



**Cultural diversity
as an asset for
Transnational Cooperation
in the
European Social Fund**





Cultural diversity
as an asset for transnational Cooperation



Part 1. Introduction

Part 2. Work in groups

Part 3. Plenary session

Part 4. Recommendations, conclusions





Issues at stake for transnational cooperation

Managerial style

hierarchical, performance oriented,
participative, individualistic,
strict, lose, timely,
etc.

Personal behaviour

Implicit codes of conduct,
gender, authority,
emotions, stress,
etc.

- ✓ Shared way of working (European mindset, formal and informal communication)
- ✓ Conflict resolution (flexibility, role of intuition, analytical ability, etc.)



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Part 2. Work in groups (20')

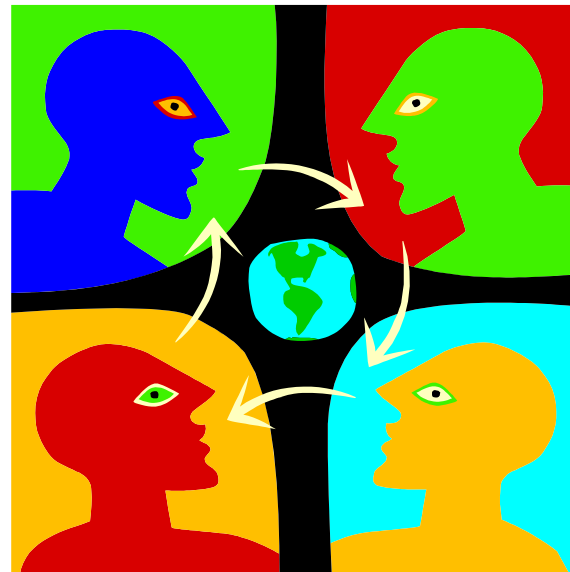
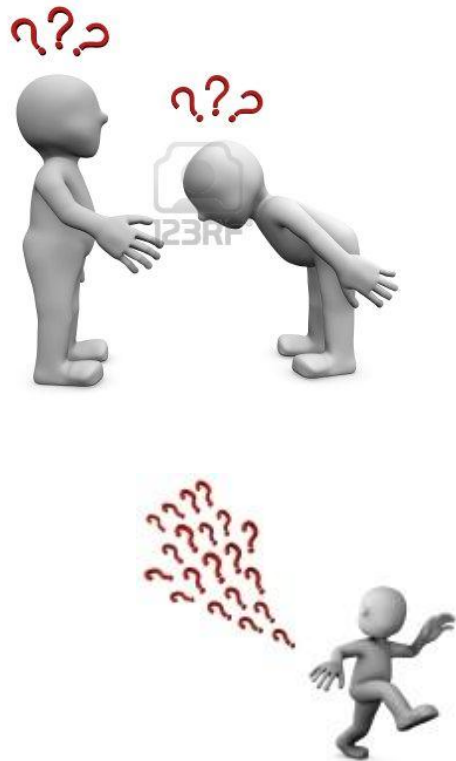


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Part 3. Plenary session (25')





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Part 4. recommendations and conclusions

*"Culture is more often a source of conflict than of synergy.
Cultural differences are a nuisance at best
and often a disaster."*

Prof. Geert Hofstede, Emeritus Professor, Maastricht University.

Five main groups:

- Latin countries
- East Europe countries
- British countries
- Northern countries
- German countries



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Knowledge, skills, experience to look for in a transnational co-ordinator

- ✓ some prior experience of transnational cooperation;
- ✓ knowledge of the ESF theme in which transnational partners are working;
- ✓ good knowledge of the national work plans and agenda for each participating partner;
- ✓ good communication skills;
- ✓ sensitivity to cultural differences, especially those between the countries in the partnership;
- ✓ negotiation skills;
- ✓ organisational and management skills;
- ✓ commitment to transnational work.



<source: EQUAL guide on transnational cooperation – EC, 2005>

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Lessons learnt

During the first meeting:

- ✓ Allow time for every one to own the project (empathy)
- ✓ Make sure it is memorized (reporting, pictures, list of contacts)
- ✓ Allow time for conclusions and next steps (participative evaluation and planning)
- ✓ Start bilateral discussions and allocation of tasks



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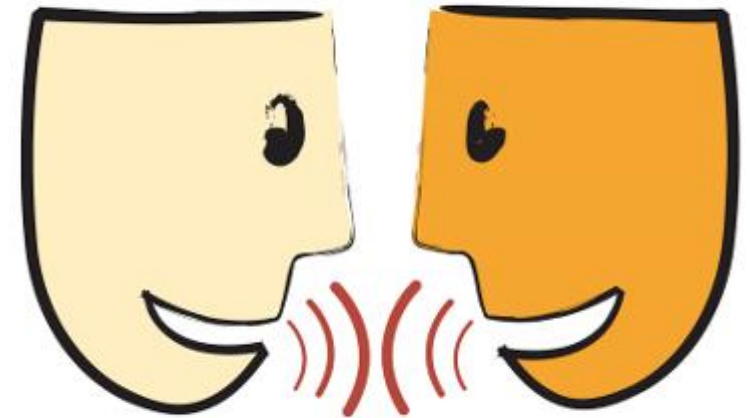
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Lessons learnt

After the meeting:

- ✓ Communicate results of the meeting to your colleagues, hierarchy, etc. on friendly support (short messages, pictures)
- ✓ Elaborate further on the work plan
- ✓ Maintain regular contacts with project partners



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Difficulties



Tips

✓ Unclear or over-ambitious goals



✓ Reduce the scope and specific goals for each partner

✓ Lack of time



✓ Clear work plan with time allocation per partner

✓ Language problems (e.g. writing skills, facilitation)



✓ Get support from peers or experts

✓ Lack of internal support



✓ Involve hierarchy, communicate on work in progress





Thank you for your attention



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Thank you!

III TRANSNATIONAL PARTNER FORUM

*Poland, Sweden, Finland, Germany,
Czech Republic, Spain, Estonia*

Warsaw, 15th-16th of June 2011

The meeting is co-financed by the European Union under the European Social Fund



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