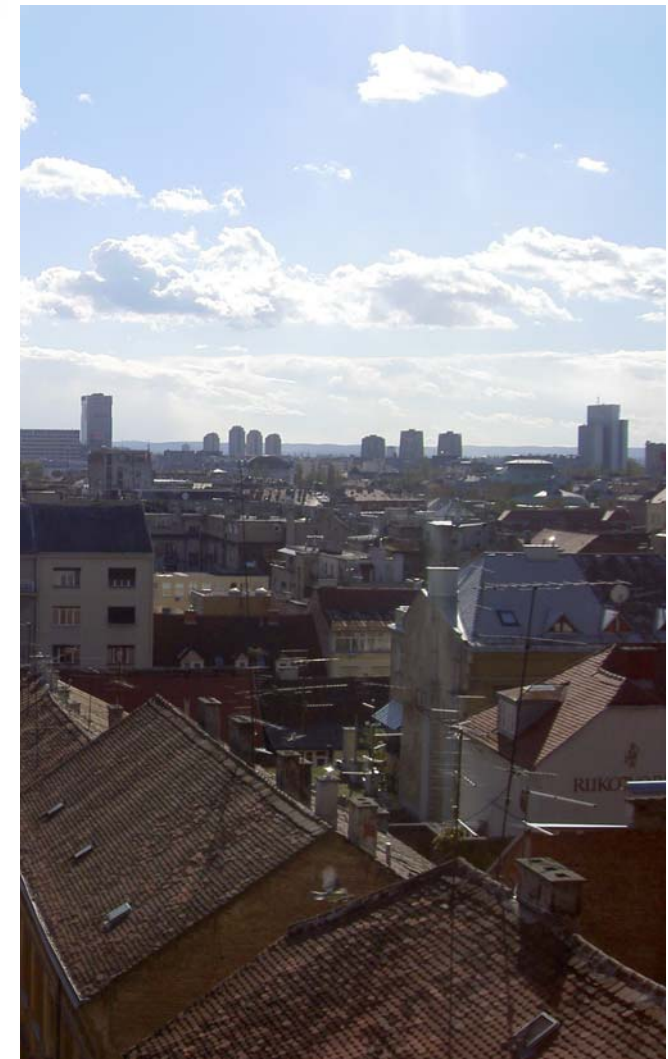
- “Cultural diversity allows us going outside our world, our environment, our way of thinking and in a few minutes we will see our life in another way.”
- “No better or worse. Just different.”
- “Cultural diversity will help us for our growth.”
- “For our company we see the advantage that valuable knowledge returns to us.”





# Croatia's Way to Europe

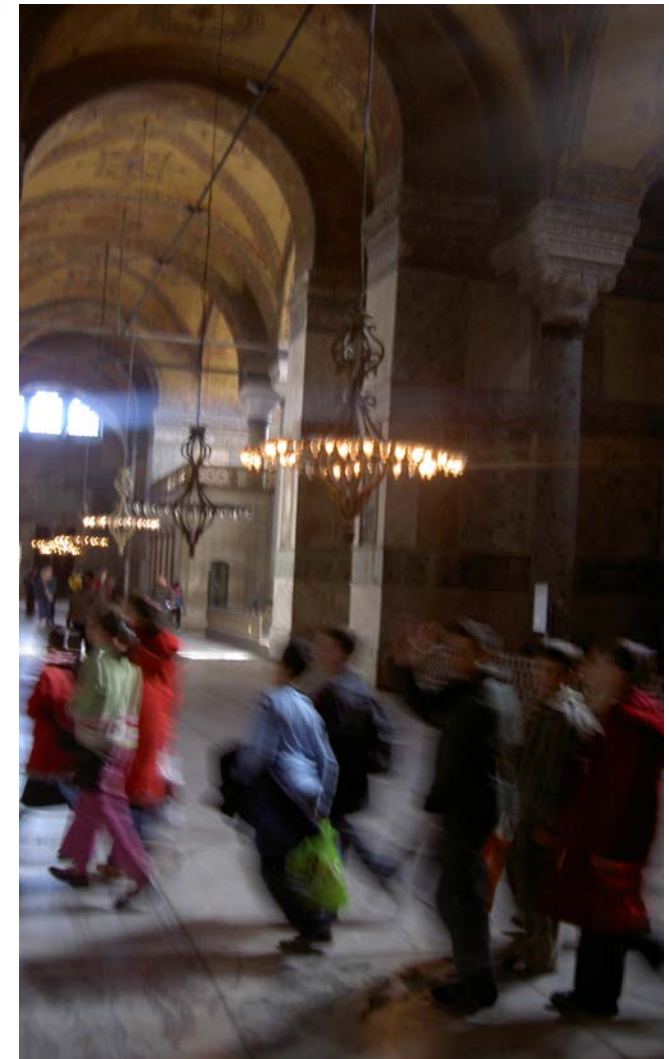
- Consistent number of young people with migration family history
- Important challenge, high commitment
- High interest of Croatian Ministries of Foreign Affairs and European Integration, of Public Education, of Croatian Chambers and enterprises
- Qualifications and professions: preparedness to experimentation





## Understanding Turkey

- “Deutschlaenders”
- Cultural mediation
- Istanbul, we are coming: earning back what you have lost, you might never had had
- Future building





# Cultural Diversity as Competitive Advantage

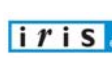
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## Cultural Audit Tool Box

- Winning your partners
- Go into a real process
- Appreciative attitudes and tools
- Understanding and learning together

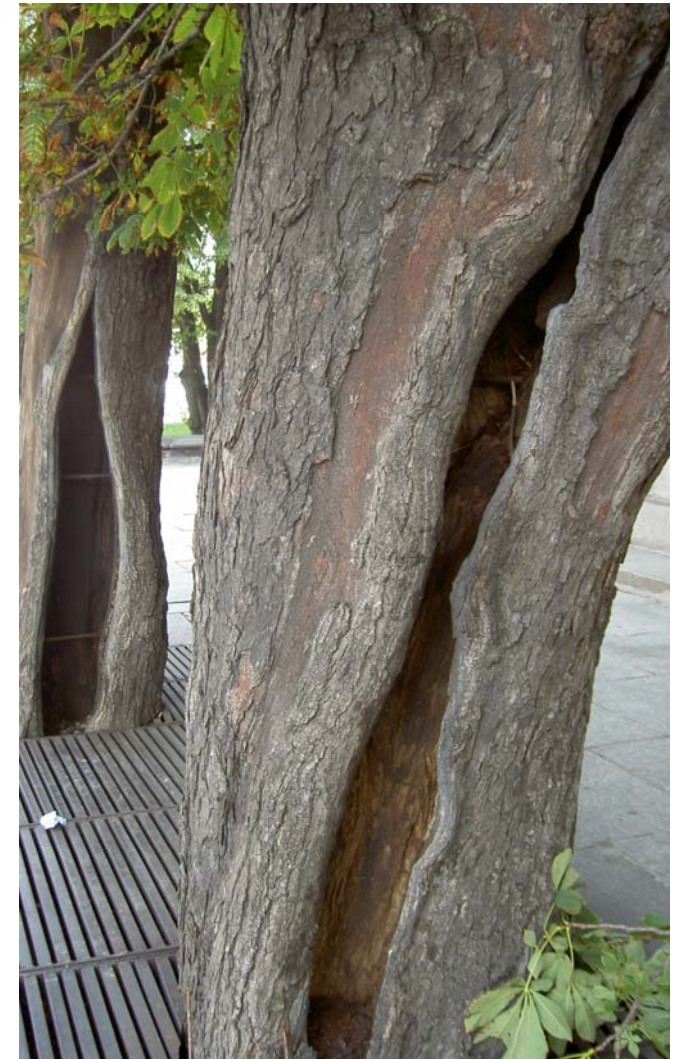
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## Tools to be produced

- Recommendations on transnational learning
- Monographic volumes for specific countries (Croatia, France, Italy, Spain & Turkey)
- Cultural audit tool basket





## Bridges to Europe

- **Empowerment** by language, knowledge and mobility
- **Mobility** for migrant youth, wanted by the enterprise
- Specific preparation and **follow-up** by mentors, tutors, trainers
- Recognising **international competences**, involvement of Chambers
- Three languages **certification**, in addition to *europass* Mobility
- **Accompanying** diversity audit processes
- Useful **tools** for cultural audit processes

