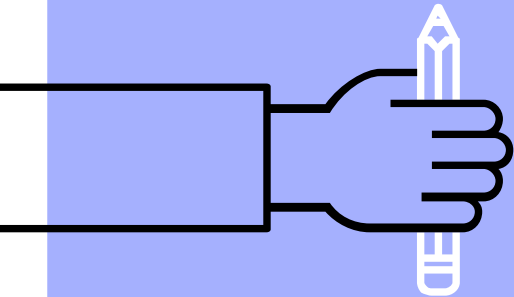
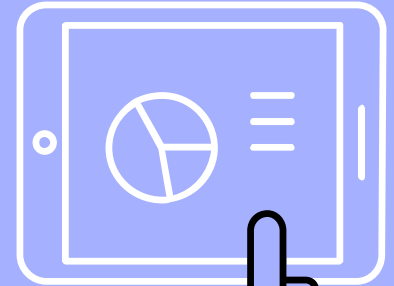
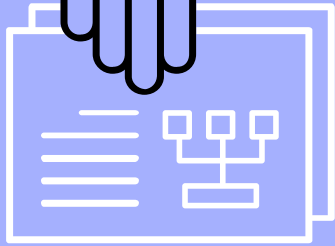


# Cultural awareness

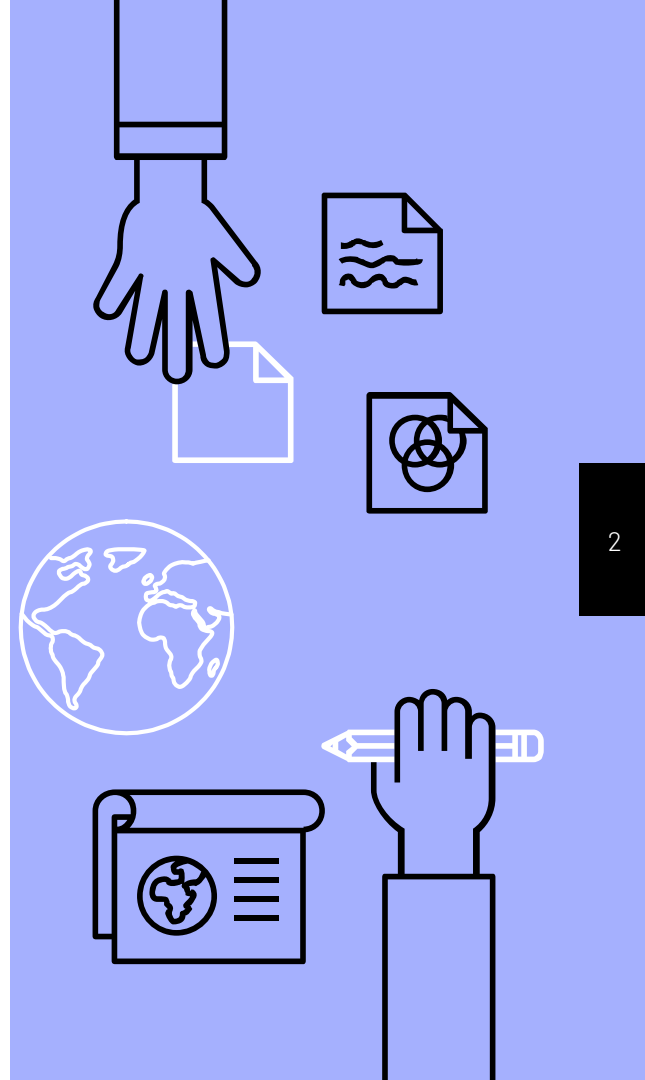


Potenza, 7 November, 2018



# Structure of presentation

- What is Culture?
- Understanding Cultural differences
- Dealing with Cultural differences
- Case studies



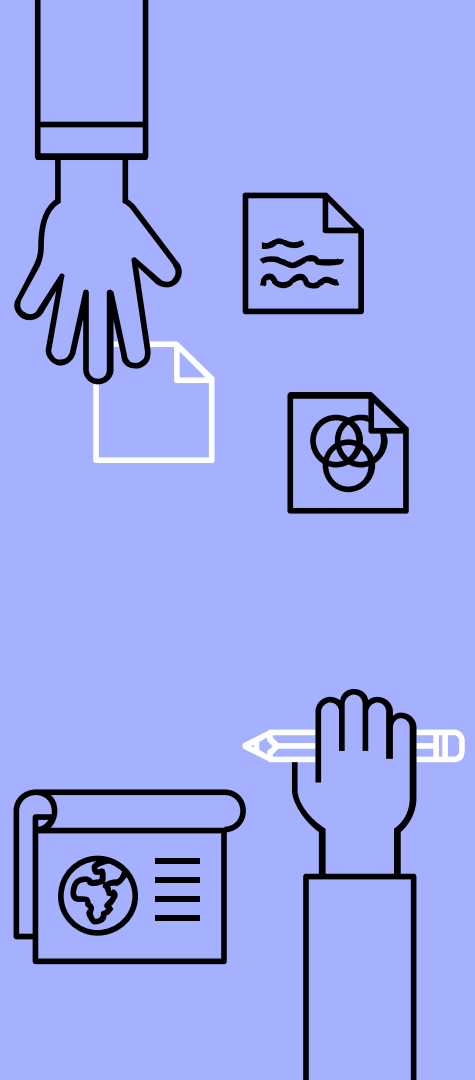
# Culture

?

A shared system of

- meanings,
- beliefs,
- values
- behaviours

through which experience is interpreted and carried out



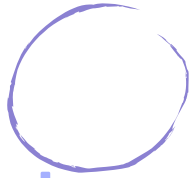


# Culture Is ..

- ▶ **Relative**
- ▶ **Learned**
- ▶ **Collective**
- ▶ **Changes over time**
- ▶ **Complex responsive process**



?

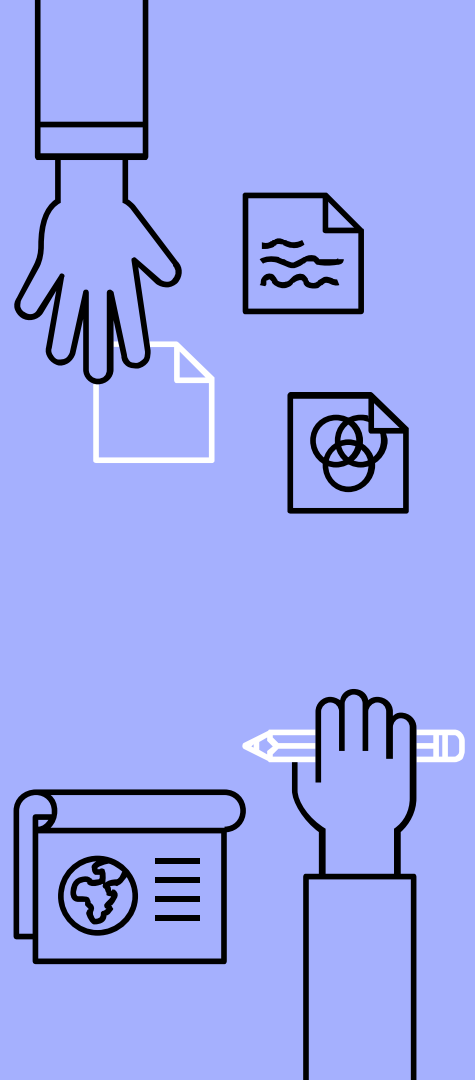


Stereotypes

Prejudice

Ethno-centric  
perspectives

Be careful!





# Understanding cultural differences

**Eating habits-** How some cultures eat

-What they eat

**Religion-** the importance of religion

**Family and gender-** understanding the family definition for every culture

**Communication**

**Body language**

**Dress code**

**Time**

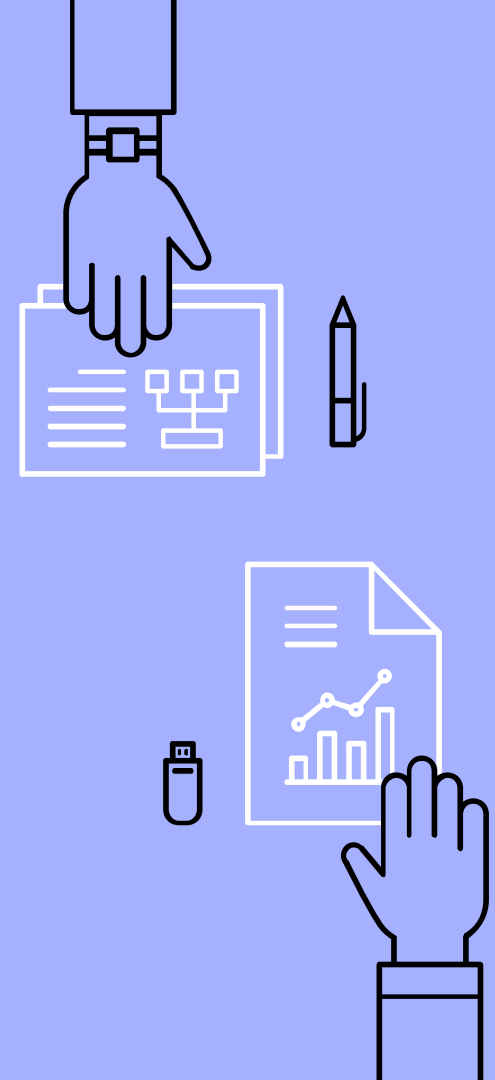


# Building cultural awareness

**Understand your own culture**

**Understand and accept logic of other cultural frameworks**

**Cultural differences as unique and creative problem-solving opportunity**



# How do we manage cultural diversity?

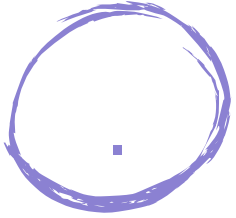
- ▶ Think of ways of embedding the culture into your work and not viewing it as an add-on
- ▶ We are generally aware that the first step in managing diversity is to recognise it and not to fear it.
- ▶ Admit that you don't know. Knowing that we don't know everything, that a situation does not make sense, that our assumptions may be wrong is part of the process of becoming culturally aware. Assume differences, not similarities.





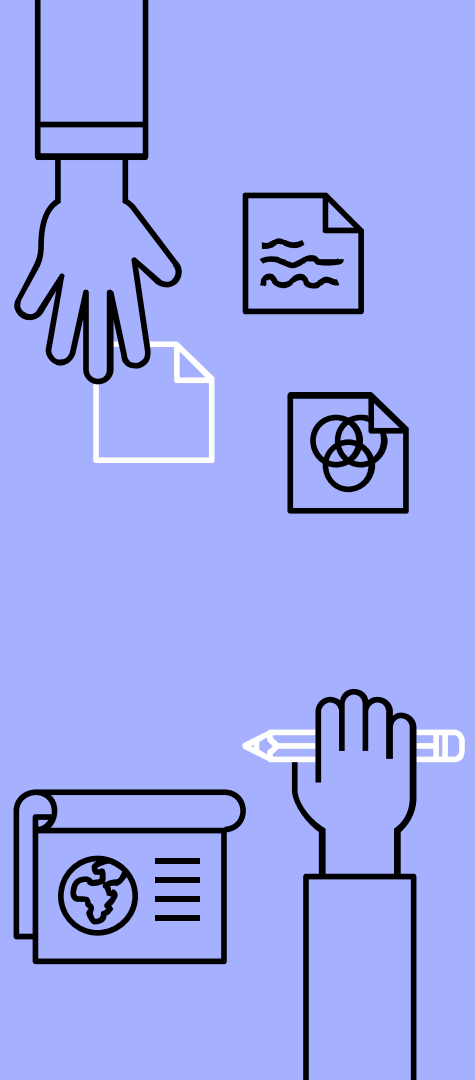
# Working with minorities

## Case study



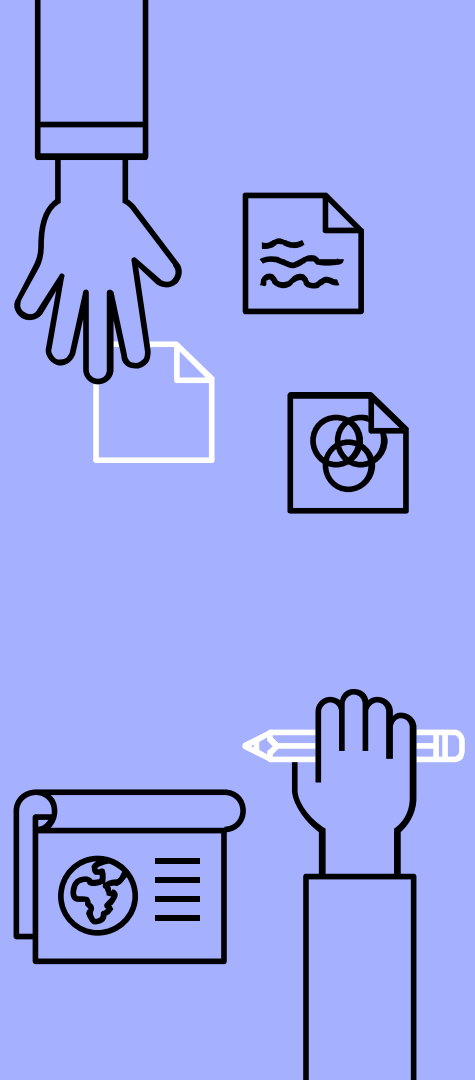
### Roma population-Story of Bucovina Institute

- How to adapt to their culture?
- What is specific to their culture?
- Working with Roma
- Success stories



# Remember:

- ▶ Cultural awareness is the ability to look outside of ourselves and be aware of the cultural values, and customs of the culture we are in. What may be normal and acceptable to us, may be unusual or unacceptable in another culture.



# Major Projects

(last 3 years)

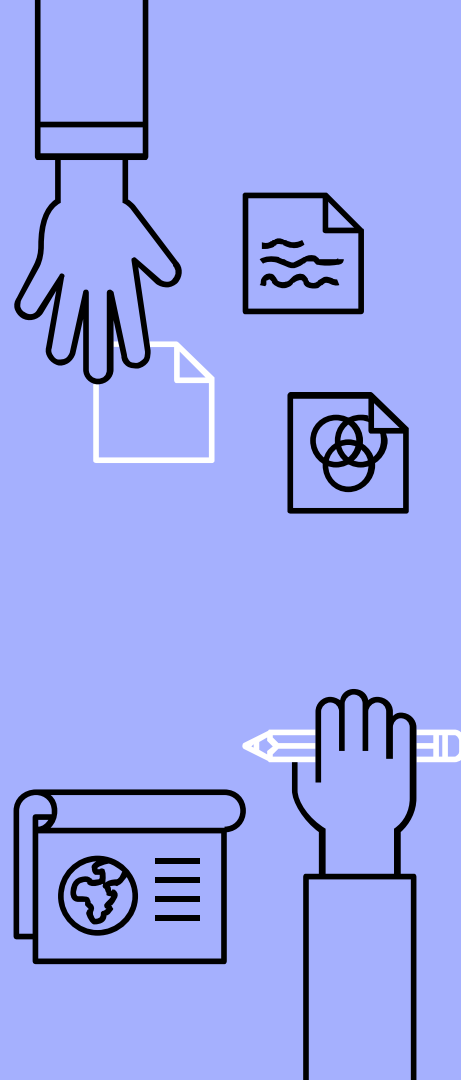
5.



Cognitive Optimization By  
Assistive Learning Tool

2017-1-FR01-KA202-037144

Develop an assistive digital tool for easy access to qualifications for disabled with learning difficulties, a specific protocol to implement them with this specific target and also train the trainers so that they can combine this tool and integrate it within their daily practice.



# Major Projects

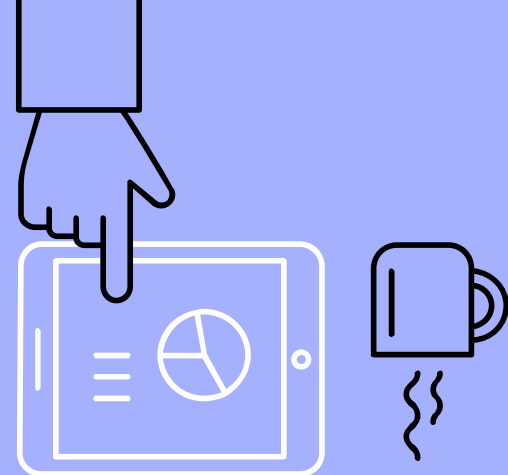
(last 3 years)

6.



2016-1-UK01-204-024433

E-Skills for E-Inclusion is developing an online and face to face training programme, with multiple modules, to improve the accessibility of the internet and digital platforms for people who are considered socially excluded. The bespoke programme will link learners across the partnership and develop the organizations which are led by Kilcooley Women's Centre in Bangor. The members of the partnership are ACDC Suceava (Romania), Global Libraries Sofia (Bulgaria), Association Libraries, Bucharest (Romania), Esplai Barcelona (Spain) and Florence/Rome (Italy).



# Major Projects

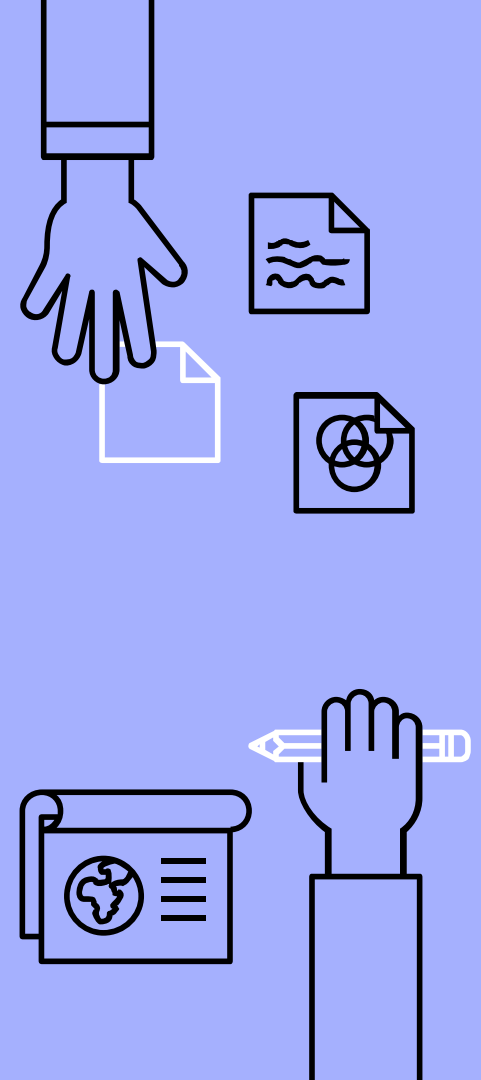
(last 3 years)

7.



POCU/89/3/7/106971

**ACASA - Creative Entrepreneurship Antreprenoriat Adapted to Actual Society** - we support romanians working abroad that want to come back home and develop a new start up bussines by providing them full support (training and coaching in entrepreneurship) and involve them in a contest of bussines plans were they can get 40.000 Euro for their idea.

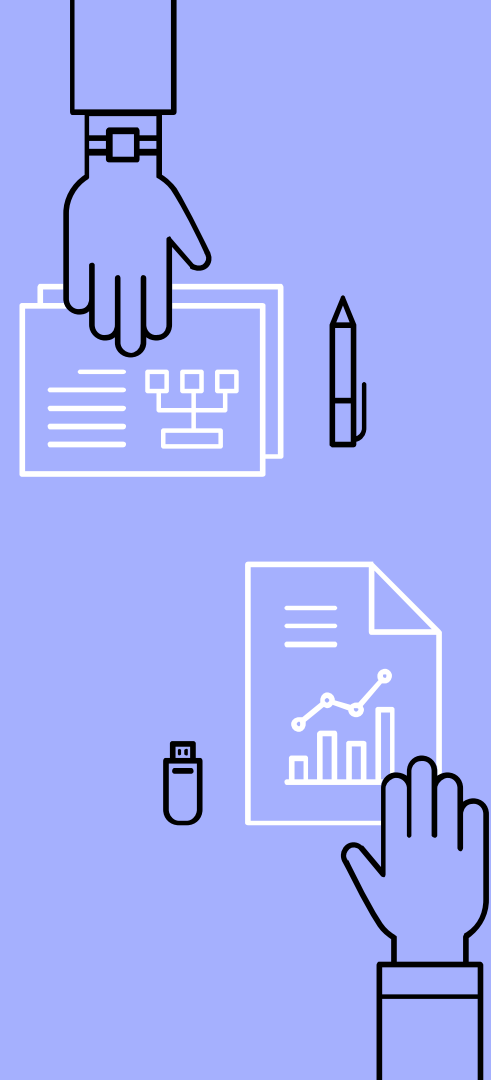


8.



“Young activists for defending the rights of people with disabilities (DIZAB-TIN-ACT)” aims to support young people with disabilities to develop relevant skills and competences, which can enhance their activism chances within organizational structures, which fight for defending the rights of disabled people.

We will involve 24 young people with disabilities into an online network of organizations, whose purpose is defending people with disabilities’ rights, but also providing opportunities for communication trainings, networking, lobby and advocacy, activities supporting the enhancement of self-esteem, and online mentoring sessions with 12 professionals who fight to defend the rights of people with disabilities.





FEDERAȚIA ORGANIZAȚIILOR NEGUVERNAMENTALE  
PENTRU SERVICII SOCIALE  
**“VOCEA ONG pentru comunitate!”**



Asociația Consultanților în  
Dezvoltare Comunitară

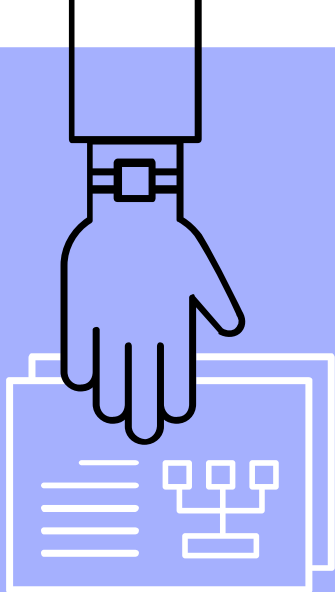
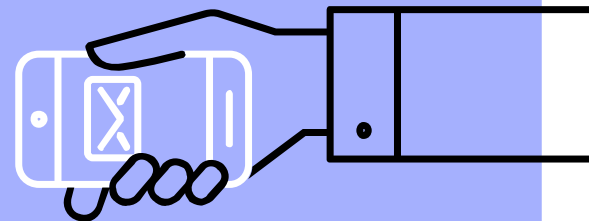


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# Thank You!



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