ERF:
CULTURAL AWARENESS AND EXPRESSION
TOPIC NO. 2: Cultural Diversity and How to Ensure It

Project Partner Name

Have A Dream

Duration: 7 Hours

Project Consortium

Coordinator:

Partners:

Project Details

Title: **"Joint Development, Piloting, and Validation of Entrepreneurial Mindset and Key Skills Curricula and Training Materials for Third Countries"**
Acronym: EMSA (Entrepreneurial Mindset and Skills for All)
Agreement Number: 101092477 – EMSA – ERASMUS-EDU-2022-CB-VET
Programme: Erasmus+ Capacity Building in the Field of Vocational Education and Training (VET)
Call for Proposals: ERASMUS-EDU-2022-CB-VET
Start Date: 01.01.2023
End Date: 31.12.2025

Training Aim

The aim of this workshop to cultivate a deeper understanding about the significance of cultural awareness and expression. By exploring the definitions of cultural heritage, and the importance of preserving cultural traditions, participants will develop a heightened awareness of the value that diverse cultural backgrounds bring to society.

Intercultural communication will also be a focal point of the workshop, participants will learn about the barriers to intercultural dialogue and discover strategies to foster respectful and meaningful interactions across cultural boundaries.

By the end of the workshop, participants will have:

The ability to effectively interact with people from different backgrounds.

- A sense of agency and the confidence to contribute positively to a more inclusive world.
- A broader understanding of global issues and the interconnectedness of cultures.
- Practical communication skills for working effectively in intercultural environments.
- Needed skills to overcome common communication barriers, and practice conflict resolution strategies that can be applied in diverse cultural contexts.

Topic 2

Learning Outcomes

In terms of **knowledge**:
- *Describe familiar cultural forms of expression to explain how different cultural norms and values influence behavior in various settings.*

In terms of **skills**:
- *Adapt communication styles and behaviors to effectively interact with individuals from diverse cultural backgrounds.*

In terms of **competencies**:
- *Implement strategies for navigating and being integrated into different cultural environments, showing respect and sensitivity towards cultural differences.*

ERF: The European Reference Framework
(Key Competences for Lifelong Learning)

Literacy

Personal, social and learning to learn

Mathematical, science, technology and engineering

Digital

Citizenship

Entrepreneurship

Multilingual

Cultural awareness and expression

Cultural awareness and expression competence involves understanding and respecting how ideas and meanings are creatively conveyed and shared across different cultures through various art forms and cultural practices. It also entails actively engaging in comprehending, developing, and articulating one's own ideas and sense of belonging or role in society across different contexts and settings.

What ERF competence
is our training about?

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Training Route Map *(Competence Level)*

1 Understanding the diversity of cultural expressions and the importance of cultural heritage
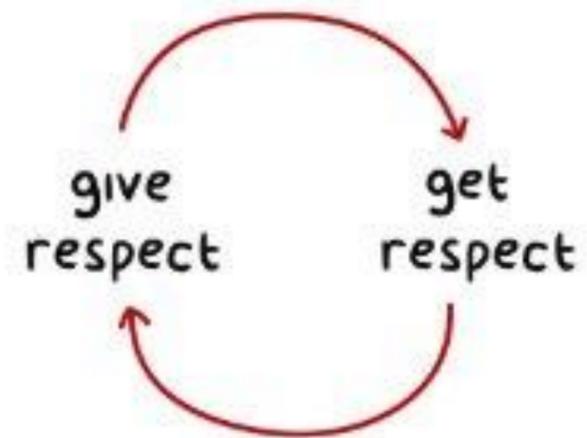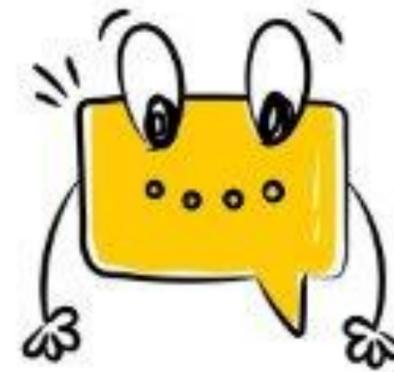
2 Cultural Diversity and How to Ensure it

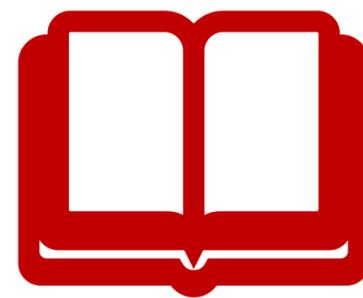**3** Effective communication skills in intercultural contexts

Training Rules

BREAK TIME

Ice-Breaking Activity

Cultural Emoji Story Game

GUESS WHAT!

"We may have different religions, different languages, different coloured skin, but we all belong to one human race
-Kofi Annan

Introduction to Cultural Diversity and How to Ensure It

Culture Diversity

Culture Diversity Is Identified As:

A system of beliefs and behaviours that recognizes and respects
- The presence of all diverse groups in an organization or society,
- Acknowledges and values their socio-cultural differences,
- Encourages and enables their continued contribution within an inclusive cultural context

Which empowers all within the organization or society.

Here it comes the importance of adaptability in order to understand the differences.

For Example:

In **Western cultures** maintaining direct eye contact is often seen as a sign of confidence, attentiveness, and respect. It is expected during conversations to show that you are engaged.

However, in some **Asian cultures**, prolonged eye contact can be perceived as rude or confrontational, especially when speaking to someone in a position of authority or elder.

Adaptability and recognizing the different cultures are important to over come miscommunication ensuring that both parties understand each other's intentions.

Miscommunication can lead to a significant problems and build barriers.
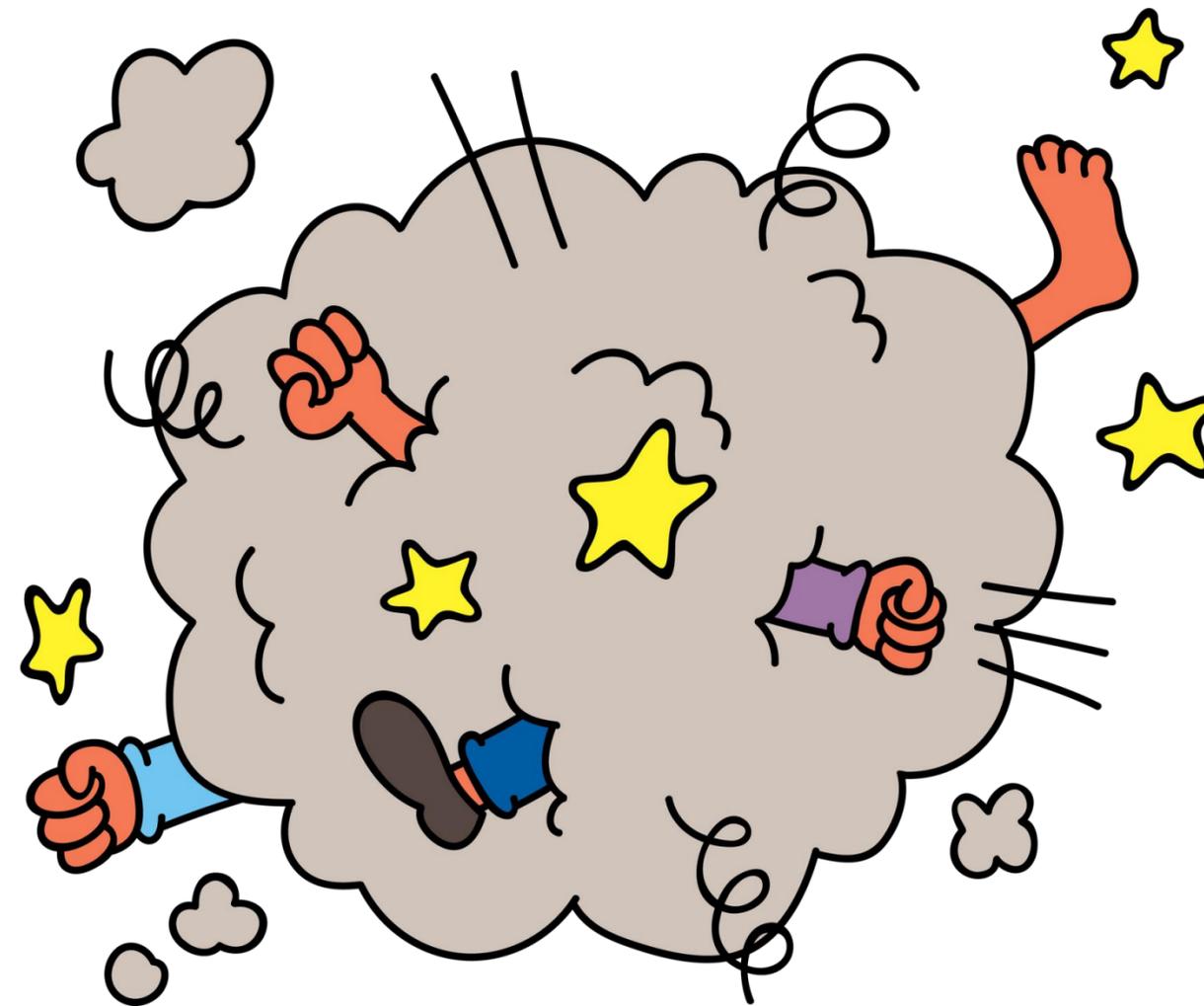
Training Route Map *(Topic Level)*

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Introduction to Cultural Diversity and How to ensure it

Cultural Intelligence

How to navigate through different dialogues

Cultural Integration Models: bridging differences

Summary and Q&A on Cultural Competence

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1. Cultural Intelligence

Culture Intelligence

Why are some individuals able to adapt their perspectives and behaviors across cultures with ease and effectiveness, while others struggle to do so?

It is cultural Intelligence that has the answer.

Cultural Intelligence refers to the skill to relate and work effectively in culturally diverse situations. It's the capability to cross boundaries and prosper in multiple cultures.

This term has emerged at the turn of the 21st century, when the world was experiencing the globalization and interconnectedness, fuelled by advances in communication and transportation technologies. It was also a period marked by clashes and cultural conflicts.

Cultural Intelligence vs. Emotional Intelligence

- Emotional Intelligence (EQ) can make you a star leader. However, if you have a diverse team- group with countless opinions, values, and needs- then EQ will not help so much.

- It is still important but you can't rely on EQ to give you the skills to effectively read a diverse group and earn their trust. You need cultural intelligence (CQ) for that.

Cultural Intelligence Picks up Where Emotional Intelligence Leaves off.

Cultural Intelligence

- Focuses on understanding, adapting to, and interacting effectively with people from different cultural backgrounds.
- It has 4 components: CQ Drive - CQ Knowledge- CQ Strategy- CQ Action.
- It is applied in situations involving cultural diversity.
- It involves an understanding of different cultural norms, practices, and perspectives.
- Skill Focus: Cultural awareness, adaptability, flexibility in behaviour, and respect for cultural differences.

Emotional Intelligence

- Focuses on recognizing, understanding, managing, and responding to emotions—both your own and others
- it has 5 components: self-awareness- self regulation- motivation- empathy- social skills.
- Applied in a variety of interpersonal situations, regardless of cultural differences.
- Its scope and applicable to all interpersonal situations, regardless of cultural factors.
- Skill Focus: emotional awareness, empathy, self-control, and relationship management

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Cultural Intelligence Components

Metacognitive Cultural Intelligence

Refers to a person's awareness and thinking process during cross-cultural interactions. Metacognitive CQ has three key parts:

Planning	Awareness	Checking
Thinking ahead and strategizing before interacting with people from different cultures.	Being mindful during the interaction, recognizing how culture influences yourself, others, and the situation.	Reflecting on your assumptions and adjusting your understanding when the actual experience doesn't match what you expected.

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High Metacognitive Intelligence:

- Preparing and imagining the perspectives and reactions of people from different cultures.
- Paying close attention to meaningful signals during the interaction.
- Avoiding judgments until they have enough information and revise their initial thoughts based on new insights.

EXAMPLE

A Western executive with high metacognitive CQ may be more aware and mindful about when to speak up during meetings with Asians. They may also consciously look for cues during meetings to interpret what is said and not said, to develop a more accurate understanding of their Asian counterparts.
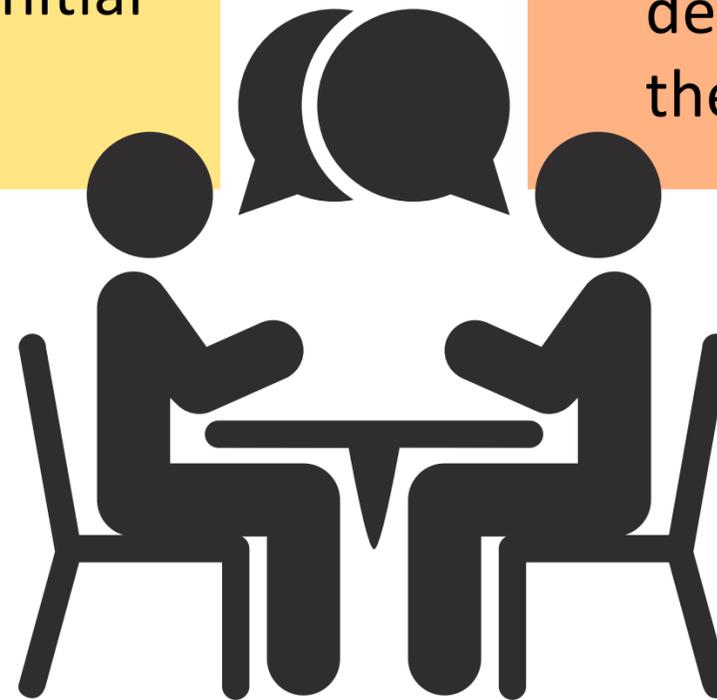
Cultural Intelligence Components

Cognitive Cultural Intelligence

Refers to a person's knowledge and understanding of cultural norms, practices, and conventions that they have learned through education or personal experiences.

Culture-general knowledge	Culture-specific knowledge
This is understanding universal aspects of culture, like common elements that exist across all cultural environments.	This involves understanding specific cultural practices in certain domains, such as knowing how to lead people in different cultural contexts.

Cognitive Cultural Intelligence:

- knowledgeable about how cultural systems, traditions, and behaviors work in different cultural settings.
- Accurate judgments about behavior in different cultural settings.
- Reduces uncertainty and anxiety during cross-cultural interactions.
- Make a better decision in diverse environments.

EXAMPLE

If a leader knows how family systems function in a particular culture, they can design better ways to motivate and reward employees, especially in cultures that place high value on respect and care for elder family members.
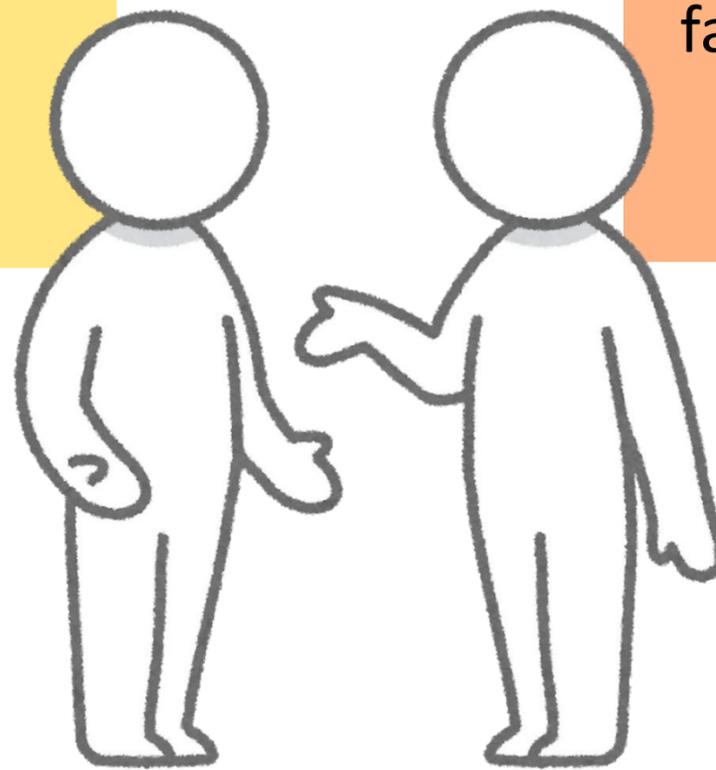
Culture Intelligence Components

Motivational Cultural Intelligence

Refers to a person's willingness to engage in and learn from intercultural experiences. It reflects whether someone is more likely to approach or avoid cross-cultural situations.

Motivational Cultural Intelligence:

- Embrace cross-cultural interactions as they value both the intangible and the tangible experiences.
- Confident in managing the difficulties that come with cultural differences.
- Will help you sustain intercultural interactions, which are often full of cultural and language challenges.

EXAMPLE

A Chinese executive who enjoys interacting with people from different cultures might feel comfortable approaching a Japanese colleague, even if there are language barriers. On the other hand, another executive who doesn't see much value in cross-cultural experiences might avoid such interactions, even if communication isn't an issue.

Cultural Intelligence Components

Behavioural Cultural Intelligence

Refers to a person's ability to adapt their verbal and nonverbal actions when interacting with people from different cultures. It has three key components:

Verbal Behavior	Non-verbal Behavior	Speech Acts
Flexibility in speech, including tone, accent, and style of speaking.	Flexibility in body language, facial expressions, and gestures.	Adjusting the way, one uses language for specific purposes, such as making requests, giving apologies, or expressing disagreement, depending on the cultural context.

Culture Intelligence Components

Behavioural CQ

- People with high behavioral CQ can adjust their communication style to fit cultural settings.

- For example, a direct communicator may switch to a more indirect style in high-context cultures.

- Behavioral CQ is important because it involves visible actions that others observe.

- Without appropriate behavior, cultural intelligence loses its impact.

- It is often the most noticeable aspect of cultural intelligence in cross-cultural interactions.

Behavioural Cultural Intelligence:

- Adjust their behaviour to fit the cultural setting.
- It involves visible actions that others observe during interactions
- It is noticeable aspect of cultural intelligence for others during cross-cultural interactions.

EXAMPLE

Someone who usually communicates directly (low-context style) may switch to a more indirect style (high-context), such as saying "no" subtly, when interacting in cultures where indirect communication is preferred.
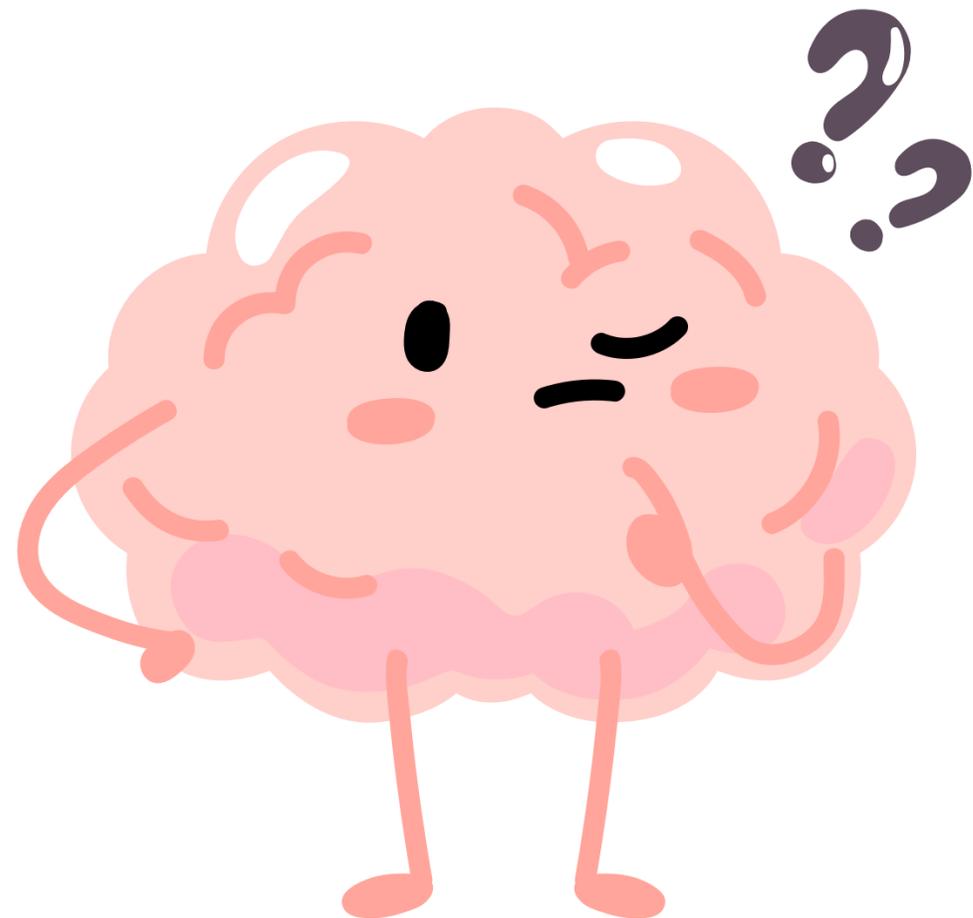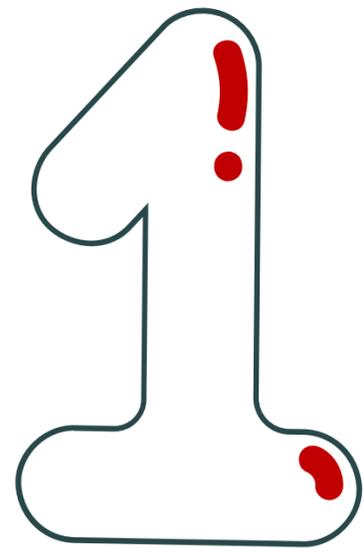
Group Discussion

Can you share a time when you were in a culturally unfamiliar situation?

How did you adapt your behaviour, communication, or mindset to successfully navigate the situation?

1

Personality

- Personality traits are stable, while Cultural Intelligence (CQ) is flexible and develops through experience and learning.

- Although the Big Five traits—openness, conscientiousness, extraversion, agreeableness, and emotional stability—can influence CQ, it focuses on culturally specific skills and behaviors.
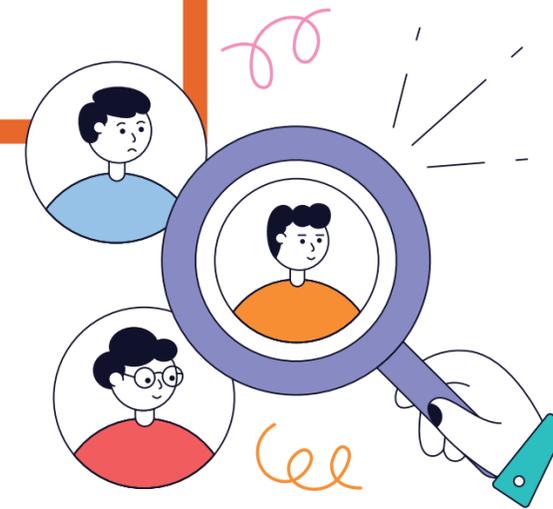
Personality Traits That Can Influence CQ

Openness to Experience

This trait is linked to CQ as it reflects curiosity and a willingness to try new things. People high in openness are more likely to engage with different cultures, helping develop their CQ.

Extraversion

Extraverted people may find it easier to engage in intercultural settings, improving their CQ, particularly in verbal and nonverbal communication.

Conscientiousness

People high in conscientiousness are more likely to plan and strategize, enhancing their metacognitive CQ and helping them navigate cross-cultural interactions effectively.

Personality Traits that can Influence CQ
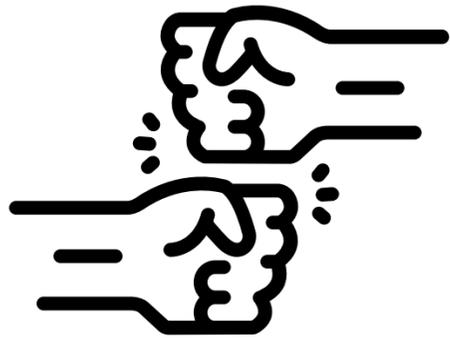
Agreeableness

This trait fosters empathy and cooperation, improving intercultural relations and aiding emotional regulation and social awareness.
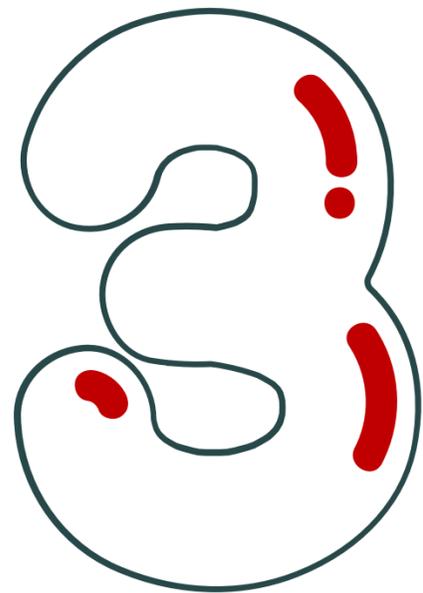
Emotional Stability

Emotionally stable individuals handle stress better, enhancing motivational CQ in intercultural interactions.

2

Identity

- Multiculturalism is a new factor influencing CQ. People who identify with multiple cultures, known as "multiculturals," are increasingly common due to immigration, intercultural marriages, or diverse experiences.

- Studies show that individuals with greater multiculturalism tend to have higher CQ. In the Netherlands, professionals with stronger multicultural identities had higher CQ. In the U.S., bicultural students who felt their identities were integrated had higher CQ.

- Feeling balanced between multiple cultures boosts cultural intelligence.

3 Inter-national Experience

- Living or working abroad enhances CQ by exposing individuals to diverse cultures and challenges, improving adaptability.

- Studies show CQ helps link international experience to cultural adaptation, as seen in expatriates in Korea who adapted better due to prior experiences.

- Learning style influences CQ development. MBA students with a "divergent learning style" better utilized experiences to enhance CQ, highlighting the role of learning approaches.

Open-Ended Questions

1. Have you ever learned something new about another culture?
2. How did this new knowledge help you?
3. Have you ever felt curious about connecting with someone from a different culture?
4. What happened when you acted on this curiosity?
5. Can you share a time when you changed your behavior to fit into a different culture?
6. How did it go when you adapted your behavior?

# 2. How to Navigate Through Different Dialogues?

Intercultural Dialogue

Intercultural dialogue involves **stepping away from our single-culture perspective** to appreciate and respect the differences in others. It's about listening, observing, and **withholding judgment**.

Intercultural dialogue is seen as a way to **Handle challenges** such as misunderstanding, stereotypes, and tensions.
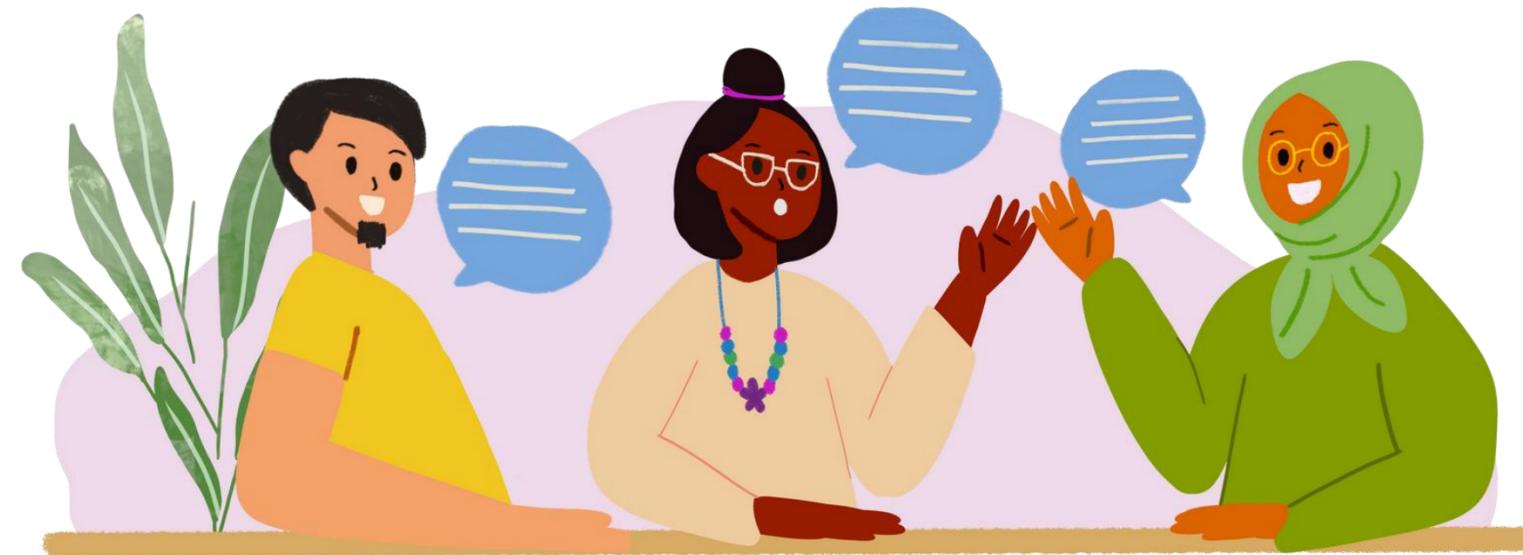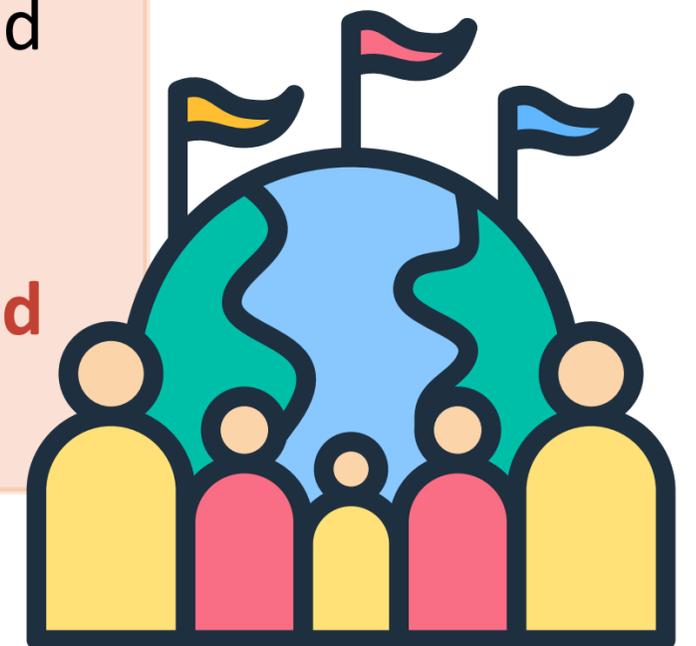
Intercultural dialogue has been defined in different forms according to different entities. The following two are the definitions made by the Academia and by International Organisations in the field.

Definition by the Academic Community

Intercultural dialogue is an **open and respectful exchange** between individuals or groups from different cultural backgrounds.

It involves **acknowledging and navigating cultural differences**, through listening and engagement, to promote tolerance, mutual respect, and the resolution of misunderstandings.

This evolving process serves as a tool for building **social cohesion and enhancing diverse perspectives in both local and global contexts.**

Definition by International Organizations

Intercultural dialogue is a **process of open interaction** between individuals or groups from diverse cultural backgrounds.

It Aims to:
- Uncover **shared values**,
- Promote **inclusion, equity, and justice**, and
- Address common challenges. Through such dialogue, differences are recognized and appreciated.

Intercultural Dialogue characteristics

The similarities can be seen in both definitions, so let's conclude with some considerations.

Open Exchange

Mutual Understanding

Respect for Cultural Differences

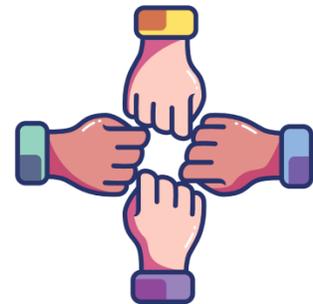# Intercultural Dialogue characteristics

Inclusion and Equity

Conflict Prevention and Social Cohesion
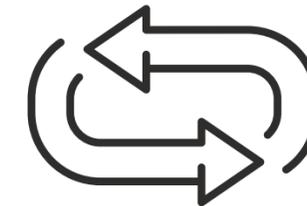
Evolving Process

The Impact of the Intercultural Dialogue (ICD)

Social Cohesion

ICD achieves social inclusion by
- Enhancing the quality of social relations,
- Encouraging **diversity acceptance,**
- Building **trust and solidarity.**

Mutually Reinforced

ICD and social cohesion has a **cyclical relationship** ensures that ICD continuously builds stronger, more cohesive communities capable of maintaining inclusive institutions.
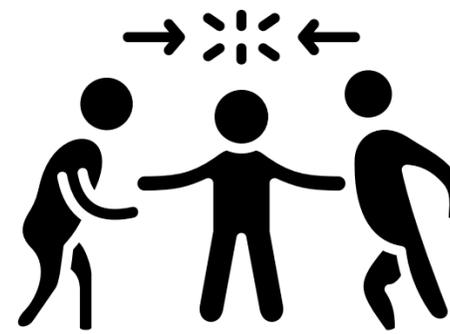
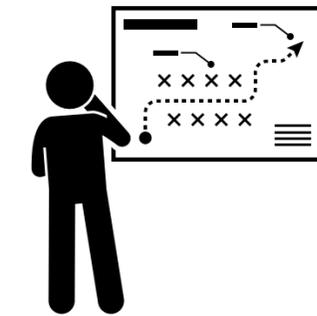# The Impact of the Intercultural Dialogue (ICD)

Reconciliation

ICD aids reconciliation by addressing the root causes of inequality, promoting mindset changes, and facilitating agreements.

Conflict Prevention

ICD works as a tool for conflict prevention by **promoting respect** for diversity, reciprocity, and mutual learning. Through dialogue, ICD can address historical legacies and inequalities, preventing these issues from escalating into conflict.

Long-Term Approach

While ICD is often applied at a project level, the ICD still vital to be integrated into broader, long-term policies to address challenges like inequality, climate change, and forced displacement.

How to Conduct an Intercultural Dialogue

According to the **Council of Europe,** there are specific principles you need to follow before engaging in intercultural discussions to be meaningful and effective.

- Ensuring all participants are treated with **equal respect** and dignity;
- Participation in the dialogue is **voluntary;**
- Both sides approach the dialogue with **openness, curiosity, and commitment**, without aiming to "win" the conversation;

How to Conduct an Intercultural Dialogue

- A willingness to **explore both cultural similarities and differences;**
- Having a **basic understanding** of the unique aspects of one's own culture and that of the other party;
- The ability to establish **a shared language that facilitates mutual understanding** and respect for cultural differences.

What Exactly Should Be Done?

According to "Cultural Intelligence: **A Guide** to Work with People from Other Cultures", you can conduct successful intercultural dialogues that foster understanding, respect, and collaboration across cultures.

It a differentiated list of **Does and Don'ts** to consider it in your next intercultural dialogue.

Do and Don't in Intercultural Dialogue

DO

- Do Research
- Show Respect
- Ask questions
- Be Patient
- Adapt
- Reflect

DO'S

Do and Don't in Intercultural Dialogue

DON'T

- Make assumptions.
- Interrupt
- Judge
- Overgeneralize
- Ignore nonverbal cues
- Rush the conversation

Group Exercise

You are leading a diverse team of professionals from different cultural backgrounds working together on a cross-border project to launch a global marketing campaign, there are participants from:

- Germany
- Japan
- Brazil
- Egypt

Your role is to facilitate effective communication and ensure everyone feels heard and understood.

- What will you do to prepare for the meeting?
- How to ensure smooth Intercultural Dialogue?
- What challenges you expect to meet when having those different cultures ?

3. Cultural Integration Models: Bridging Differences

3.1 Theories of Cultural Integration
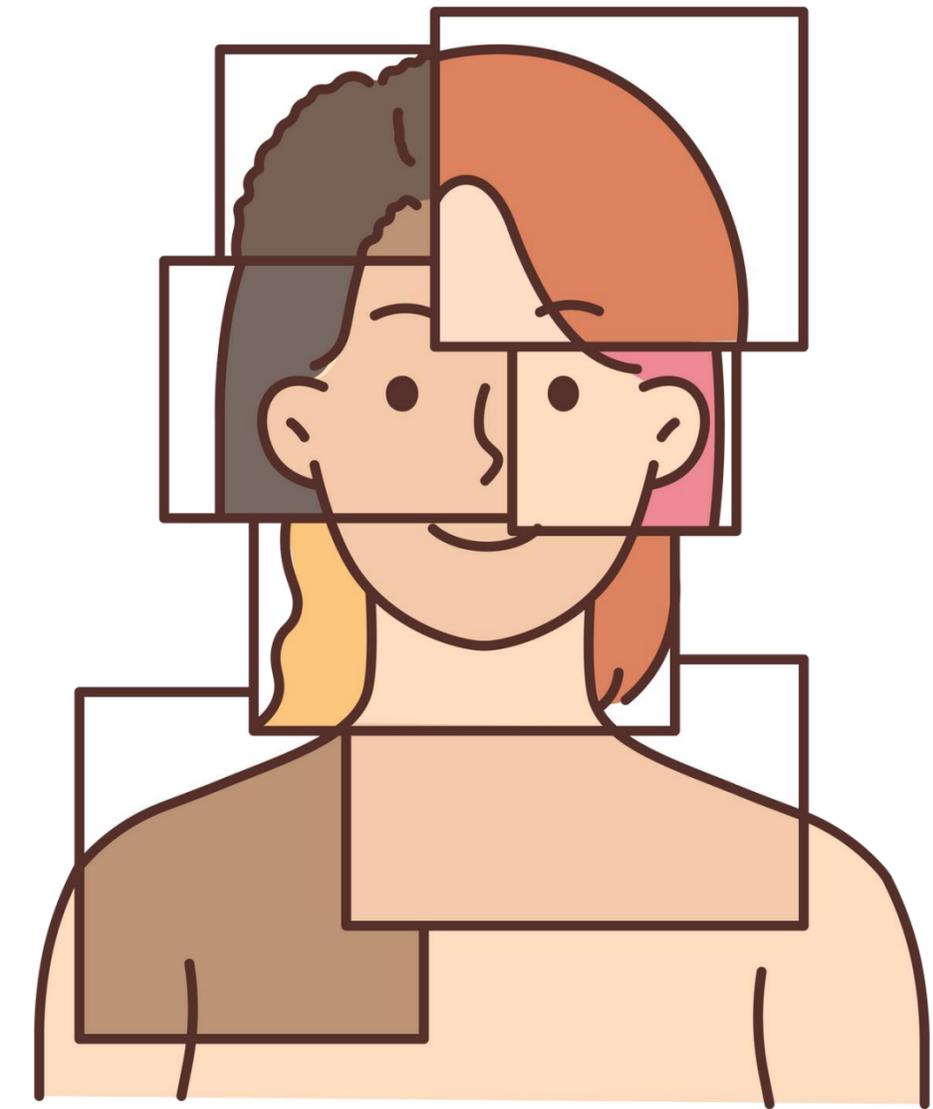*3.2 Success Stories and Challenges*
3.3 Tools for Effective Integration

Cultural Integration

Cultural integration refers to the process of **blending and harmonizing different cultural perspectives**, practices, and values within an organization or community.

Theories of Cultural Integration

Salad Bowl or Melting Pot ?

A salad bowl is a metaphor for the way a multicultural group of individuals can integrate different ideas, approaches, and cultures while simultaneously maintaining their separate identities.

Contrast this with **the melting pot,** which promotes an artificial construct of diversity as a monoculture.

The Melting Pot Theory

The Melting Pot theory first rose to prominence when in 1782, J. Hector St. John de Crevecoeur, an immigrant from France in the US, described the demographic homogeneity of the United States as comprising *"Individuals of all nations….melted into a new race of men, whose labors and posterity will one day cause great changes in the world"*.

The identity and influence of the dominant ethnic group prevails regardless of the transformation resulting from the assimilation and cultural morphology, retains the individuality and independence of ethnic groups.
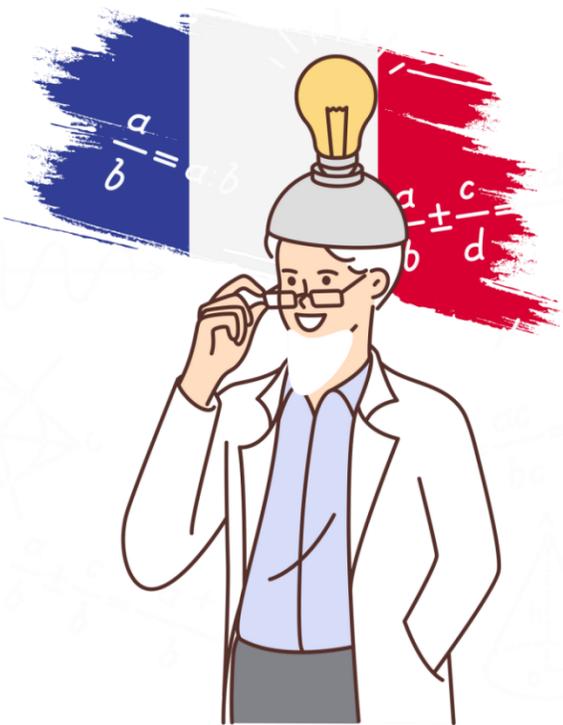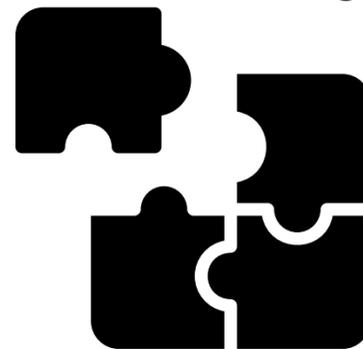
Characteristics of the Melting Pot Theory
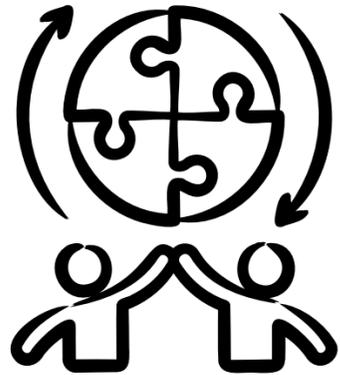
Cultural Blending

Loss of Cultural Identity

Criticism

Focus on Integration through Assimilation

The Salad Bowl Theory

Starting in the 1960s, a new vision of American pluralism arose metaphorically similar to the salad bowl. Compared to the melting pot, the Salad Bowl theory **maintains the unique identities of individuals** that would otherwise be lost to assimilation.

This **removes the pressure to create homogenous identities** in the Melting Pot theory, especially since such homogenous identities are not representative in equal proportion of their constituent identities.
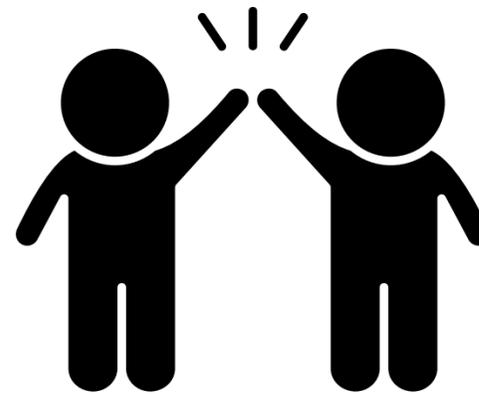
Characteristics of the Salad Bowl Theory

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Cultural Coexistence

Celebration of Diversity

Criticism

Mutual Enrichment

Salad Bowl or Melting Pot?

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Salad Bowl

1. Diverse cultures coexist, maintaining distinct identities.

2. Emphasizes the preservation and celebration of cultural differences.

3. Cultural diversity enriches society through exchange.

4. Criticized for potentially leading to social fragmentation or lack of cohesion.

Melting Pot

1. Cultures blend into a homogeneous society.

2. Individual cultural identities are lost in the process.

3. Focus on assimilation to form a unified national identity.

4. Criticized for pressuring minorities to abandon cultural heritage.

Melting Pot Vs Salad Bowl

In your opinion, which theory better reflects the cultural integration approach in today's globalized world?
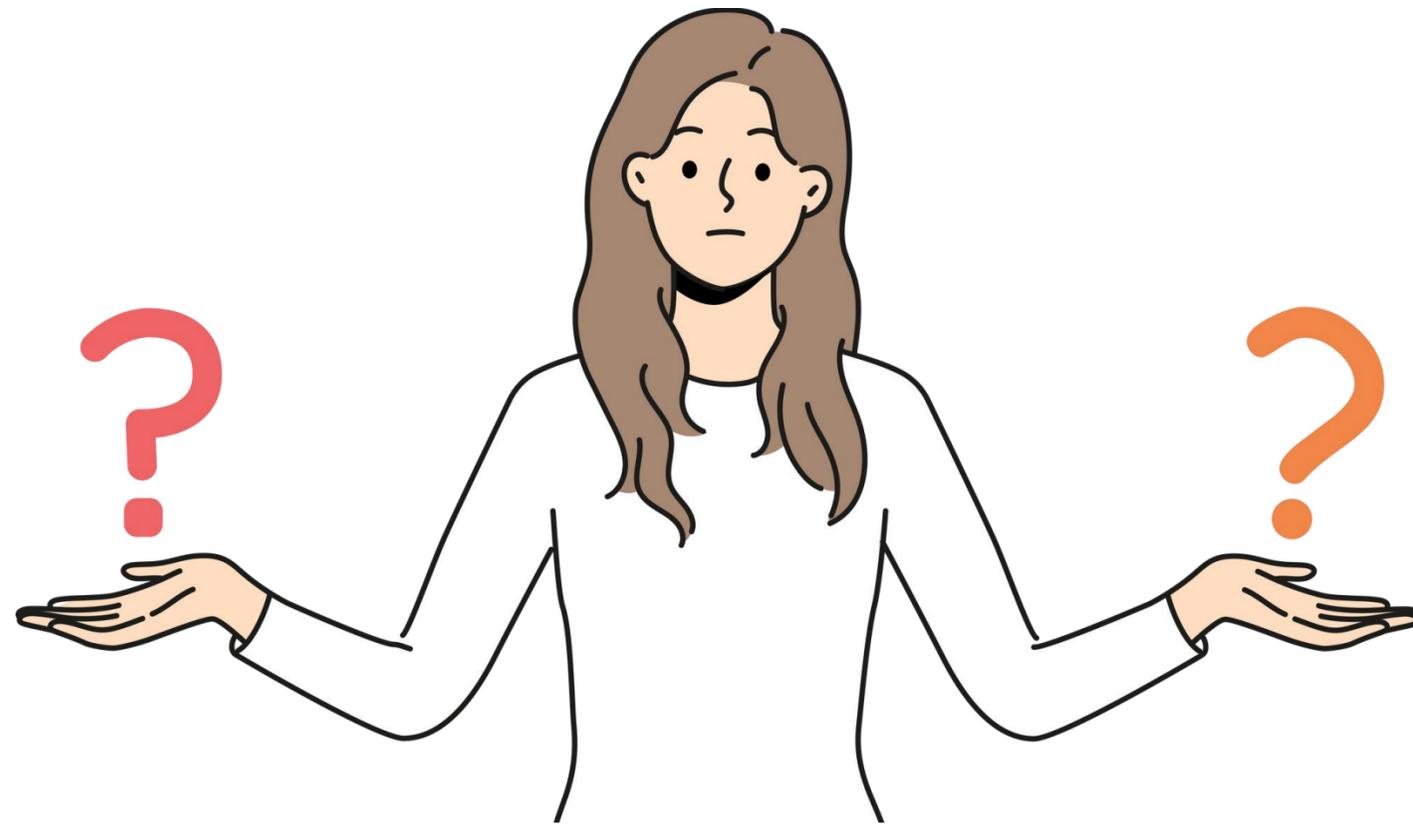
Real-World Examples of Cultural Integration

Canada

- Canada's multicultural policies promote cultural integration while preserving individual identities.

- Key initiatives include the Canadian Multiculturalism Act (1988), settlement programs, multicultural festivals, and the immigration points system.

# The New Evidence on Multiculturalism and Integration.

Supporters

Supporters argue that multiculturalism assists in the **integration** of immigrants and minorities, leading to a stronger **sense of belonging** and pride in Canada.

Critics

Critics argue that multiculturalism **promotes ghettoization** and balkanization, **emphasizing the differences** between groups rather than their shared rights or identities as Canadian citizens.
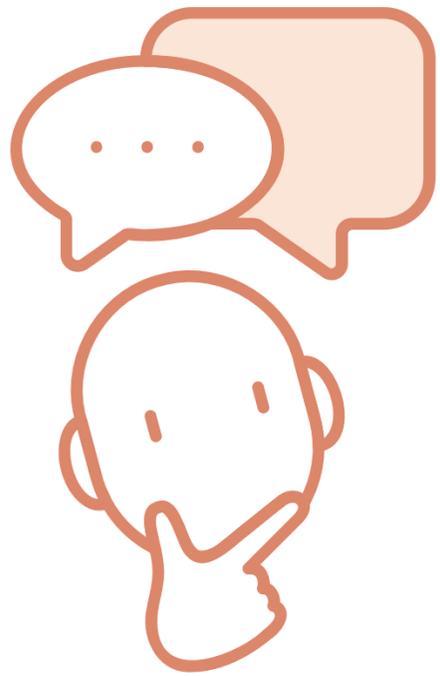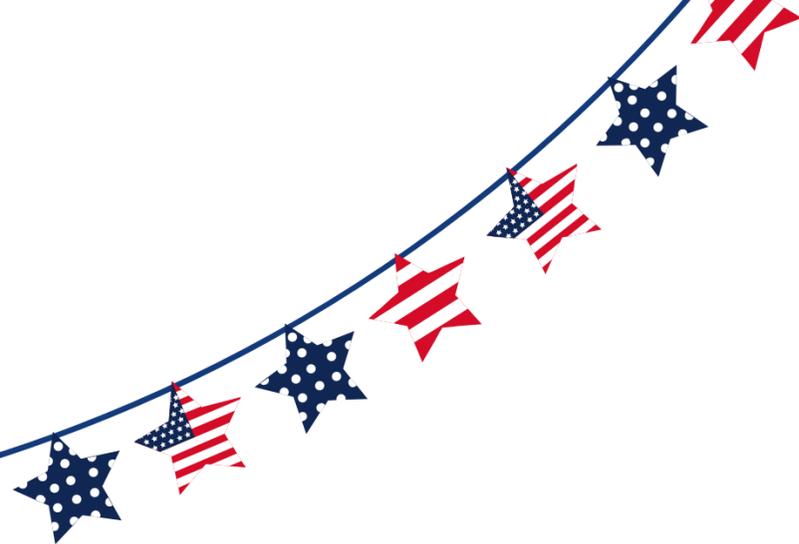
United States

United states is recognised worldwide for its multicultural policies. Programs: adopted through time:

- **Immigration and Naturalization Act (INA)**
- **Refugee Resettlement Program**
- **Bilingual Education and ESL Programs**
- **Civic Engagement and Community Organizations**

Multiculturalism in the U.S.
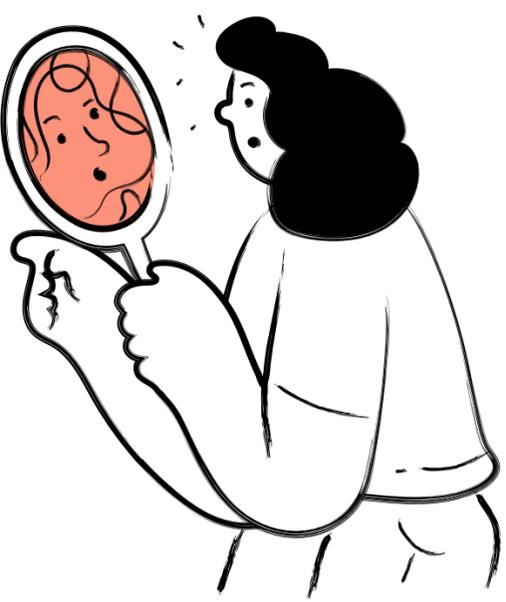
Contemporary Multiculturalism

- Cultural Festivals and Celebrations
- Education and Curriculum
- Media Representation

Challenges to multiculturalism

- Systemic Racism and Discrimination
- Xenophobia and Nationalism
- Cultural Appropriation vs. Appreciation

OPEN DISCUSSION

LET'S REFLECT TOGETHER!

- Exploring cultural integration models, we compare the U.S.'s 'melting pot' approach, which blends cultures, with Canada's 'salad bowl' model, which values diversity.

- Key influences like media, politics, and societal attitudes shape these models.

- What about your country? How can we address challenges to build a truly multicultural society?

Tools for Effective Integration

To achieve successful cultural integration, it's essential to implement strategies and tools that promote inclusivity, education, and engagement across communities. Here are three example of key strategies that can be used.

☐ Inclusive Policies

☐ Education

☐ Dialogue and Engagement

1 **INCLUSIVE POLICIES**

- **Governmental Policies:** Inclusive policies at national, regional, and local levels create frameworks for integration by addressing systemic barriers.
- **Impact**: These policies empower individuals to contribute fully to society and foster a sense of belonging.

Key Examples:

- **Language Support Programs:** Offering free or subsidized language courses helps newcomers communicate effectively, integrate into the workforce, and engage with society.
  Example: ESL in the U.S., Canada's Language Instruction for Newcomers

- **Anti-Discrimination Laws:** Legislation that prohibits discrimination based on race, ethnicity, religion, or nationality ensures that cultural minorities are protected.
  Example: The U.S. Civil Rights Act, and the European Union's Racial Equality Directive

- **Intercultural Education**: Schools play a critical role in promoting cultural awareness and respect for diversity
- **Impact**: Education promotes mutual respect, reduces prejudices, and prepares future generations for multicultural interactions.

Key Examples:

- **Diverse Curricula**: Global history, cultural studies, and literature foster cultural intelligence and empathy.

- **Intercultural Programs**: Cultural exchanges, diversity training, and inclusive practices promote engagement with different cultures.

- **Example:** Finland's education system supports cultural diversity and language, helping immigrant students succeed.

3 DIALOGUE AND ENGAGEMENT

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- **Community Initiatives:** Encouraging dialogue between different cultural groups builds trust and understanding.
- **Impact**: Active engagement reduces cultural misunderstandings and promotes social cohesion, making integration smoother.

Key Tools:

- **Intercultural Dialogues:** Organized events uniting diverse groups to share experiences and discuss goals.

- **Engagement Programs:** Collaborative programs for immigrants and locals, including volunteering, mentorship, and cultural exchanges.

- **Example:** Canada's multicultural policy promotes inclusion and cultural preservation through dialogue, festivals, and cross-cultural exchanges.
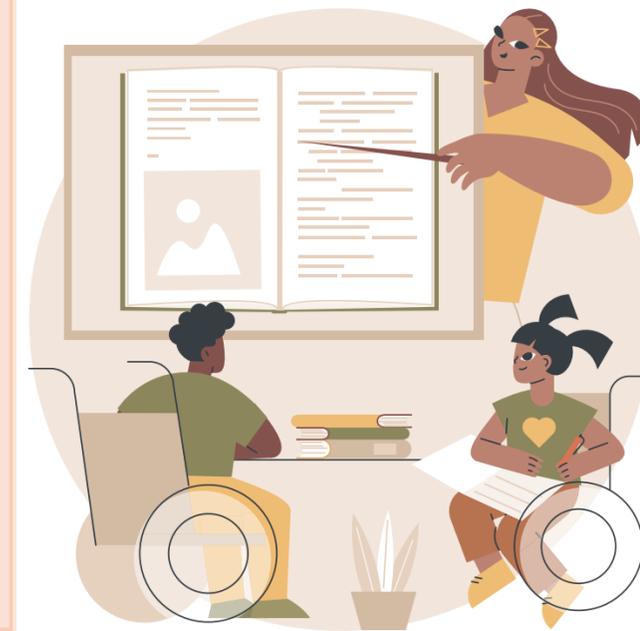
Group Exercise

Imagine you are part of a community task force working to make society more inclusive.
Each group will focus on one case:

- A refugee struggling with language barriers
- A person with disabilities facing digital exclusion
- A youth without access to education.

Your mission is to identify their challenges and create solutions to help them feel included.
Use the knowledge you've gained to address these cases and develop strategies for integrating marginalized individuals into society.

# Summary-Revision and Q&A *(Topic Level)*

EMSA

- **What is the difference between Cultural Intelligence and Emotional Intelligence?**

- **How to enrich your Cultural Intelligence?**

- **How to prepare your self for intercultural Dialogue?**

- **What are some effective community engagement strategies that can bridge cultural gaps and promote intercultural dialogue?**

- **How can educational institutions foster respect for cultural diversity and promote intercultural dialogue?**

- **What role do inclusive policies play in cultural integration, and what are some examples of such policies?**

Do you have any questions?
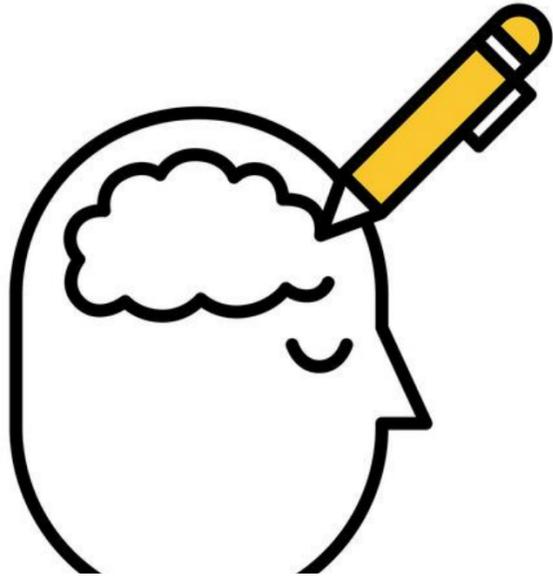
What will you keep from today's training?

Training
Evaluation

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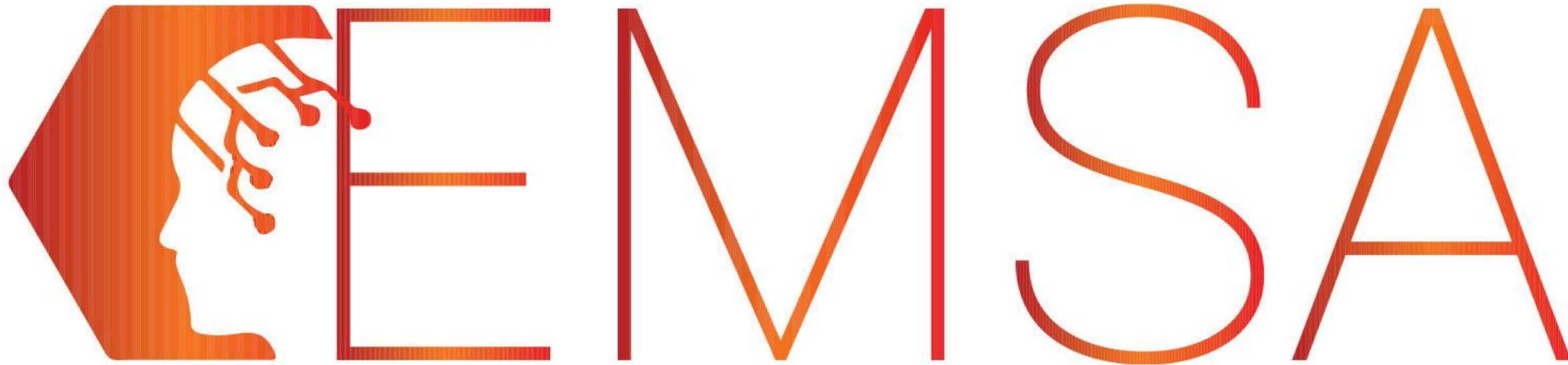
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Thank you!