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F R I E N D S

# Ambassadors of cultural diversity and tolerance to otherness



F R I E N D S



VARNA UNIVERSITY OF MANAGEMENT



# Do you believe that...

	<b>Absolutely sure</b>	<b>Not sure</b>	<b>Absolutely unsure</b>
<b>Culture influences your views of life and your behaviours?</b>			
<b>There exist important differences between culture groups?</b>			
<b>Becoming a culturally competent global person is a life-long process of developing knowledge and changing attitudes and behaviours?</b>			
<b>You have made efforts to learn about other cultures?</b>			
<b>You do not judge people by their appearance, race, gender, age, religion, or sexual orientation?</b>			

# Do you remember?

- **What is culture?**

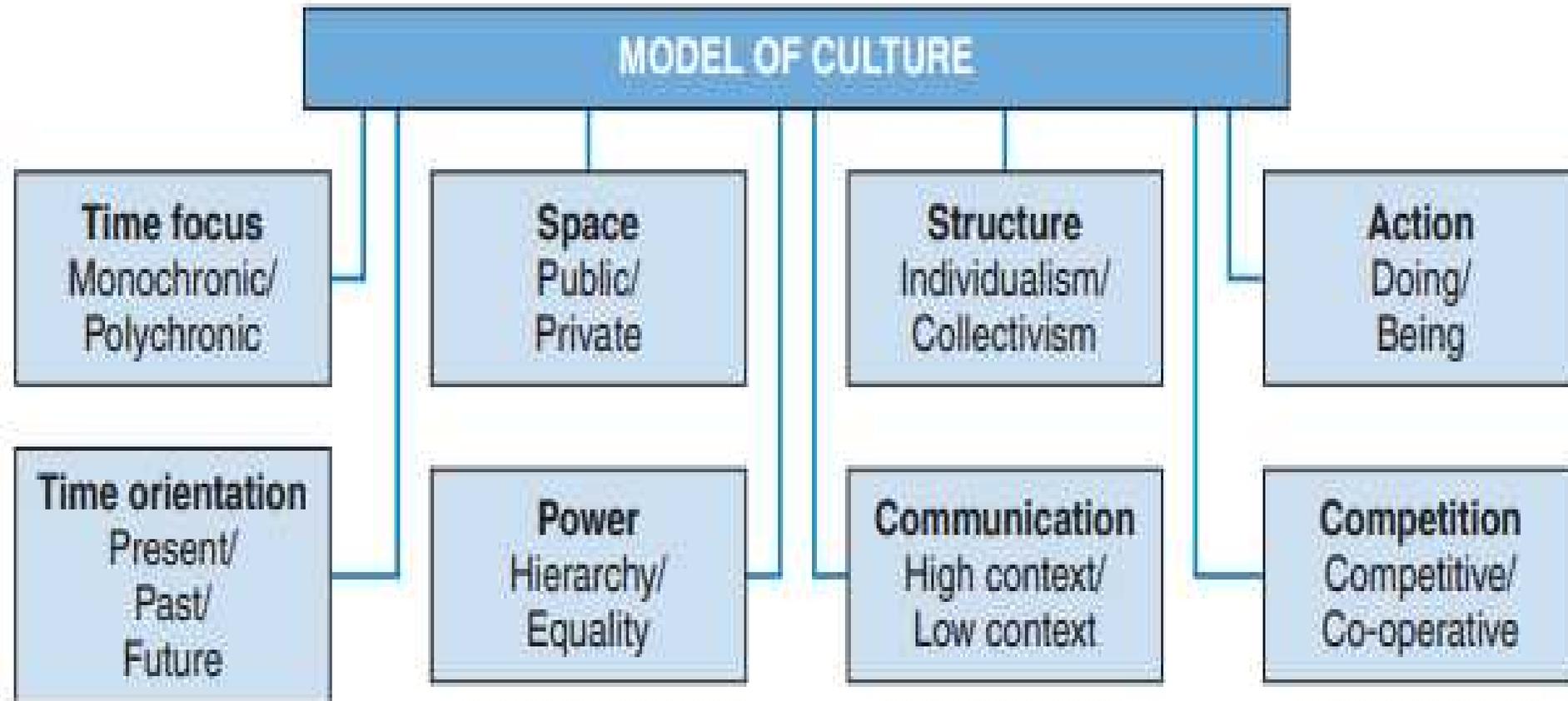
*The shared values, beliefs, and practices which come from shared experience.*

- **What is cultural competence?**

*The set of skills, knowledge, beliefs, attitudes, and behaviors that facilitate successful interaction with people from diverse cultural backgrounds.*



# Understanding differences when communicating across cultures



# Develop your knowledge

- Learn about own culture and understand how it influences your views of life and way of thinking.
- Learn about other cultures, communicate with people from different countries, and take part in intercultural events.
- Acknowledge cultural differences and develop an understanding of differences in attitudes to power, inequality and group belonging.

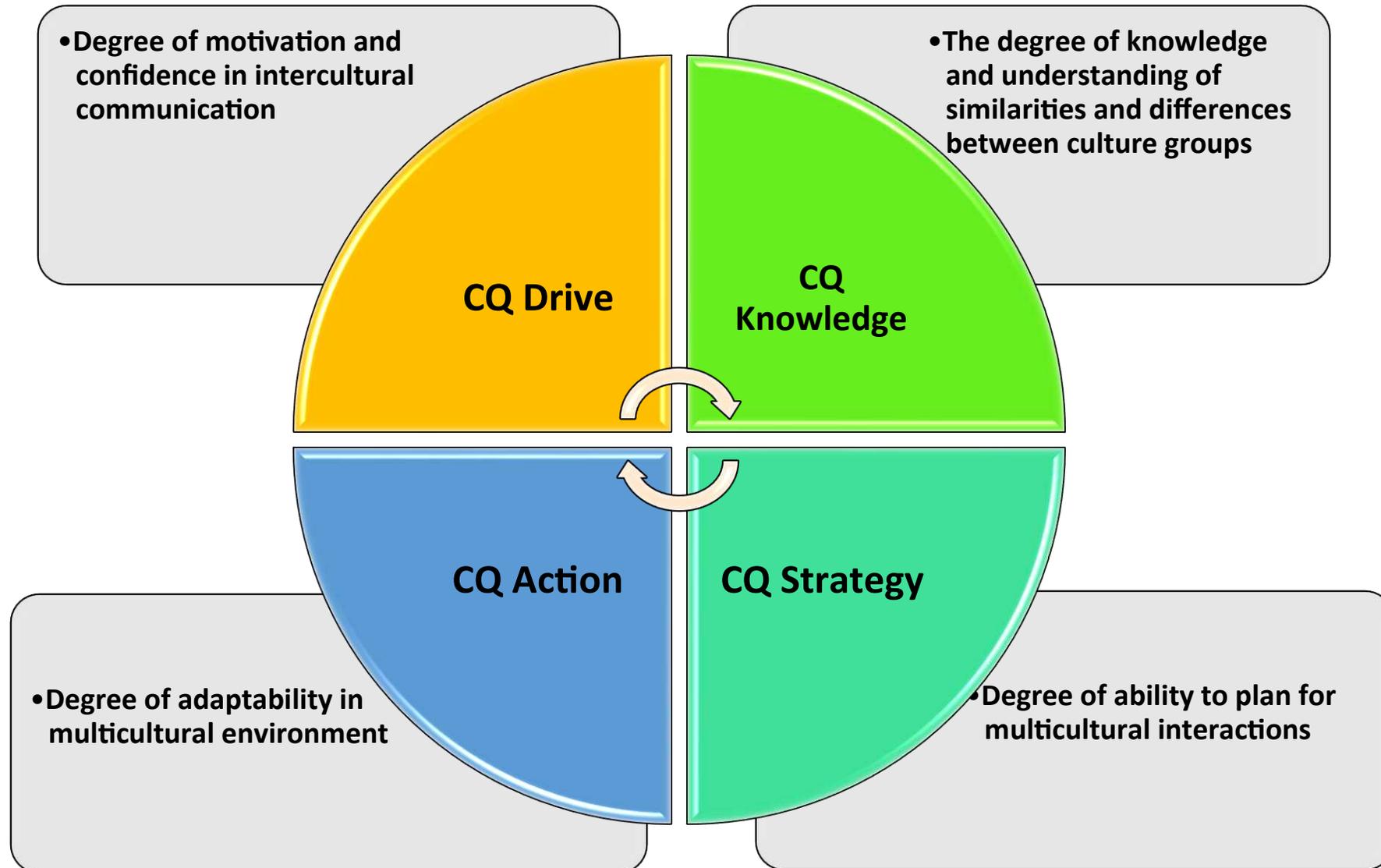


# Reflect on your attitudes and build your skills

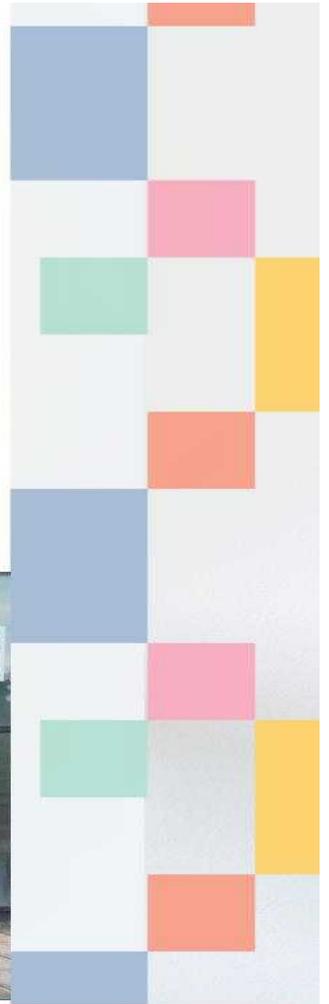
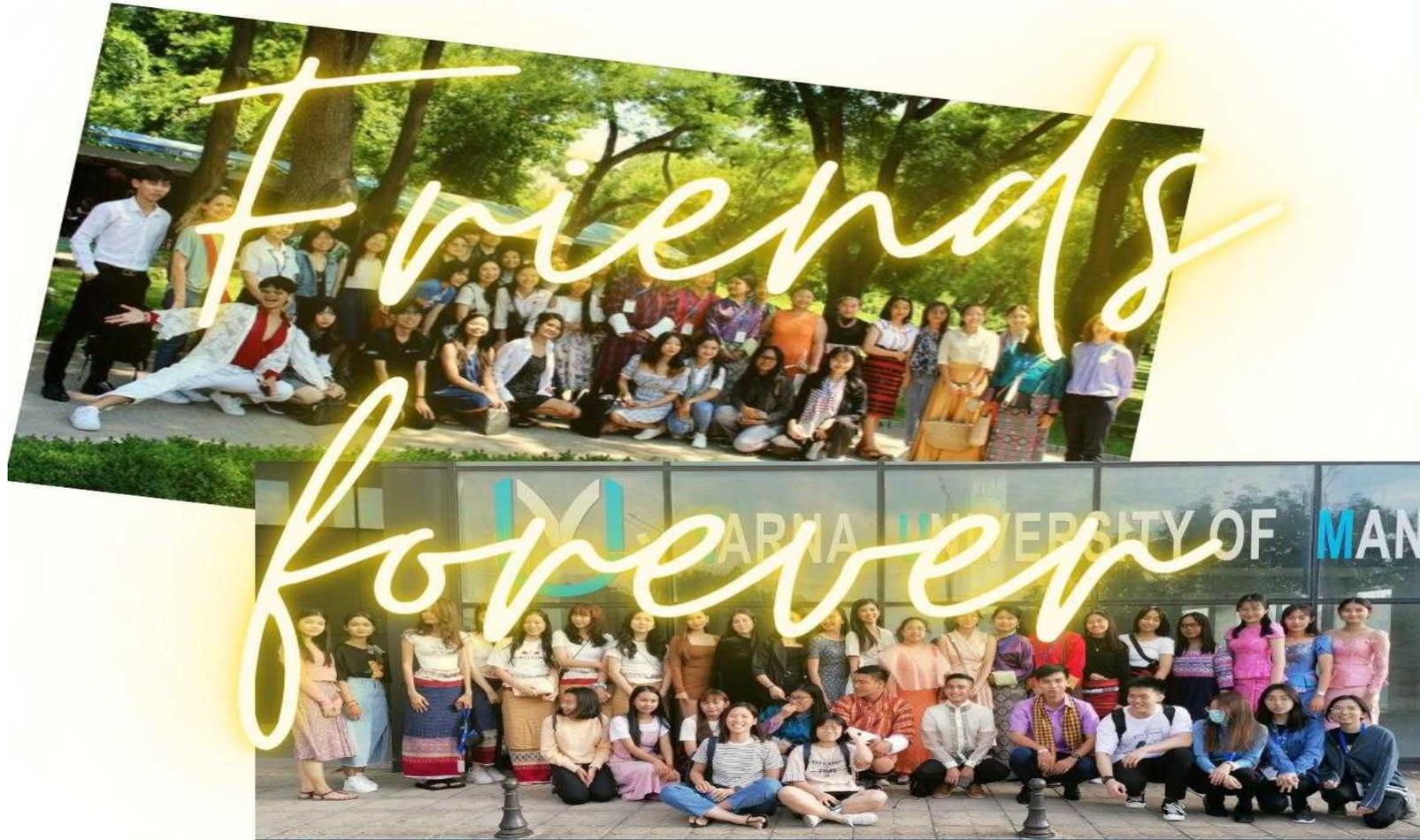
- Develop awareness of your own biases, prejudices, and beliefs. Think about any particular stereotypes you may have of culture groups or race.
- Develop awareness of your own behaviors, actions and likely expression of bias and prejudice.
- Become an advocate and an ambassador of tolerance to otherness. Share your knowledge of cultural differences with people around you.

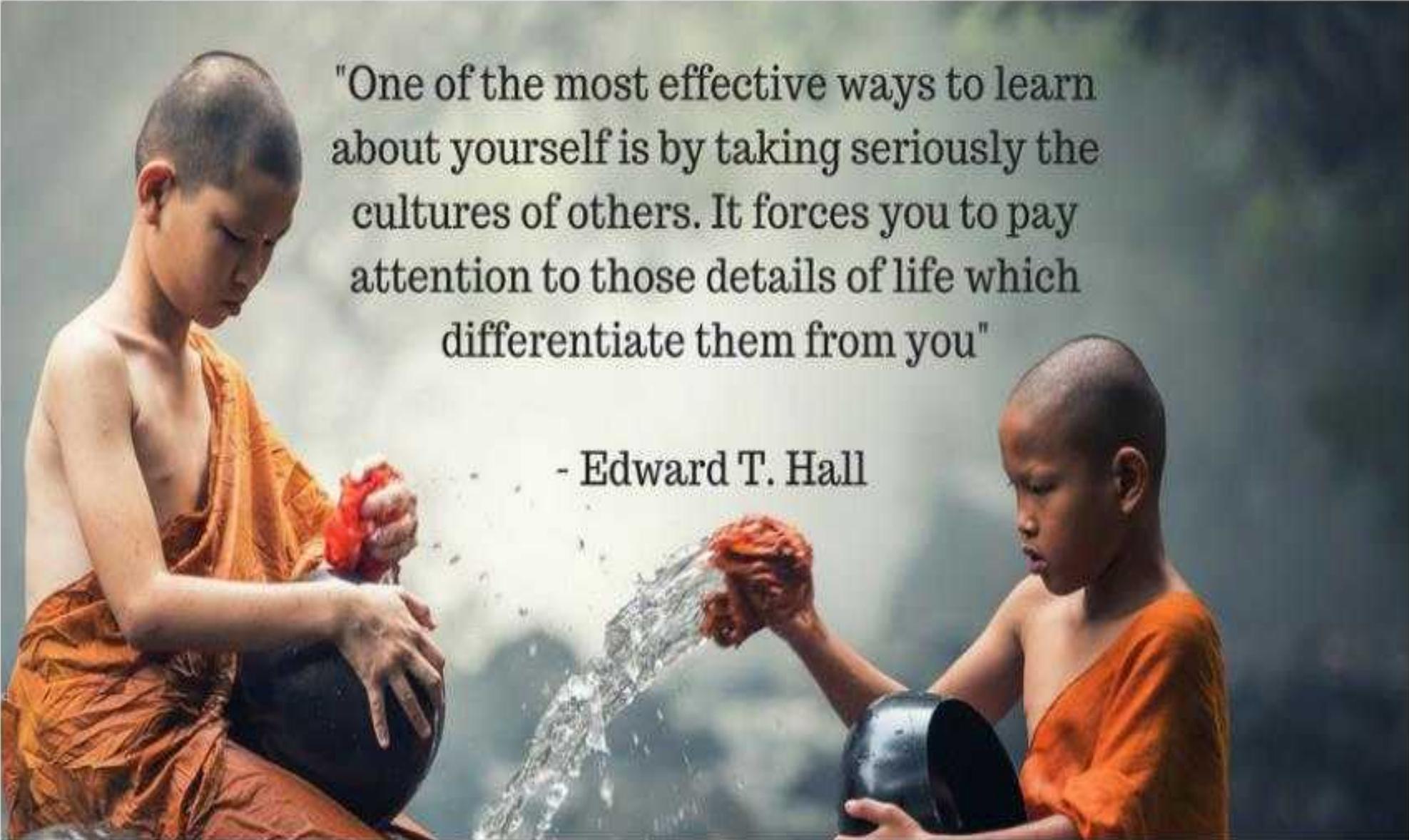


# Global Cultural Intelligence (CQ)



Share beautiful moments and  
keep your friendship alive



A photograph of two young Buddhist monks in orange robes. The monk on the left is holding a black bowl and pouring water into the hands of the monk on the right. The monk on the right is also holding a black bowl and has water splashing from his hands. The background is a blurred natural setting.

"One of the most effective ways to learn about yourself is by taking seriously the cultures of others. It forces you to pay attention to those details of life which differentiate them from you"

- Edward T. Hall