

Project „Culture Values“

The expanding Migration throughout the EU, especially because of the new member states in Easter Europe gives new challenges in different subjects. The working place is for most migrants the first point of contact with the new culture and builds the base for a successful integration.

Also the demographic change gives new challenges for society and economy. The stock of young collaborators is tending to cause shortage, so that the resources of older collaborators and also of the female collaborators will build a central factor of survival.

Out of the awareness, that the business success is an important factor of the degree of social integration, this research project priors the situation at the working place. This leads to the approach of managing diversity and a study of the EU, which suggests three measures: Building of demonstration projects in the economy, an EU-wide network of Organisations, which get involved themselves in managing diversity and the support for national studies.

“Culture Values” is a project of action research to optimize social interactions and the use of culture potentials in companies. In four to six countries (Germany, Austria, Hungary, Bulgaria or Romania and possibly further countries) research partners will realise research and pilot-projects with three companies in each country.

The knowledge of the collaborators about formative cultural elements should be strongly involved for reducing conflicts, optimizing information and improvement of identification. Errors in communication and friction losses in the companies will be avoided and the motivation and job-satisfaction of the collaborators will be increased. A central target for the economy will be the decrease of the absenteeism and the labour turnover rates.

The results will be evaluated and the most important aspects will flow back into the pilot-projects. Out of these results there shall be developed a model, which can be applied in Companies of different size, industries and regions. Also there will be developed strategies and methods for the EU and recommendations to politics.

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