



# The impact of multicultural diversity for the transferability of best practices

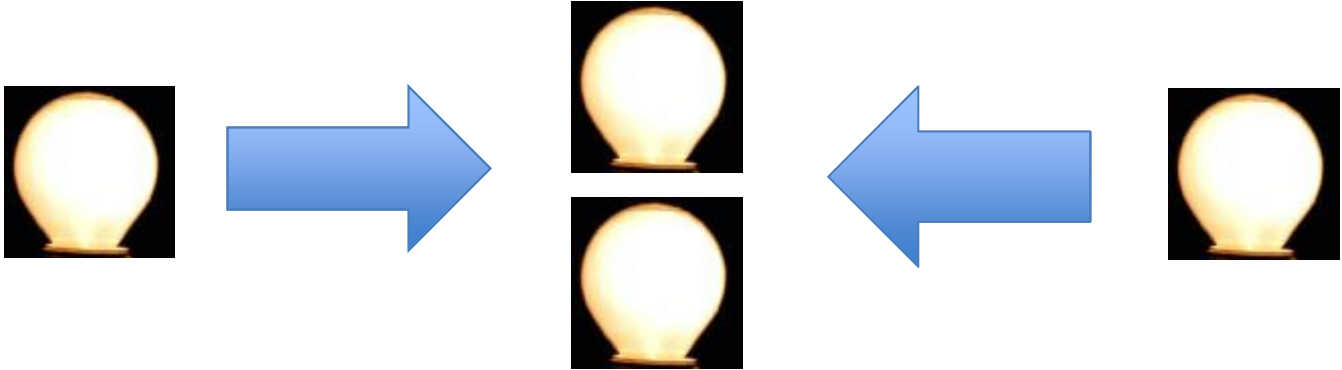
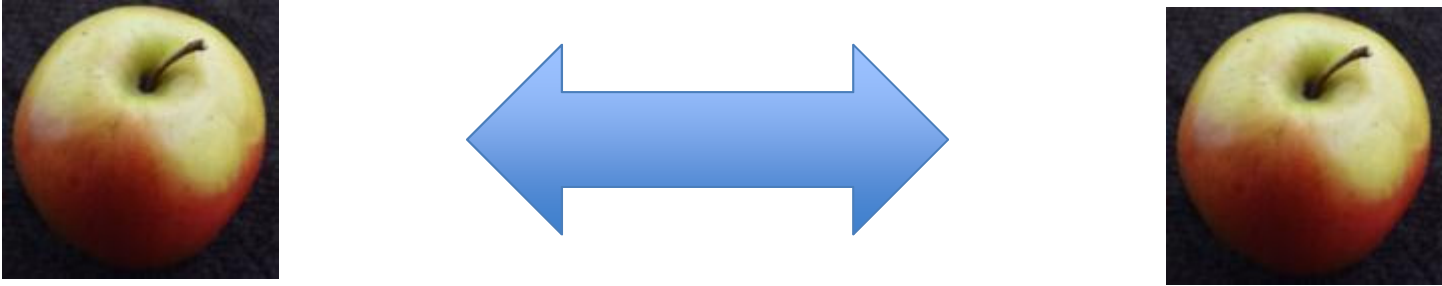
The seventh Hanseatic Conference

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# Benefits of transferability



# The impact of culture

- ▶ Culture can be a barrier to information transfer
- ▶ Impeding transfer across national, organisational, or professional culture



# Cultural barriers

- ▶ National factors
  - ▶ Language
  - ▶ Attitudes to authority
  - ▶ Attitudes regarding age
  - ▶ Attitudes regarding gender
  - ▶ Attitude to and of ethnic minorities
- ▶ Organisational / professional factors
  - ▶ Hierarchical structures and their impact
  - ▶ Decision-making systems
  - ▶ People focused or results driven professions
  - ▶ Creative v computational focused occupations



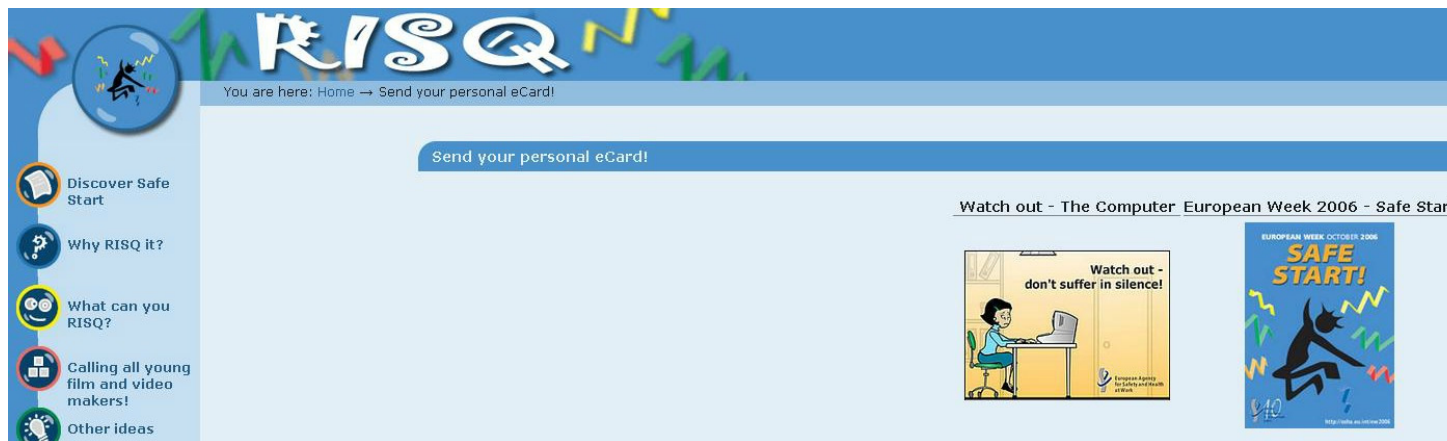
# Language – example of an impediment

- ▶ Expensive
- ▶ Particular barrier for minorities and migrants
- ▶ NAPO – a language-free example in occupational health and safety



# Age as an impediment

- ▶ Young people use a different language
- ▶ Failing to use the language and medium of the young creates a barrier to acceptance





# Attitudes to authority as a barrier

- ▶ History and culture can create barriers to communications from central authorities
- ▶ Professional cultures may be resistant to information from outside the closed group
- ▶ Credible intermediaries are necessary





# The impact of gender

- ▶ Position of women in society
- ▶ Women in religious belief
- ▶ Acceptance of women in work

Material has to be adapted to local culture and situations



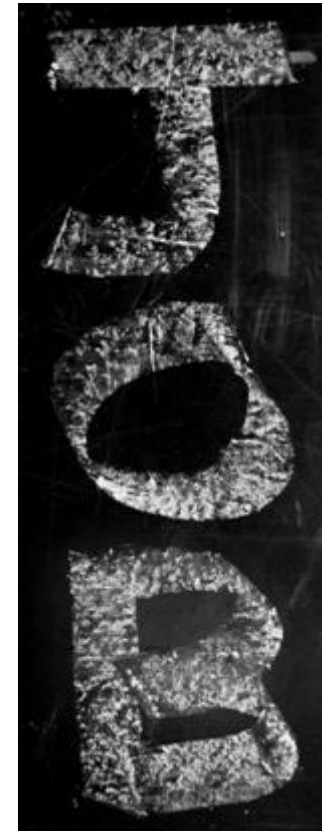


# Organizational culture

- ▶ Hierarchy v freedom of action
- ▶ Macho cultures in work organisation

Different professions may require different messages.

- ▶ Work in the financial markets v health care professions





# Dealing with the barriers

- ▶ Adapt message and medium BEFORE attempting transfer
- ▶ Use trusted messengers
- ▶ Avoid imposing solutions
- ▶ Address the fear of change



# Example for good transferability

The Södermalm Municipality introduction programme for newly qualified teachers

- ▶ Simple tool (mentoring) in a common professional grouping.





# Example of transferability challenges

Tallin University found challenges in developing a curriculum due to:

- ▶ Lack of material available in appropriate language
- ▶ Resistance from some in a professional group





# Summary

- ▶ Sharing of good practices a cost-effective way to improve performance
- ▶ Cultural barriers exist but can be overcome
- ▶ Barriers to transferability of solutions should be identified at the start of the transfer process





# Any questions?

## Contact

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