



**e-SPICES Final Conference:  
Best practice in Intercultural  
& Institutional  
Communication  
27th May, Perugia**

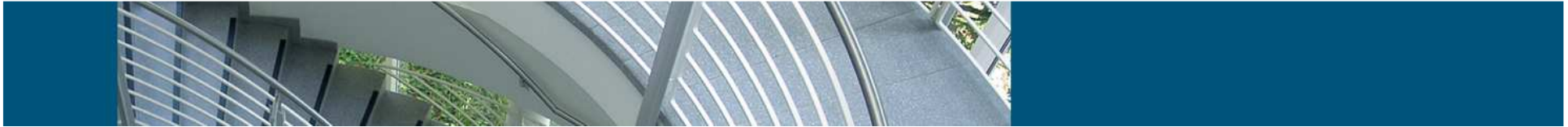
## **ICC-Training for Public Servants – Experiences from Germany**



## Agenda



1. Background information: Migration in Germany
2. Challenges for public servants
3. Intercultural Competence Training for public servants
  - Blended Learning Experiences



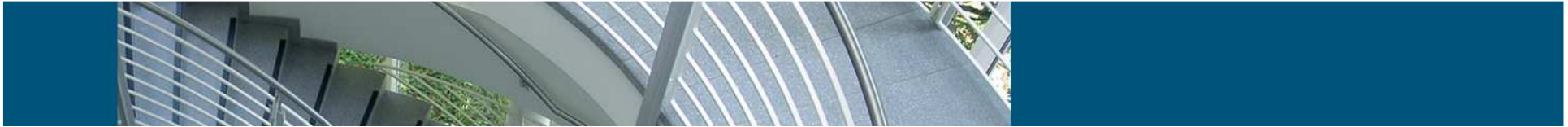
# 1. Background information: Migration in Germany



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- Approx. 700.000 new immigrants p.a.
- Percentage of people with immigrant background: 19% of the total population (Stat. Bundesamt 2008)
- Main immigrant groups
  - Ethnic German repatriates
  - Turkey
  - miscellaneous EU states
  - former Yugoslavia



## 2. Challenges for public servants



## 2.1 Modified demands on employees in public administration



- Employees of civil services and administrative offices are often the first contact person for immigrants
- Customers become more diverse
  - Need to cope with language problems
  - Need to take cultural particularities and differences into account
- Challenges for civil servants as representatives of public authority
  - Cultural sensitivity has a major impact on integration
  - Misunderstandings can lead to severe consequences

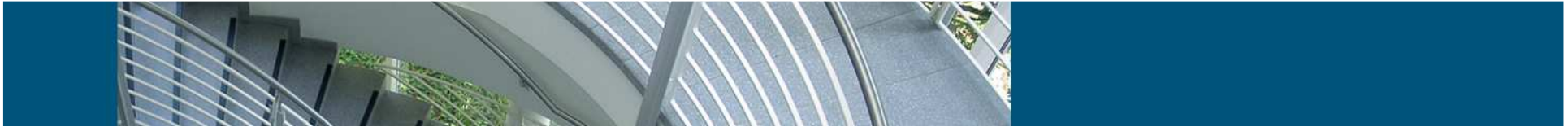
 Civil servants meet additional challenges coping with clients from different cultural-linguistic backgrounds



## 2.2 Need for training of intercultural knowledge and skills



- Increasing relevance of intercultural communication
  - Gaining intercultural competencies is no part of vocational education
- ➔ Relevance of ICC-training to support public servants to improve their intercultural knowledge and skills
- to prevent misunderstandings and discrimination in dealing with immigrants
  - to achieve a more efficient and positive interaction with clients of different nationalities
  - to increase job satisfaction and motivation of service providers



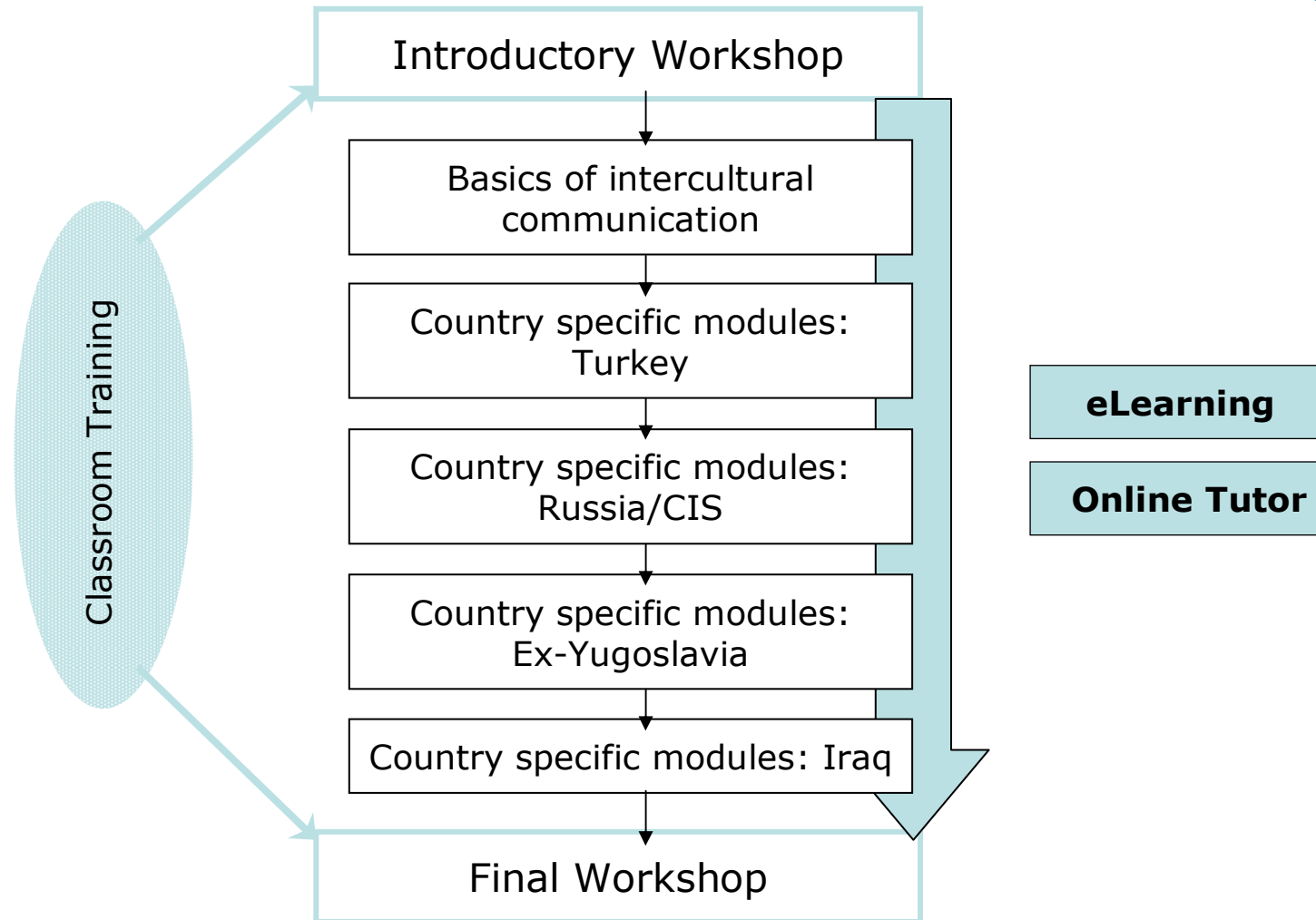
# **3. Intercultural Competence Training for public servants – Blended Learning Experiences**

## 3.1 Blended Learning Approach – Advantages

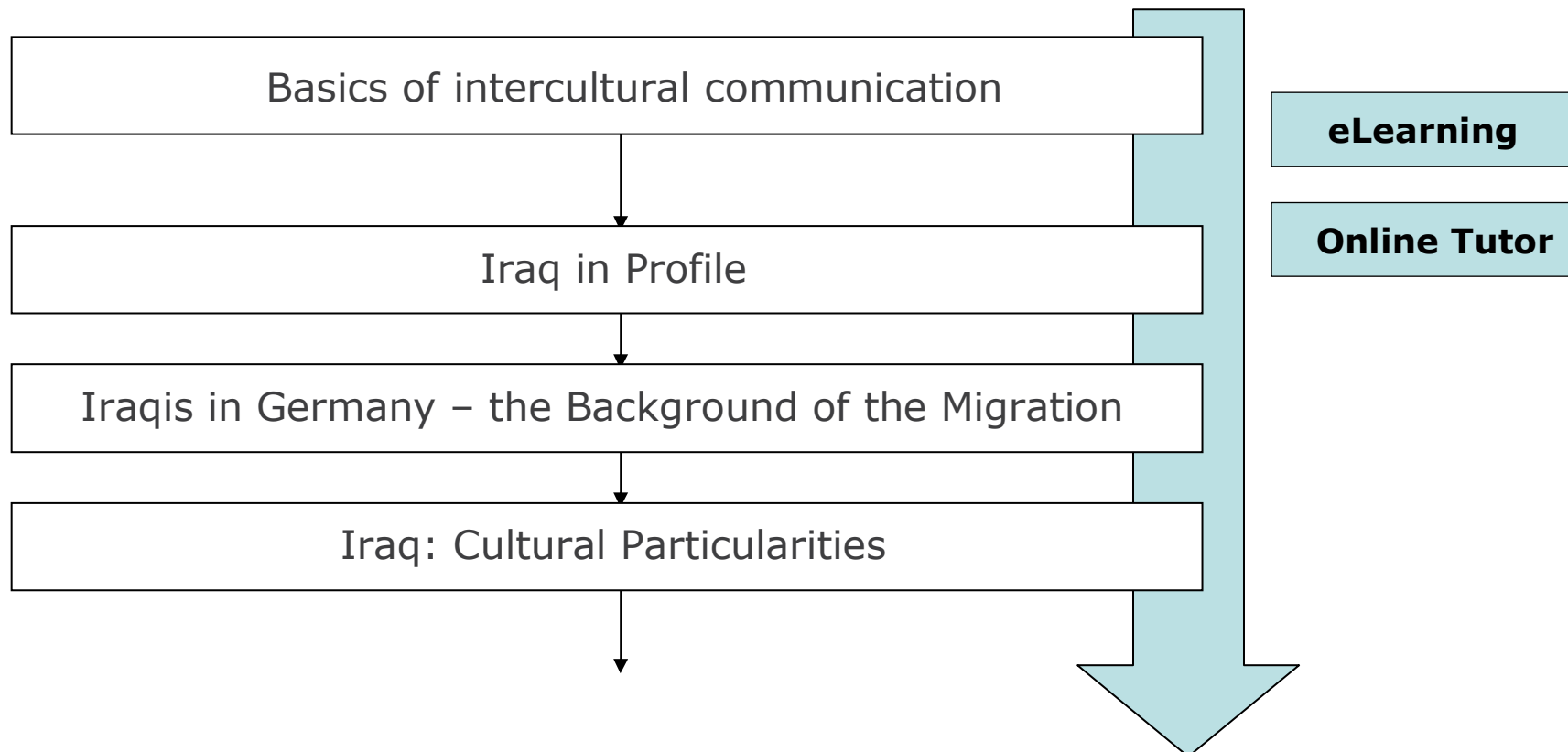


- Blended Learning: Combination of computer-based or online learning with face-to-face learning activities
- Advantages of *eLearning* in public administrations:
  - Reduced costs for training and limited trainees' absence increases acceptance of public administrations
  - Possibility to reach a higher number of public servants
  - More flexible and time-efficient than traditional seminars
- Reasons for *classroom learning*:
  - Better results for communication training and social learning
  - Better social involvement (reduction of drop-out rate)

## 3.2 Course of Action: Overview



## 3.2 Course of Action: eLearning-Modules



## 3.3 Execution

- Course duration (eLearning modules): approx. 3 months
- 160 participants in 10 Blended Learning Courses
- Cooperating partners:



Bayrisches Staatsministerium für  
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München





## 3.4 Results and Experiences



- High acceptance of Blended Learning approach
  - Free choice of modules meets the needs of the target group
  - eLearning modules increase general knowledge and contribute to a higher sensibility/understanding of cultural differences
  - Classroom training facilitates the application of knowledge in real life situations
- Experiences
  - Importance of guidance and tutorial during the eLearning process
  - Positive feedback for providing opportunities to support communicative exchange
  - Positive feedback for practical examples referring to daily business

# Thank you for your attention!

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