



Education and Culture DG

Lifelong Learning Programme



PROJECT: INTERCULTURAL TRAINING: INTERACTIVE ICT TOOLS for ENTREPRENEURS

Project number – 134260-LLP-1-2007-1-LV-GRUNDTVIG-GMP

NEWSLETTER

INTERACT is an EU-funded multilateral GRUNDTVIG Project and part of Life Long Learning program. It reaches out to meet some of the priorities of European education, like increasing effectiveness of adult education programs and promoting intercultural dialogue.

Interact is aimed at creating an interactive multimedia learning environment for improving and developing Intercultural communication (ICC) skills of the European SMEs. Intercultural communication (ICC) skills are becoming more and more important, as the globalisation of businesses and business environment, as well as the migration of working force is expanding in all European countries. Even companies and business people working mainly on their domestic market are more often facing these issues and challenges.

WORK STAGES

The project has just completed the first work stage – the launch of the project and research into the needs of entrepreneurs and markets of the partner countries.

The **needs analysis** was carried out in several different ways over a period of four months mainly in chamber countries LV, RO, FI with active participation and contribution of all partners. The main source of feedback from the businessmen was the online questionnaire aimed at identifying the existing level of ICC awareness among European SMEs and finding out what their most urgent needs are in improving their ICC skills. The total of 211 responses was received mainly from partner countries. The results of the needs analysis identified senior and middle management as the key target groups of the training. The key requirement areas turned out to be clients' expectations (reflecting values and attitudes), etiquette and protocol, different client and partner behaviour, hospitality and gift giving, as well as business organisation and process. Learning one's own style, building up interpersonal skills, changing attitudes, as well as acquiring the language and knowledge about the target country were pointed out as the most important objectives of ICC training. A number of oral interviews were held with some of the internationally successful business people of the chamber countries to find out what businessmen need to become internationally successful.



The project has now entered the next phase – the production of the outputs of the project. An ICC Training module is being developed which later will be adjusted to 10 to 12 interactive templates, as well as Learners' Handbook as supporting material.

PARTNER MEETINGS

So far two partner meetings have been held.

The **kick off meeting** on Jan 31 - Feb 1, 2008 in Riga, Latvia, was hosted by the coordinating institution Latvia Chamber of Commerce and Industry. Partners outlined the work programme, partner tasks and time schedule for the whole duration of the project and fine-tuned the tasks and activities for the first work stage – the needs analysis and market research on ICC awareness, the existing training opportunities and use of interactive technologies in partner countries.

The **second partner meeting** was held on June 26-27, 2008 in Seinajoki, Finland. The lead partner South Ostrobothnia Chamber of Commerce presented the final report on the findings and conclusions of the needs analysis and market research.

The **next partner meeting** and the presentation of the outputs of the project will be held from **April 22- 24 in Tallinn**, Estonia during **the 20th SPACE Conference and AGM** (see www.space-eu.info). The INTER-ACT team is going to present a paper and run a workshop on the ICC Training module in interactive environment.



PROJECT PORTFOLIO

Project duration: December 2007 – November, 2009.

Project budget: EUR 399, 996 (incl. EU grant of EUR 299, 997)

The coordinating institution: Latvia Chamber of Commerce and Industry

Partners: Chamber of Commerce and Industry of Romania, South Ostrobothnia Chamber of Commerce and Industry (Finland), Crystal Presentations Ltd (the UK), Adult Learning and Training Opportunities (ALTO, Latvia), the international association and network of European institutions of higher education SPACE (Belgium)

Associate partners - Vilnius College of Higher Education, Lithuania and BA School of Business and Finance, Latvia

Project outputs: a set of interactive templates with ICC content and Learners' Handbook

Find out more at www.interact-icc.com

The project has joined the European Year of Intercultural Dialogue. Read more about it at www.intercultural-dialogue2008.eu/



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