



# TOOLKIT



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english





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## What is the Toolkit?

The toolkit was created within the framework of the project "ECCIPA". ECCIPA stands for *Enhancing interCultural Competences In Public Administration*. In German: *Stärkung der interkulturellen Kompetenzen in öffentlichen Einrichtungen*. As the name already suggests, the project is about sensitising employees in public institutions with regard to dealing with diversity and multiculturalism. The toolkit is one of the outcomes of the project.

A toolkit literally means a toolbox or tool bag. In this toolkit you will receive information on how to bring the topic of "Strengthening Intercultural Competences" closer to employees of a public institution. On the one hand, you will gain insights into the issues related to intercultural competences. On the other hand, the toolkit will show you which different methods and formats can be used and which possibilities you have to present topics in an interesting and different way.

## Why a toolkit?

In its role as project manager, Pro Arbeit, together with the Integration Office of the District of Offenbach, wanted to find out in a first step how employees in public institutions feel about intercultural competences. Thus, in 2021, individual interviews were conducted with people of international history, migrant associations, cultural associations and employees in public institutions with regard to assessment of interculturality and diversity. The aim of the survey was to find out how migrants define intercultural competences and to what extent they play a role in public institutions. Thus, on the basis of the individual interviews with different target groups, it was possible to find out how broad the term is and what consensus exists on this topic.

In parallel, documents and integration concepts that were related to interculturality were checked in the respective organisations for content and topicality.

### The following results were reached after conducting the needs assessment:

Intercultural competences in public institutions need to be constantly improved, because...

- 1) ... diversity and openness of culture are not anchored on a structural level. In most cases, there is only one department that deals with the topic. Migration and integration are not at board level.
- 2) ... not all employees feel responsible for intercultural opening. In most cases, this mission remains a niche task.



# INTRODUCTION

3) ... the measures in public institutions are often not sustainable. It is only the employees of the respective work areas who attend training. The sensitisation of managers, those responsible at the structural level, often fails to materialise (e.g. due to lack of financial resources, fear of the challenge, lack of motivation or even personal unwillingness).

4) ... Empathy is often lacking. Putting oneself in another person's shoes is not an easy task. Often employees are very routine in their work. This can lead to tunnel vision and the interaction with people can be very superficial.

It is therefore necessary to regularly sensitise employees from all departments to these issues. However, awareness should not only be raised through training or workshops by external trainers. Rather, the introduction to the topic should be done by the organisation itself and in different ways in order to achieve a sustainable effect. This is how the idea of a toolkit came about:

The contents of the toolkit deal with the topics related to intercultural competences. In the discussion rounds on the development of the toolkit, there was always the question of how topics related to intercultural competences could be brought up in a way that was appropriate to the target group and factual. The members of the project quickly agreed that reflection should play a major role in the various topics. For example, the word racism should not be explicitly mentioned, but sub-topics such as skin colour, sexual orientation or religion should be addressed. The reference to one's own biography should make clear how different people are and that despite the differences there are also many similarities.

## Toolkits structure

### Contents:

First, the toolkit deals with content. In general, the content is about diversity, discrimination and racism. However, it goes into detail on key points, such as skin colour, gender or age. This will give you a better idea of what the topic is about. Take into account that the topic "Strengthening Intercultural Competences" is set as a general goal. It is up to you which individual topic you choose within the framework of intercultural competences.

There is a collection of content that will be explained.

### Methods:

In the next step you will receive information about the methods. Here you will be introduced to the different methods that you can use in training staff. There is a collection for this and a detailed explanation of each method.

### Formats:

In contrast, there are the formats. Here, too, there is a collection of formats that serve as inspiration and are intended to show that the design of a training or knowledge transfer can be done in different ways.

# INFOGRAPHIC ECCIPA



## Project presentation



## Objectives

positive attitude towards diversity

Improving intercultural competencies for effective communication

Collaboration with stakeholders

Support control of migrants on legal approach

positive attitude towards pluralistic urban identity

## Target group

city employees

Public administration

## Project duration

December 2020

May 2023

## International partners



Italy



Italy



Germany



Spain



Spain



# EXPLANATION OF THE 3 TERMS

## Contents

The improvement of intercultural competences in public administration takes place through the treatment of topics that are related to a strengthening of diversity-oriented attitudes. Thus, topics are dealt with that encourage reflection, reflection and a change of perspective. In order not to get lost in the complexity of the content, the topics are arranged according to headings and sub-topics. This creates orientation and structure for the multipliers when selecting content to present in the training with the target group.

## Formats

Training with participants can take place using different formats. A format, in contrast to a method, is the design of the framework conditions. Depending on the format, a training course can be completed in different ways. The different formats have the advantage that a topic can be conveyed in a varied and target group-oriented way and content can be offered in different ways. For example, online training is a format that offers flexibility and location independence. A YouTube video, on the other hand, is a format that can be accessed 24 hours a day and is free of charge. It is important to consider which format makes sense to apply to which topic.

## Methods

A content can be communicated in different ways. The aim of the method is to introduce the target group to the content and to bring them to a realisation at the end of the day. The method therefore plays a major role when it comes to comprehensibility and goal orientation. A method should therefore never be used arbitrarily or uncritically. It is therefore important to reflect on the knowledge potentials and perspectives of the method with regard to the question and knowledge interests.



# COLLECTION (CONTENTS)

## Contents

The improvement of intercultural competences in public administration takes place through the treatment of topics that are related to a strengthening of diversity-oriented attitudes. Thus, topics are dealt with that encourage reflection, reflection and a change of perspective. In order not to get lost in the complexity of the contents, the topics are arranged according to categories and sub-items. This creates orientation and structure for the multipliers when selecting content to present in training with the target group.

Main topics
Intercultural competences
Strengthening diversity-oriented attitudes
Discrimination
Racism
Stereotypes / Prejudices
Video - links to content

Sub-topics
Gender
Age
Ethnic origin
Religion / belief
Disability
Sexual identity

# COLLECTION (FORMATS)

## Formats

Training with participants can be done using different formats. A format is nothing more than a means of presenting the content. Depending on the format, the training or workshop can be completed with the target group. The different formats have the advantage that a topic can be conveyed in a varied and target group-oriented way and content can be offered in different ways.

Workshop
Youtube - Videos
Online event
Campaign
Podcast
Theatre
Pop Up Café
Exhibition

# COLLECTION (METHODS)

## Methods

A content can be communicated in different ways. The aim of the method is to introduce the target group to the content and to bring them to a realisation at the end of the day. The method therefore plays a major role when it comes to comprehensibility and goal orientation. A method should therefore never be used arbitrarily or uncritically. It is therefore important to reflect on the knowledge potentials and perspectives of the method with regard to the question and knowledge interests.

Body swap

Traditional Flower

Blue Eyed (Jane Elliott)

Who am I and how many?

A day in my shoes

Questionnaire

"Serious game - "up and away"

Explainer videos

What day is it today?

# CONTENTS



# CONTENTS

<b>Discrimination</b>	<b>Racism</b>	<b>Prejudices/stereotypes</b>	<b>Intercultural competences</b>	<b>Diversity-oriented attitude</b>
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Definition: Discrimination comes from the Latin word "discriminare" = "to distinguish". To discriminate means to treat someone worse or disadvantage them. People are discriminated against because of these characteristics:

Gender

Skin colour

ethnic or social origin

age

disability

language

world view

sexual orientation

Genetic characteristics

Religion

# CONTENTS

Discrimination	<b>Racism</b>	Prejudices/stereotypes	Intercultural competences	Diversity-oriented attitude
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**Racism:** Racism is a type of discrimination. It is an invention that there are "races" of people that have an order or sequence. Scientists confirm that the invention of races is wrong. Those who think in racist terms do not consider the personality of the individual. Rather, one thinks: the person has a dark skin, a certain language or a certain origin. Then the person is also worth less or further down in the order.

**Institutional racism:** It is a form of discrimination that comes from institutions of a society such as the police, authorities or schools. Stigmatisation, stereotypes and prejudices in public administration have a serious impact on people with a migration background when it comes to job placement, health care and controls.

**Structural racism:** This form is not about an interaction between two people, but about racist structures and decision-making processes. These are routines that are designed in such a way that black people are disadvantaged on a disproportionately regular basis.

**Everyday racism:** Racism does not only have to do with violence and insults. It can also express itself subliminally and sounds harmless at first. Certain statements or questions can be unintentionally racist and be perceived as such. This is why we also speak of everyday racism. Everyday questions such as "Where are you from?" or remarks such as "But you speak very good German" give the person affected a feeling of exclusion and otherness.

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Discrimination	Racism	<b>Prejudices/ stereotypes</b>	Intercultural competences	Diversity-oriented attitude
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## **Stereotype:**

The term comes from the Greek and means "rigid pattern". Stereotypes are a collection of information that people mentally simplify because of their complexity. Stereotypes are fixed ideas of characteristics or behaviours attributed to people because of their membership in a particular group.

## **Prejudice:**

Stereotypes are commonly described as opinions. If these opinions are not constantly reconsidered and revised, prejudice results. Unlike stereotypes, prejudices are accompanied by emotions and have a judgmental component. The classic definition of prejudice comes from Gordon Allport. He defined prejudice as a "negative or hostile attitude towards a person who belongs to a group and is therefore said to have the same objectionable characteristics ascribed to that group" (1973: 21). In prejudice, stereotypes or attributions of characteristics are thus linked to evaluations that guide perception, behaviour and interpretation.

## **When prejudice becomes dangerous:**

Prejudices are usually negative. They can have a great influence on how we behave towards other people and the expectations we have of them. This can be very dangerous.

Prejudices can become dangerous when they are spread on a large scale, for example through media such as newspapers, television and radio or social media. When negative things are repeatedly said about a certain group, it means: watch out. Especially if not enough opposition is raised against it. Then there is a danger that more and more people will believe it.

Negative prejudices that occur on a large scale in a society can lead to tensions between individual groups. Or lead to some groups being disadvantaged or treated unequally because of their origin, skin colour or religion. This is called discrimination.

When members of a particular group - usually a minority - are often told that they do not belong, it becomes difficult for that group to maintain a positive self-image. Some of them may then turn away from society.

History has taught us where it can lead when prejudices are spread "from above". For example, when politicians use it to win votes. Or when a government legislates against a certain group on the basis of prejudice. Then people are excluded and persecuted. And then prejudices are really life-threatening.



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Discrimination	Racism	Prejudices/ stereotypes	<b>Intercultural competences</b>	Diversity-oriented attitude
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Definition: In general, the term "intercultural competences" means the ability to interact and communicate successfully with people from other cultures. Successful interaction and communication is based on soft and hard skills. The following table shows you what these areas are and, above all, the variety of soft skills and hard skills that intercultural competences encompass.

Social competence	Expertise	Personal competence
Observation skills	Professional knowledge	Willingness to learn
Self-reflection	Knowledge about clients	Adaptability
Ability to change perspective	Country specific knowledge	Openness
Tolerance	Language skills	Impartiality
Empathy		Optimistic attitude
Communication skills		Tolerance of differences



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Discrimination	Racism	Prejudices/ stereotypes	Intercultural competences	Diversity-oriented attitude
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A diversity-oriented attitude counteracts discrimination and exclusion and creates equality. This is because the attitude is positive towards diversity and multiculturalism and acts preventively to avoid disadvantage from the outset. In order to be able to develop in a diversity-oriented way, an awareness of discrimination must be developed and the actual will to change must be formed.

## Prerequisite for a diversity-oriented attitude

In order to be able to develop a diversity-oriented attitude, it is necessary to deal critically with one's own structures and ways of acting. Acknowledging the possibility that people can be disadvantaged in many areas of life and dealing with existing power relations and conflicts form the basis for this. Counteracting already existing discrimination and compensating for disadvantages, creating opportunities for participation for all people and thus promoting equal opportunities and diversity in one's own organisation are the basis of diversity-oriented action.

Diversity-oriented organisational development is not a measure that can be implemented "just like that". It is a permanent process that takes place at different levels and should be understood as a cross-sectional task. There is no end point. Rather, change processes should be initiated and a critical and self-reflective approach to discrimination should be consolidated.

From the beginning, an active decision for diversity and against discrimination should be made. This can be decided by the organisational leadership, the management level or as a kind of fundamental decision by the whole organisation. By involving as many actors as possible in the decision, the support of the following measures can also be carried by a broader majority, which promises greater success in the process.

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## Links to the video content

All That We Share

<https://www.youtube.com/watch?v=jD8tjhV01Tc>

#IAmDanish

<https://www.youtube.com/watch?v=e7mqfmZS5xM>

Flashmob in Milano - #SomosSabadell

<https://www.youtube.com/watch?v=GBaHPND2QJg>

Jane Elliott's "Blue Eyes/Brown Eyes" - Anti-Racism Exercise - The Oprah Winfrey Show

<https://www.youtube.com/watch?v=ebPoSMULI5U>

United against racism

<https://www.youtube.com/watch?v=NDK0zFyes5Q>

Don't Put People in Boxes

<https://www.youtube.com/watch?v=zRwt25M5nGw>

Wo beginnt Rassismus? - Quarks TabulaRasa

[https://www.youtube.com/watch?v=9kYwhlwv2\\_o](https://www.youtube.com/watch?v=9kYwhlwv2_o)

Was bringt Gendern wirklich? - Quarks TabulaRasa

<https://www.youtube.com/watch?v=to9IbR8JvyM>

Wo fängt Rassismus an und was kannst du dagegen tun?

<https://www.youtube.com/watch?v=H94-OfKqgrw>

#MoreThanARefugee

<https://www.youtube.com/watch?v=Lxbdvo2vFwc>

"Refugees are scum" - social experiment

<https://www.youtube.com/watch?v=SA-lm1o2uEI>

A Refugee's Journey

<https://www.youtube.com/watch?v=RgyqLIE9Ss>

Kids Meet A Refugee - Kids Meet - HiHo Kids

<https://www.youtube.com/watch?v=7GdDnbNpRNE>

LGBTIQ explained

[https://www.youtube.com/watch?v=uD\\_p0kkof-k](https://www.youtube.com/watch?v=uD_p0kkof-k)





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Gender	Age	ethnic origin	Religion/ Worldview	Disability	Sexual identity
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The General Equal Treatment Act (AGG) protects all people against discrimination on the basis of gender.

Gender discrimination is widespread. At work and in everyday life, women, men, inter\* and trans\* experience discrimination based on their gender.



## Women

In Germany, men and women have been legally equal for over 50 years. But there is still inequality between men and women. This is most evident in the so-called gender pay gap - the difference in salary between men and women: Statistically speaking, women in Germany still earn about 19 per cent less than their male colleagues in 2019.



**Example in everyday life:** Lisa H. has a job interview at a marketing agency. The interview goes well and Lisa H. makes it clear what strengths she can bring to the company. At the end she is asked if she has children or is currently pregnant. The reason given for the question was that the company could not afford to lose her.

This clearly shows that discrimination against women on the grounds of pregnancy or maternity is direct discrimination on the grounds of gender.



## Non-binary, trans\* and inter\* people

Since 2006, non-binary\*, trans\* and inter\* people in Germany have been protected against discrimination on the basis of their gender by the "General Equal Treatment Act" (AGG). However, according to the Federal Anti-Discrimination Agency, the German Ethics Council or the Federal Constitutional Court, other laws, such as the Personal Status Act or the so-called Transsexual Act, need to be revised. So there are still gaps in Germany too and there is still work to be done.

**Example in everyday life:** Tim L. is inter\* and does not feel assigned to any gender. That's why he doesn't want to be addressed as Mr or Mrs. Now and then he is called a gentleman because of his short hair and lack of feminine features.

When he wants to order something on the internet, he is only addressed as "Ms" or "Mr".

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Gender	Age	ethnic origin	Religion/ Worldview	Disability	Sexual identity
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The General Equal Treatment Act (AGG) protects all people from discrimination based on age.

Every age group is affected by discrimination. Behind discrimination is the assumption that people either have or no longer have certain abilities because of their age. 15 per cent of respondents said they had experienced discrimination because of being judged as "too young" or "too old".



## Labour market

Older people are often discriminated against in job search, application procedures and re-entry into the labour market. Positive qualities such as experience and wisdom are denied them. Instead, negative images of age prevail. Companies, for example, are worried about a lot of absenteeism, sick leave and excessive demands.



## Care

Age discrimination is also present in care. The discrimination manifests itself in insufficient attention, care and provision. In this case, age discrimination can lead to older people feeling put on the proverbial "siding". Discrimination is thus particularly felt emotionally in this sector.



## Young women

Young women are disadvantaged when looking for a job and advancing in their careers because employers fear long breaks due to pregnancy and maternity.



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Gender	Age	ethnic origin	Religion/ Worldview	Disability	Sexual identity
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The General Equal Treatment Act (AGG) protects all people from discrimination on the basis of ethnic origin. Discrimination on the grounds of ethnic origin means that language, dialect, skin colour, national origin or ancestry are grounds for discrimination.

An ethnic grouping can be understood as parts of the population that are connected by common origin, a long shared history, culture or sense of belonging.

Between 2017 and 2020, more than 5,300 complained to the anti-discrimination office that they had been discriminated against on racial grounds or ethnic origin.



## Migration background

Almost 70 per cent of people looking for housing with an apparent migration background feel discriminated against, says the Federal Anti-Discrimination Agency.

The migration background becomes visible through name or accent and can be criteria for landlords when looking for a flat.



## Headscarf

Studies show that Muslim women who wear a headscarf experience discrimination when looking for work. This is mainly because there is a negative image about the headscarf. For example, headscarf-wearing Muslim women are considered unwilling to integrate because they are seen as not "conforming" and not "inconspicuous".



## Black people

98 per cent of all Black people experience discrimination in Germany.

School, work, hospital, private life: being Black means being discriminated against.

98.1 per cent report experiences of discrimination, only 2.7 per cent say they have never experienced racism specifically based on skin colour.



## Foreign name

Factors such as name and origin can drastically affect whether job seekers receive feedback on their applications. The researchers justified their findings by saying that HR decision-makers pay more attention to culture and values they associate with certain countries than to differences in performance when selecting applicants.

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Gender	Age	ethnic origin	Religion/ Worldview	Disability	Sexual identity
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The General Equal Treatment Act (AGG) protects all people from discrimination based on religion.



## Islam

Numerous studies show that Muslims are often affected by discrimination. Especially women wearing headscarves are discriminated against at work or when looking for a place to live. People are often discriminated against especially when their religious affiliation is visible, for example by wearing a headscarf or a kippah.

Reasons for such a hostile attitude towards religion such as Islam are can be explained by the fact that Islam is mostly associated with something negative.

Association tests conducted show that the majority of the respondents associate Islam with with the oppression of women, with terror and with the terms "fanatical", "radical" and "backward-looking".

radical" and "backward-looking". Religion thus becomes a means of attribution, because those who call themselves religious are seen as alienated, intellectually limited, misogynistic, fundamentalist and violent, and ultimately alien and not belonging.



## Anti-Semitism

Jews are equally affected by discrimination. Many Jews face insults, discrimination, harassment and physical violence throughout the EU, so they cannot live openly as Jews. Xenophobia towards Jews can be explained by history. For anti-Semitism has its roots in pre-biblical times and has run like a thread through history ever since. Jews were persecuted and attacked as early as the Middle Ages. This was because the Church held the Jews responsible for the murder of Jesus Christ. Moreover, they were different and thus seemed foreign: they had different customs, dressed differently and used their own language. As a result, the Jews were made scapegoats for all kinds of things again and again in history.



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Gender	Age	ethnic origin	Religion/ Worldview	Disability	Sexual identity
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The General Equal Treatment Act (AGG) protects all people from discrimination based on disability.

Almost every fourth person in Germany has an officially recognised severe disability or lives with a chronic illness that has led to considerable restrictions in everyday life for a long time. Only people with an officially recognised severe disability are recorded accurately in statistics. At the end of 2019, according to the Federal Statistical Office, these were around 7.9 million people, or 9.5 per cent of the total population. Most severe disabilities (89 per cent) are caused by illness, only three per cent are congenital or acquired early, and one per cent are caused by accident or occupational disease.



## What disadvantages do people with impairments experience?

The opinion research institute Forsa asked people with a severe disability in which areas of life they feel disadvantaged. 26 percent named everyday mobility, 24 percent work and 23 percent insurance rates and premiums.

22 per cent felt disadvantaged or excluded in their leisure time activities, 17 per cent at public offices or authorities.

People with disabilities encounter barriers especially when it comes to accessing goods and services. The Anti-Discrimination Agency's counselling service was contacted by people who reported barriers such as steps in front of restaurants or the lack of lifts at underground stations. But online registration forms without a read-aloud function or films and videos without subtitles also hinder participation.



## Inclusion of people with disabilities

Inclusion means that every person should have the opportunity to participate fully and equally in society. Participation must not depend on factors such as individual abilities, ethnic origin, gender or age. Diversity is assumed to be normal. Therefore, structures must be created through which all people can participate regardless of different preconditions.

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Gender	Age	ethnic origin	Religion/ Worldview	Disability	Sexual identity
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The General Equal Treatment Act (AGG) protects all people from discrimination based on sexual identity.

Despite progress in terms of legal equality in recent decades, such as the opening of marriage to same-sex couples in June 2017, lesbians, gays and bisexuals still experience discrimination - whether at school, at work or in other areas of life.



## Definition: Sexual identity

The term sexual identity refers to lesbian, gay, bisexual, heterosexual, but also asexual or pansexual persons. It is often used synonymously with the term sexual orientation. In fact, however, the term sexual identity, in contrast to the term sexual orientation, makes it clear that sexuality is a component of a person's self-understanding that is not only determined by the sexual relationship with another person.



## LGBTIQ\*

The abbreviation LGBTIQ\* stands for the English words "Lesbian, Gay, Bisexual, Trans\*, Inter\* and Queer". The asterisk (\*) at the end makes it clear that even more people are meant. And so there are also other forms of the abbreviation, for example as LGBTQIA\*, where the A stands for asexuality. But why do we always come across such abbreviations - especially when it comes to discrimination and rights?

Even if sexual orientation and gender identity do not have much in common at first glance, gays, lesbians, pansexuals, bisexuals and asexuals often experience discrimination in a similar way as non-binary\*, inter\* and trans\* people. Often it is also about medical or legal matters. That is why you often find the acronym LGBTIQ\* when it comes to common interests and goals.



## Homophobia:

Homophobia refers to the open or subtle rejection of homosexuality. In this context, the term describes a pejorative attitude towards gay, lesbian and bisexual people, often accompanied by prejudice, discrimination and even psychological and physical violence, and has been the basis of decades of state persecution. It can also be directed against people who are perceived as homosexual.

On the International Day against Homophobia, Transphobia and Biphobia, every year on 17 May, actions and events draw attention to the discrimination and persecution of LGBTIQ\*.



# FORMATS

# FORMAT: WORKSHOP



A workshop – which can be translated into English as working group – is a time-limited event in which a small group deals intensively with a specific topic. As an instrument of human resources management, it is intended to jointly develop solutions and results for a specific problem.

## How does a workshop work?

A workshop is usually led by a leader or moderator. The facilitator controls communication within the working group and promotes the active and motivated participation of the participants. For example, the facilitator supports the process of finding results by asking specific questions. Recording the results in writing is also one of his or her tasks. In addition, the facilitator is responsible for the timing and structure of the process. To ensure that no working time is lost in the discussion rounds, he or she must ensure that the discussion does not digress too far into the predefined main topics and that conflicts are dealt with at the substantive level.

## What workshop methods are there?

The better a workshop is prepared, the easier it is to find a solution to the problem. Preparation is primarily the responsibility of the facilitator. It is important to clearly define the problem or the relevant issues in advance so that each participant knows what is at stake and no one talks past the other. It is helpful if the facilitator familiarises himself/herself with the participants and their activities before the workshop begins, so that he/she can establish a connection to their everyday work and role in the company.

### World Café:

In this method, the topic to be discussed is strictly predetermined. The twelve to 50 participants are divided into small groups of no more than five people, in which they discuss the topic and clearly record their thoughts and results. After this round, all but one of the persons change to other groups and the remaining person explains each of the previously prepared results. After about three rounds, all results are presented to the whole group.

### Open Space:

The Open Space method is suitable for large groups with about 50 to 2,000 participants. The topic to be discussed is only prescribed as a guideline; neither the agenda nor the results are concretely specified. The participants give ideas, whereupon they work out further approaches in different working groups. This type of workshop thrives on as many different participants as possible.

### Six Thinking Hats:

This is a kind of role play with six to 18 participants. Each participant is assigned a basic attitude, which is symbolised by different coloured hats (or other objects). Then a strictly predefined question is discussed by the participants with the assigned viewpoints. Through this method, thought processes can be triggered and new opinions formed.



# FORMAT: YOUTUBE



YouTube is one of the favourite portals on the internet. There are videos on various topics such as cosmetics, tutorials or technology. There are no limits to the content and every user can make videos that relate to their expertise.

The advantage of YouTube is that the videos can be viewed at any time and on all smart devices. One can watch the videos comfortably from home or on the go. Moreover, uploaded videos can be watched free of charge and as often as one likes.

## **What makes YouTube socially relevant?**

### **A mouthpiece for the next generation**

YouTube reaches more viewers in the 18-34 age group than TV channels in the US - making YouTube the number one destination for educational, entertaining or inspirational content for the world's most influential audience.

### **Access to over one billion active users**

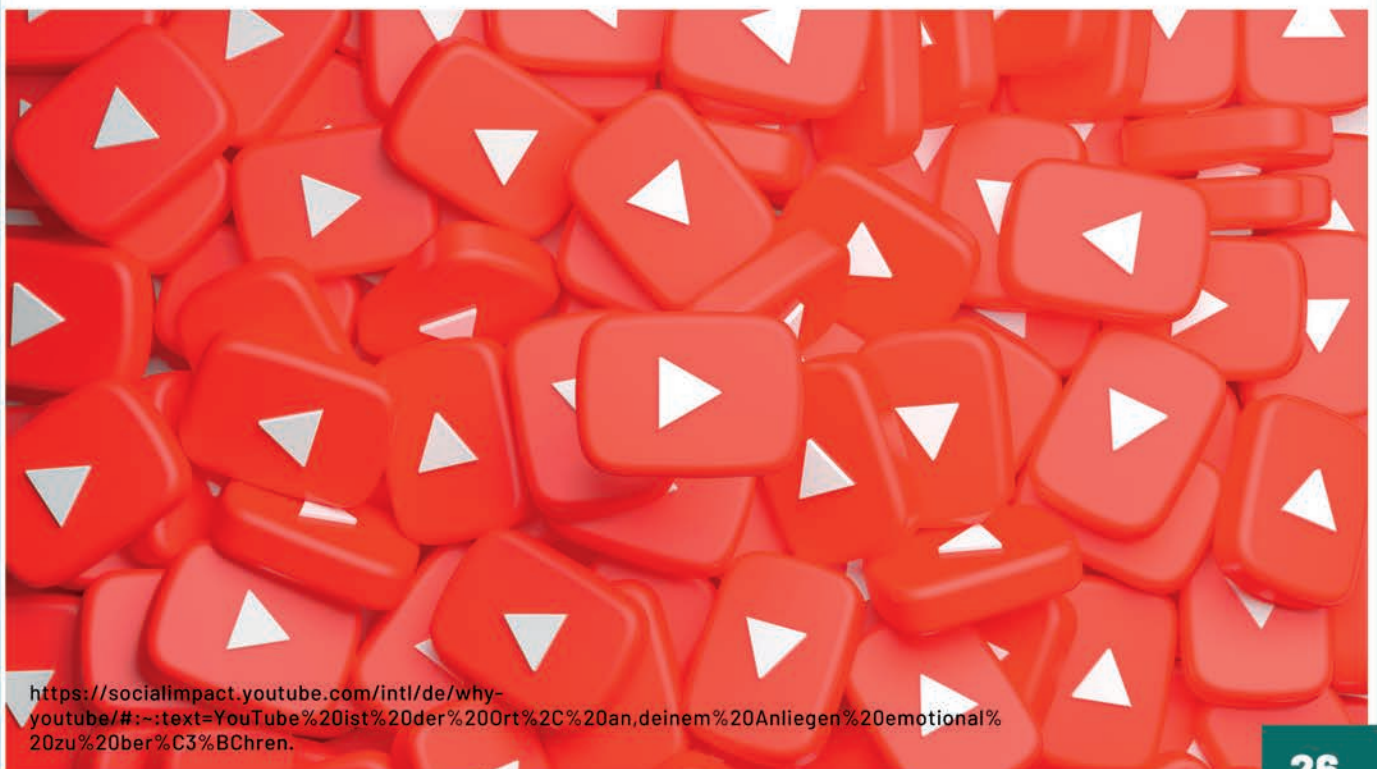
Almost a third of all people on the internet actively use YouTube. That's 1.5 billion people who could log on, watch your story and engage with your cause every month - worldwide. YouTube has localised versions in more than 90 countries and in a total of 76 different languages.

### **Sending messages that touch the heart**

YouTube is the place where the most videos are played every day. Mobile users alone spend an average of over an hour on YouTube per day. So this offers completely new opportunities to touch viewers emotionally with your cause.

### **Motivating action**

Videos are an effective medium to connect and motivate viewers. We help you in simple lessons to bring your good cause closer to the viewers in your target group in gripping and emotional videos and thus motivate them to take action.



<https://socialimpact.youtube.com/intl/de/why-youtube/#:-:text=YouTube%20ist%20der%20Ort%2C%20an,deinem%20Anliegen%20emotional%20zu%20ber%C3%BChren.>

# FORMAT: ONLINE EVENTS



## Advantages of an online event

- The number of participants can be unlimited
- It does not matter where you are, as long as you are in possession of an internet-enabled device, you can participate
- The organisational effort is less compared to an on-site event.
- There are no travel costs for participants

## Technology & Tools

### Hardware

- PC or Mac
- Built-in or external camera
- built-in or external microphone / headset
- Internet access, preferably broadband
- if necessary, a telephone to dial in if the internet connection is unstable.
- Tablets and smartphones are not recommended for online workshops because of the lack of input devices, which are often necessary, especially when using online collaboration tools.

### Video tools

- Zoom, Skype, Microsoft Teams, Hopin, Webex

### Collaboration-Tools

- Tools for collaborative and simultaneous visualisation of ideas and concepts: [Google Docs](#) & [Miro](#)
- Tools for surveys, quizzes or feedbacks: [Kahoot](#), [Slido](#)
- Online workshop games: [www.workshop-spiele.de](http://www.workshop-spiele.de)

### Most important useful features

- Screen sharing (at least by the moderator, better: by each participant)
- Chat (for questions, also parallel to discussions, for sharing links and documents, for assignments to participants)
- Breakout sessions to enable participants to work in small groups. Preferably with video (some tools allow breakout rooms, but only have audio there).
- Centralised control by the moderator, e.g. mute everyone, send participants to breakout sessions and bring them back.

### Netiquette

- Microphone off when not speaking
- "Raise your hand or announce your presence
- We would appreciate to be able to see all participants, but it is not mandatory
- Video: quiet background, camera not against the window, good lighting
- There is no obligation to be present
- In case of non-appearance/lateness, please let us know (by email, phone, etc.).
- Respectful behaviour
- Try to let each other talk
- Creating a trusting environment
- "What happens in Las Vegas, stays in Las Vegas".
- In case of technical problems let us know in time, we will try to help you as soon as possible



# FORMAT: CAMPAIGN



## What is a campaign?

A campaign is a temporary and collective action for or against something. It aims to achieve a specific goal and let the public know about it. It is characterised by an exciting story with a social change that everyone can participate in and be a part of.

A campaign intends to be provocative. This leads to an action and then to a reaction. This process repeats itself.

## Planning

Before you start campaigning, you need to clarify for yourself what your goal is and what exactly you want to achieve with the campaign.

1. What is the problem?
2. What is the goal of the campaign?
3. Who do you want to reach with the campaign?

## Implementation

Once you have identified the target groups and the goal, the question now is: How can you achieve this goal? What materials do you need to create? What human, financial and knowledge resources do you need?

A colourful mix of campaign tools for inspiration:

- Flyer
- Website
- Brochure
- Poster or poster series
- Buttons, T-shirts, stickers and other campaign gadgets
- Study (with press conference, press release, etc)
- Protest action (don't forget press work here either!)
- Demonstration
- Signature campaign or petition
- Social media actions (more information)
- And much more ...



# FORMAT: PODCAST



A podcast is a series of mostly subscribable media files (audio or video) on the internet. As a rule, podcasts are accessed via so-called podcatcher apps such as Spotify, Apple or Google Podcasts. The English portmanteau word "podcast" is composed of "pod" ("capsule", "sleeve") in the name for the portable audio player iPod, on which the medium first gained great popularity in 2005, and the term broadcast ("broadcast").

Podcast is derived from "playable on demand", which means "playable on demand". Comparable to a non-linear radio broadcast. Audio recordings by one or more people on individual or continuing topics.

Contributions on specific topics, report days, interviews, recordings of radio programmes, music programmes or even daily summaries of public broadcasters can be formats of podcasts. Here, the topics are freely selectable and interchangeable in each subsequent episode.

Examples: Comedy podcasts, podcasts about marketing, politically oriented podcasts, podcasts about religion, psychology, philosophy or podcasts that simply serve to entertain.

The duration of a podcast episode is freely variable. On average, it is about 43 minutes, according to a 2019 study. Most respondents to a survey prefer a length of 11-20 minutes per podcast episode.

With the rise of smartphone use and popular podcasts from famous people or on current affairs (Covid-19 pandemic), podcasts have become more popular every year. In the meantime, this medium has become indispensable.



[https://praxistipps.chip.de/was-ist-ein-podcast-einfach-und-verstaendlich-erklart\\_41343](https://praxistipps.chip.de/was-ist-ein-podcast-einfach-und-verstaendlich-erklart_41343), <https://www.helles-koepfchen.de/?suche=podcast>, <https://www.digital-event-studio.com/>, <https://podcast-helden.de/ideale-laenge-podcast-folge/>, <https://podcast-stories.de/die-optimale-laenge-von-podcast-folgen/#:~:text=Gem%C3%A4%C3%9F%20einer%20Umfrage%20von%20statista,eine%20Dauer%20unter%2030%20Minuten.>



# FORMAT: THEATRE



A theatre is a place where a story is played out, a play or a play. The most important thing in a theatre is the stage. This place is usually a little higher so that the audience can see well what is being shown there. Most theatres have seats for the audience. Some theatres are outdoors, the stage or the audience seats are in the open air.

## Improvisational theatre

Improvisational theatre is a form of theatre that involves improvisation. Several scenes that have not been rehearsed before are performed. The players come on stage not knowing what will happen. Usually they get a topic or a suggestion from the audience. The facilitator asks, for example, about a place, a relationship, a job, a dicey situation, a feeling, your last visited cinema film. These suggestions are then the trigger and guide for the scenes that spontaneously emerge as a result. The players are often accompanied by a musician, who also improvises. A story emerges from the spontaneity and mutual inspiration of the improv players, often far removed from rationality. Daily life becomes the stage. The negating intellect gives way to imagination.

## Encouraging skills

Theatre play demands and promotes all essential social and cultural skills and abilities, because they are really needed for the play to succeed: Attention, perception, memory, linguistic and physical expression, presence in performance, reliability, punctuality, imagination, emotion, cultural knowledge, social experience, mental and physical agility. Acting in theatre means being part of a social group and getting to know different characters. Those who are able to put themselves in another person's shoes on stage are also better able to cope with new situations in everyday life and to reflect on human reactions. So playing theatre inspires, motivates and activates players as well as play leaders. When they play theatre over a longer period of time, the players develop in their personality and also in their social behaviour, they change.



<https://www.youthreporter.eu/de/beitrag/theaterspielen-foerdert-viele-kompetenzen-und-macht-dabei-richtig-spass.15757/#.Ys0iEHZByUk>



# FORMAT: POP-UP CAFÉ



Pop-up means "to appear" or "to suddenly appear". This is exactly the concept of pop-up cafés, which usually appear suddenly in a place and are only there for a certain period of time.

When people talk about pop-up cafés, they usually mean restaurants or cafés. But pop-up cafés can also be mobile spaces in which a specific theme is presented to the public.

## The concept of a pop-up café

Pop-up cafés can be set up in many different ways, but they are essentially temporary facilities that differ in size, location and concept. A pop-up restaurant exists for a limited time. However, the period can vary from one day to several months. Its duration depends on the original objective and any existing restrictions (licences, lease, etc.).

A pop-up café provides a perfect basis to draw attention to a topic and thus "pick up" people.

## Premises

Ask yourself the following questions:

Will you be using existing premises? Do you need special furniture? Will small premises suffice or just a stand? Once you have decided on your concept, you can start looking for the perfect location for your pop-up café.

Consider the rental contract. Do you rent the premises by the day, for a few weeks or for several months? All of this will determine the cost and the type of contract or lease you need to sign.



<https://de.lightspeedhq.ch/blog/was-ist-ein-pop-up-restaurant/>

# FORMAT: EXHIBITION



An exhibition is a permanent or temporary public presentation where the work or product is presented to a wide audience.

## Concept of an (art) exhibition

It all starts with the selection of the pictures. Whether acrylic paint, pastel drawing, oil painting, photos, posters: make sure that the message is clearly visible. This makes an exhibition look much more professional and well thought-out. The red thread facilitates the titling and thus all subsequent work steps based on it.

## Setting the stage right

The type of presentation is closely related to the conditions of the location. Are you allowed to attach wall mounts or are there already some available? Do you have enough space and can you even exhibit on easels? This would then have to be decided in consultation with the venue. However, there should also be a recognisable unity here and it should fit the title of the exhibition. The more leeway you have, the crazier and more creative you can make the presentation look. For example, you can use studio easels to make your art an eye-catcher. It's fancy and automatically draws attention to your paintings.



<https://de.wikipedia.org/wiki/Ausstellung>

<https://staffeleien-shop.de/artina-magazin/wie-organisiere-ich-meine-erste-eigene-ausstellung/>

# METHODS



# METHOD: BODY SWAP



**Body swap**



**1h**



**20**



- Participants receive a person card
- Each individual person card contains different information on the following categories, which can be seen on the person card below. Additional categories can be added to the card
- The participants are given a new identity with the person card. They should ask themselves these questions:

1. What does my daily routine look like?
2. What privileges do I have in society with this new identity?
3. What difficulties/challenges am I now facing?

FIRST AND LAST NAME

AGE

GENDER

ORIGIN

RELIGION

SKINCOLOR

PROFESSION



The exercise serves as a change of perspective. Being able to put oneself in other life circumstances is a good basis for a tolerant and open attitude towards diversity.

# METHOD: TRADITIONAL FLOWER



**Traditional flower**



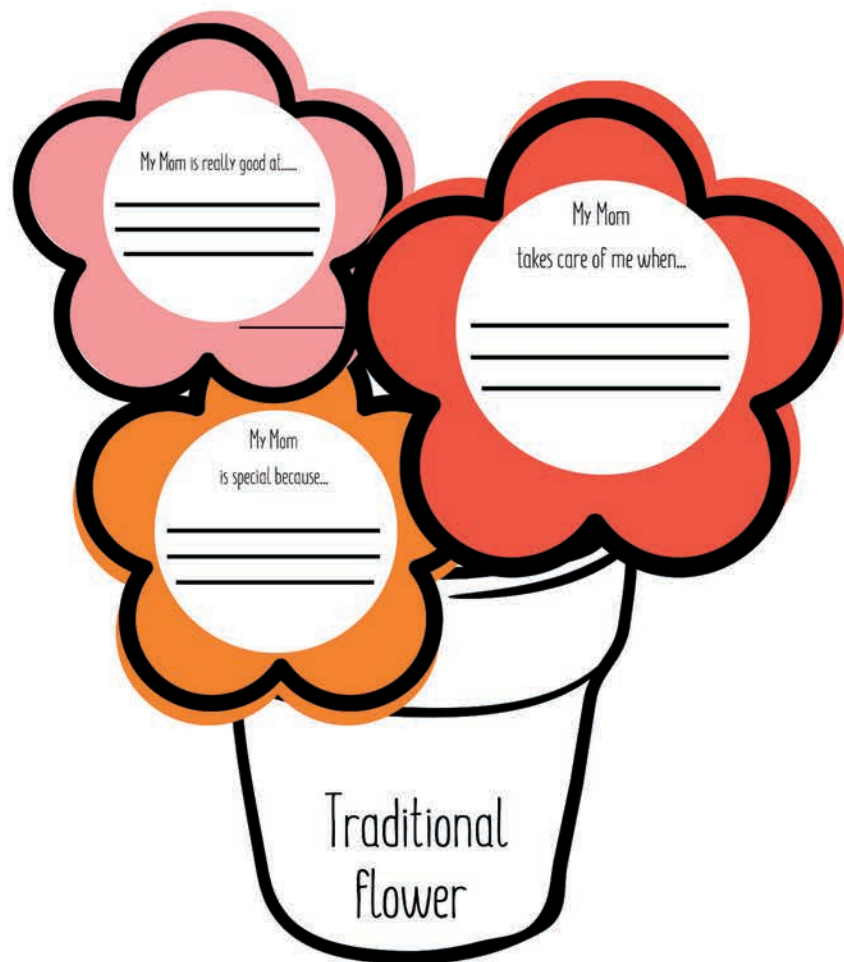
**3h**



**20**



- All participants describe their traditions, customs, cultures and festivals on a petal.
- The described petals are then pinned to a pin board and explained by the participants.
- The pictorial representation of a petal on a pin board looks like a bouquet of flowers at the end.



The exercise serves to get to know the customs and traditions of other cultures and to discover commonalities. In this way, other cultures no longer seem foreign, but arouse interest.

# METHOD: BLUE EYED



**Blue Eyed**



**3h**



**20**



- The participants are divided into two groups. The first group consists of people with blue eyes. The second group consists of people with brown eyes.
- These two groups are now treated quite differently by the trainer. The decisive factor is the colour of the eyes:



The blue-eyed are treated very badly by, among other things, reducing them to their weaknesses, confronting them with prejudices and pointing out their faults. They are generally made to feel that they are not "worth" anything.

The brown-eyed ones, on the other hand, are treated very well. They are praised and treated with respect. They are made to feel part of the group and more "worthy".



Discrimination and racism are learned skills. There is no genetic code for discrimination, people are not born racists, they are made to be. And: everything that can be learned can also be unlearned. The first step is awareness. The realisation that racism exists in our society, the realisation of what it is like when you or people around you are affected by racism.

More information about this workshop: [http://www.diversity-works.de/workshops/blue\\_eyed\\_workshop/blue\\_eyed\\_das\\_konzept/](http://www.diversity-works.de/workshops/blue_eyed_workshop/blue_eyed_das_konzept/)



# METHOD: WHO AM I AND HOW MANY



**Who am I and how many**



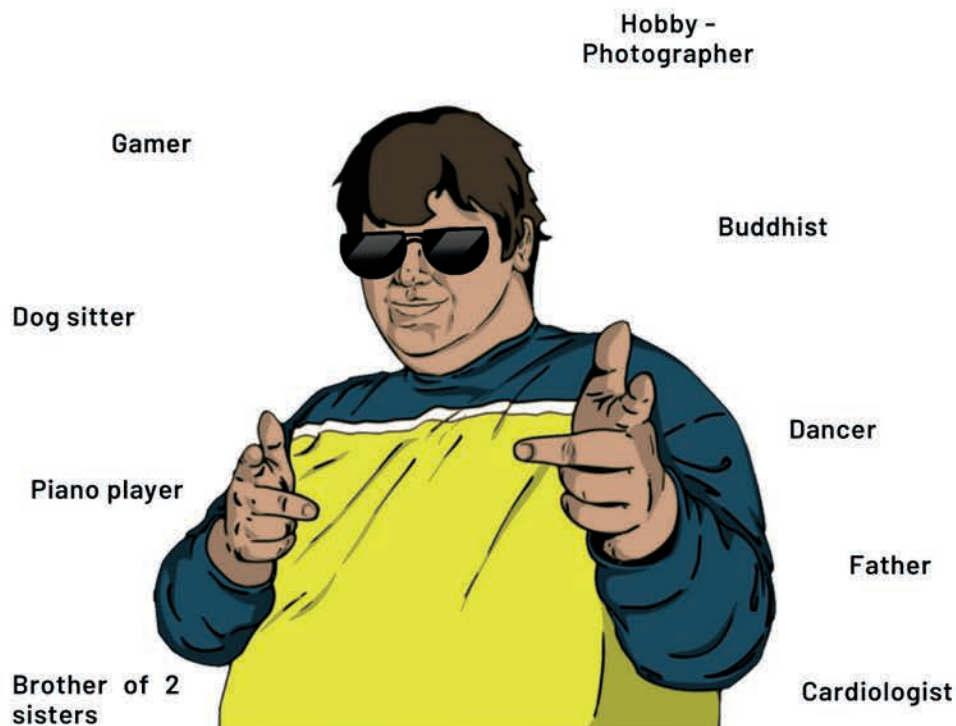
**1h**



**6-12**



- Participants are given a worksheet entitled: "Who am I and how many?"
- They are asked to answer this question and consider the different roles they have in their living environment
- The trainer has to consider the following:
  - Are there roles that many have and are especially important in different situations?
  - Which roles have changed at different stages of life?
  - What are the roles of others? Similarities/differences?



The aim is to recognise that all people have different roles depending on the social context. People have different social roles, which have many similarities but also differences in different life realities and cultures. Knowledge about this should train an open attitude and make premature judgements difficult.

# METHOD: A DAY IN MY SHOES



**A day in my shoes**



**1h**



**10**



"Walk a hundred steps in someone else's shoes if you want to understand them" - Indian proverb.

- The participants form groups of two
- Both exchange their shoes and walk a hundred steps in the other person's shoe.
- After walking, the participants answer the following questions:



**A day in my shoes**



*That is the person's shoe...*

*This is how the shoe feels...*

*The 100 steps in the other person's shoe were...*



This method is a practical experience. Actively putting oneself in the other person's situation opens up new and different perspectives.

# METHOD: QUESTIONNAIRE



**Questionnaire**



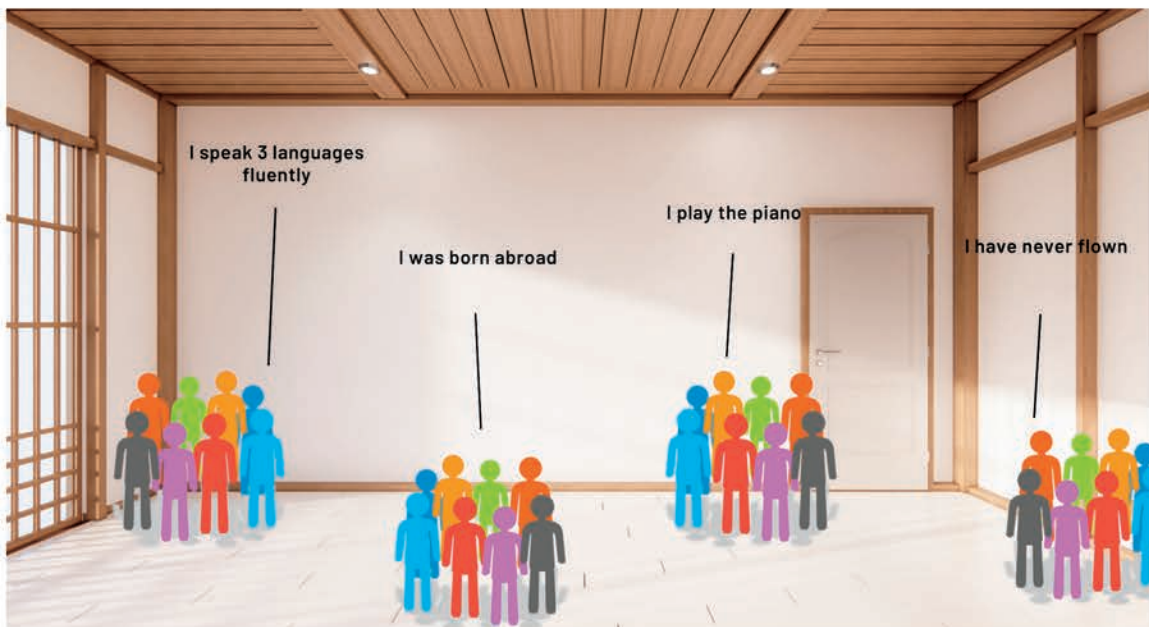
**30 min.**



**25**



The trainer asks the participants to line up in the room according to certain criteria. The trainer asks questions and determines where the participants should place themselves. In this way, a "group of people" is always formed at certain places and corners in the room.



The aim of this method is to dynamically address diversity. Through the questions, groups always form in a room. This creates commonalities and belonging to a group. Depending on the question, the participants are either in the majority or minority.



# METHOD: SERIOUS GAME "UP AND AWAY"



**Serious Game "Up and away"**

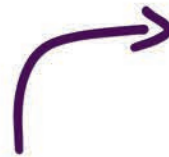


**30 min.**



This interactive online game was created as part of the annual theme "Flight and Migration". In this game, decisions have to be made that either lead further, in circles or, in the worst case, mean the end. External circumstances such as legal regulations and economic agreements also play a decisive role in the course of the game.

The online game can be found at:



[www.flucht-und-migration.org/auf-und-davon-spiel](http://www.flucht-und-migration.org/auf-und-davon-spiel)



Every day, people all over the world leave their homes. They are looking for a new home and the reasons are many. This game gets participants to put themselves in the shoes of a refugee and learn about their personal story.

# METHOD: EXPLAINER VIDEOS



**Explainer videos**



**2-3 min.**



An explanatory video is a short video in which a certain concept is explained clearly. It is often designed with humour and tries to offer a certain entertainment value in addition to information. If you want to promote something with an explainer video, it must be appealing - no one likes to watch a boring video.

This is also the point where the explainer video differs from a pure instructional video. Such a video can also be entertaining, but the focus here is usually purely on the content. An explainer video is less formal and more compact - it explains the basic facts and whets the appetite for more.

## **Software:**

You can create short explainer videos with certain programmes. For example, with "MySimpleShow" you can easily and simply create professional explainer videos that are animated and can be discussed with a text.



Compared to pure texts, explanatory videos have the advantage that they can appeal to several senses. The visual aspects of your video are supported by the auditory aspects and vice versa. The effect of texts with emotional content can, for example, be deepened by suitable emotional music and images. In this way, the experience is more intense for customers and stays in their memory longer.

<https://marketeins.de/blog/der-grosse-guide-zu-erklervideos>

# METHOD: WHAT DAY IS IT TODAY?



**Welcher Tag ist heute?**



**45 min.**



**ab 4**



Impulses for discussions are made on the basis of the annual calendar ("Annual International Days of Remembrance - Calendar" (<https://welcher-tag-ist-heute.org>). These days are intended to raise awareness of global issues, commemorate and admonish past events, and celebrate culture, nature and world heritage. On many of these days, events and celebrations take place around the world.

The facilitator invites the team to share experiences and opinions on a topic of general interest due in the calendar.

The development of the discussion should be guided to find elements of personal and professional interest that trigger reflection and awareness among individuals.

Facilitation considers, for example, the following aspects:

- What do you know about this phenomenon?
- To what extent has this topic played a role in your (personal and/or professional) experiences?
- How have you reacted to this issue?
- How could the perception of this issue be improved?
- What could be done to improve the situation of people affected by this problem?
- What would be the advantage of dealing with this issue in a more sensitive way?

## Day for Tolerance

The Day for Tolerance takes place annually on 16 November. The International Day for Tolerance was initiated by UNESCO in 1995 to raise public awareness about the dangers of intolerance. On 16 November 1995, 185 Member States of UNESCO signed the "Declaration of Principles on Tolerance".



This method is well suited for situations where the group cannot or does not want to name topics to start a reflection. The self-reflection mechanism is thus activated by an external impulse. The series of impulses can follow the calendar of days dedicated to individual topics of interest in the field of diversity awareness, such as Mother Language Day, Women's Day, Anti-Homophobia Day, Mental Health Day, Disability Day, Migrants Day....



# METHOD: WALK AND TALK



**Walk and Talk**



**30 min.**



**> 4**



Walk and Talk is a method that takes place outside the usual place and while walking. This promotes both the personal feeling in the collegial exchange and the ability to concentrate.

It is advisable not to use this method directly at the beginning of a meeting day, but to use the middle of the day for this purpose. Prepare a kind of questionnaire for your walk and talk that your participants can discuss. Make participants aware that sharing with others they don't know yet is more rewarding and offers new perspectives.

Participants get together in pairs or threes and go through the questions together one by one. While one person answers the question, the others listen attentively and ask their questions of understanding afterwards, this procedure is used for each person and question in turn. Answers, opinions and assessments are respected here by all participants and are not to be regarded as wrong.

If there is silence when answering one or the other, this is to be endured and the person is given the time to spin further thoughts.

After answering a question, the participants discuss the answers of their group and also reflect on the possible periods of silence. (What insights have you gained from each other's perspectives? What are the similarities and differences in the answers? Which ideas should be worked on further)?

This method is best suited for a group that is not too large, ideally with an allocation in pairs. Active listening to each other is a great advantage. By moving together, conversations are actively promoted and the brain power in this technique is additionally stimulated.



It may be helpful to provide participants with a walking map. ) Wear appropriate footwear or that the selected routes are manageable for all.

# IDEAS OF A TRAINING

# IDEAS OF A TRAINING

## ▼ Racism

### 1. Content

Racism and discrimination are part of our social system. It is a problem that is well known. In everyday life, one is often confronted with situations in which people are treated differently from their fellow human beings because of their skin colour, their origin or their appearance. Often one feels seemingly powerless and paralysed.

Goal: Discrimination and racism are learned skills. What is learned can also be unlearned. The first step is recognition. The recognition that racism exists in our society.

A workshop - which can be translated into German as Arbeitsgruppe or Arbeitskreis (working group) - is a time-limited event in which a small group deals intensively with a specific topic. As an instrument of human resources management, the aim is to jointly develop solutions and results for a specific problem.

The better a workshop is prepared, the easier it is to find a solution to the problem. The preparation is primarily the responsibility of the facilitator. It is important to clearly define the problem or the relevant topics in advance so that every participant knows what is at stake and no one talks past each other. It is helpful if the facilitator familiarises himself/herself with the participants and their activities before the workshop begins, so that he/she can establish a connection with their everyday work and role in the company.

### 2. Format

## ▼ BrownEyed Blue Eyed

### 3. Method

The exercise is based on dividing a group of people into brown-eyed and non-brown-eyed based on their eye colour. The "blue-eyed" are considered and treated as non-whites, just as migrants and non-Christians are traditionally treated in this society.

Aim: The aim of any anti-racism workshop is to raise awareness of discriminatory actions and behaviours in everyday life. Discrimination and racism are learned skills. People are not born with a genetic code for discrimination. They are made racists, and since everything that can be learned can be unlearned, the most important step of this workshop is to become aware that racism exists in our society and how nonsensical and destructive discrimination is.

## ▲ Workshop

### Notes

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# IDEAS OF A TRAINING

## ▼ Prejudices

### 1. Content

Prejudices are mostly negative. They can have a great influence on how we behave towards other people and with what expectations we meet them. This can be very dangerous.

Negative prejudices that occur on a large scale in a society can lead to tensions between individual groups. Or lead to some groups being disadvantaged or treated unequally because of their origin, skin colour or religion.

A workshop - which can be translated into German as Arbeitsgruppe or Arbeitskreis (working group) - is a time-limited event in which a small group deals intensively with a specific topic. As an instrument of human resources management, the aim is to jointly develop solutions and results for a specific problem.

The better a workshop is prepared, the easier it is to find a solution to the problem. The preparation is primarily the responsibility of the facilitator. It is important to clearly define the problem or the relevant topics in advance so that every participant knows what is at stake and no one talks past each other. It is helpful if the facilitator familiarises himself/herself with the participants and their activities before the workshop begins, so that he/she can establish a connection with their everyday work and role in the company.

### 2. Format

## ▼ Traditional flower

### 3. Method

All participants describe their traditions, customs, cultures and festivals on a petal.

The described petals are then pinned to a pin board and explained by the participants.

The pictorial representation of a petal on a pin board looks like a bouquet of flowers at the end.

The exercise serves to get to know the customs and traditions of other cultures and to discover commonalities. In this way, other cultures no longer seem foreign, but arouse interest.

## ▲ Workshop

### Notes

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# IDEAS OF A TRAINING

## ▼ Ethnic origin

### 1. Content

The General Equal Treatment Act (AGG) protects all people from discrimination based on ethnic origin. Discrimination on the grounds of ethnic origin means that language, dialect, skin colour, national origin or ancestry are grounds for discrimination.

An ethnic grouping can be understood as parts of the population that are connected by common origin, a long common history, culture or a sense of belonging.

### Advantages of an online event

- The number of participants can be unlimited
- It does not matter where you are, as long as you are in possession of an internet-enabled device, you can participate
- The organisational effort is less compared to an on-site event.
- There are no travel costs for participants

### Technology & Tools

#### Hardware

- PC or Mac
- Built-in or external camera
- built-in or external microphone / headset
- Internet access, preferably broadband
- if necessary, a telephone to dial in if the internet connection is unstable.

Tablets and smartphones are not recommended for online workshops because of the lack of input devices, which are often necessary especially when using online collaboration tools.

### 2. Format

## ▼ Serious Game "up and away"

### 3. Method

"This interactive online game was developed as part of the annual theme "Flight and Migration". In this game, decisions have to be made that either lead further, in circles or, in the worst case, mean the end. External circumstances such as legal regulations and economic agreements also play a decisive role in the course of the game.

The online game can be found at:

[www.flucht-und-migration.org/auf-und-davon-spiel](http://www.flucht-und-migration.org/auf-und-davon-spiel)

## ▲ Online - Events

### Notes

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# IDEAS OF A TRAINING

## ▼ Intercultural Competences

### 1. Content

In general, the term "intercultural competences" means the ability to interact and communicate successfully with people from other cultures. Successful interaction and communication is based on soft and hard skills. Intercultural competences include:

- Tolerance
- empathy
- Openness
- Impartiality
- Optimistic attitude
- Tolerance of differences

YouTube is one of the favourite portals on the internet. There are videos on various topics such as cosmetics, tutorials or technology. There are no limits to the content and every user can make videos that relate to their expertise.

The advantage of YouTube is that the videos can be viewed at any time and on all smart devices. One can watch the videos comfortably from home or on the go. Moreover, uploaded videos can be watched free of charge and as often as you like.

#### Sending messages that touch the heart

YouTube is the place where most videos are played every day. Mobile users alone spend an average of over an hour on YouTube per day. So this offers completely new opportunities to touch viewers emotionally with your cause.

### 2. Format

## ▼ Short explanatory video

### 3. Method

An explanatory video is a short video in which a certain concept is explained clearly. It is often designed with humour and tries to offer a certain entertainment value in addition to information. If you want to promote something with an explainer video, it must be appealing - no one likes to watch a boring video.

This is also the point where the explainer video differs from a pure instructional video. Such a video can also be entertaining, but the focus here is usually purely on the content. An explainer video is less formal and more compact - it explains the basic facts and whets the appetite for more.

#### Software:

You can create short explainer videos with certain programmes. For example, with "MySimpleShow" you can easily and simply create professional explainer videos that are animated and can be discussed with a text.

## ▲ Youtube

### Notes

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# IDEAS OF A TRAINING

## Strengthening diversity-oriented attitudes

### 1. Content

A diversity-oriented attitude counteracts discrimination and exclusion and creates equality. This is because the attitude is positive towards diversity and multiculturalism and acts preventively to avoid disadvantage from the outset. In order to be able to develop in a diversity-oriented way, an awareness of discrimination must be developed and the actual will to change must be formed.

Pop-up means "to appear" or "to suddenly appear". This is exactly the concept of pop-up cafés, which usually appear suddenly in a place and are only there for a certain period of time.

When people talk about pop-up cafés, they usually mean restaurants or cafés. But pop-up cafés can also be mobile spaces in which a specific theme is presented to the public.

#### The concept of a pop-up café

Pop-up cafés can be set up in many different ways, but they are essentially temporary facilities that differ in size, location and concept. A pop-up restaurant exists for a limited time. However, the period can vary from one day to several months.

A pop-up café offers a perfect basis to draw attention to a topic and thus "pick up" people.

## What day is it today?

### 3. Method

Impulses for discussions are made on the basis of the annual calendar ("Annual International Days of Remembrance - Calendar" (<https://welcher-tag-ist-heute.org>)). These days are intended to raise awareness of global issues, commemorate and admonish past events, and celebrate culture, nature and world heritage. On many of these days, events and celebrations take place around the world.

The facilitator invites the team to share experiences and opinions on a topic of general interest due in the calendar.

The development of the discussion should be guided to find elements of personal and professional interest that trigger reflection and awareness among individuals.

## Pop-Up Café

### 2. Format

#### Notes

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# IDEAS OF A TRAINING

## ▼ Headscarf

### 1. Content

The General Equal Treatment Act (AGG) protects all people from discrimination based on ethnic origin. Discrimination on the grounds of ethnic origin means that language, dialect, skin colour, national origin or ancestry are grounds for discrimination.

#### Headscarf

Studies show that Muslim women who wear a headscarf experience disadvantage when seeking employment. This is mainly because there is a negative image about the headscarf. For example, headscarf-wearing Muslim women are considered unwilling to integrate because they are seen as not "adapted" and not "inconspicuous".

#### What is a campaign?

A campaign is a temporary and collective action for or against something. It aims to achieve a specific goal and let the public know about it. It is characterised by an exciting story with a social change that everyone can participate in and be a part of.

A campaign intends to be provocative. This leads to an action and then to a reaction. This process repeats itself.

#### Planning

Before you start campaigning, you need to clarify for yourself what your goal is and what exactly you want to achieve with the campaign.

- What is the problem?
- What is the goal of the campaign?
- Who do you want to reach with the campaign?

### 2. Format

## ▲ Campaign

## ▼ What day is it today?

### 3. Method

Impulses for discussions are made on the basis of the annual calendar ("Annual International Days of Remembrance - Calendar" (<https://welcher-tag-ist-heute.org>)). These days are intended to raise awareness of global issues, commemorate and admonish past events, and celebrate culture, nature and world heritage. On many of these days, events and celebrations take place around the world.

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#### Notes

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# IDEAS OF A TRAINING

## ▼ Racism Discrimination

### 1. Content

In 1966, the UN decided to designate 21 March as the "International Day for the Elimination of Racial Discrimination". This day was chosen because on 21 March 1960 peaceful demonstrators were killed by the South African police. People were demonstrating against their country's apartheid policies\*.

Today, racism, intolerance and xenophobia are still very serious problems in the world. Time and again, they are the cause of violent confrontations. That is why this day of remembrance is a reminder to continue the fight against racial discrimination - both by politicians and by each one of us - for example at school or even in sports.

An exhibition is a permanent or temporary public presentation where the work or product is presented to a wide audience.

#### Setting the stage for images

The type of presentation is closely related to the conditions of the location. Are you allowed to attach wall mounts or are there already some available? Do you have enough space and can you even exhibit on easels? This would then have to be decided in consultation with the venue. However, there should also be a recognisable unity here and it should fit the title of the exhibition. The more leeway you have, the crazier and more creative you can make the presentation look. For example, you can use studio easels to make your art an eye-catcher. It's fancy and automatically draws attention to your paintings.

### 2. Format

## ▼ What day is it today?

### 3. Method

Impulses for discussions are made on the basis of the annual calendar ("Annual International Days of Remembrance - Calendar" (<https://welcher-tag-ist-heute.org>). These days are intended to raise awareness of global issues, commemorate and admonish past events, and celebrate culture, nature and world heritage. On many of these days, events and celebrations take place around the world.

The facilitator invites the team to share experiences and opinions on a topic of general interest due in the calendar.

The development of the discussion should be guided to find elements of personal and professional interest that trigger reflection and awareness among individuals.

## ▲ Exhibition

### Notes

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