



## VielFalter\* ensures networking and exchange

Online publication series encourages intercultural opening processes in organisations in eastern Germany



### IQ | GOOD PRACTICE in a nutshell

**Addressees for transfer:**  
Public administrations.

#### **VielFalter\* (online publication series)**

The Thuringia Centre for Intercultural Opening regularly publishes good practice examples of opening processes from different areas of public administration in Brandenburg, Mecklenburg-Western Pomerania, Saxony, Saxony-Anhalt and Thuringia in the online series VielFalter\*. The examples provide insights into how intercultural opening processes develop and the challenges that might arise in the process. The VielFalter\* are used on a regular basis in digital brochures, webtalks and videos. They are provided as hard copies and made accessible online as a source of inspiration for interested users. The examples are used as ideas for existing and future staff and organisational development processes. The visibility of the examples creates the basis for networking and exchange between stakeholders.

#### **Project:**

Transfer IKÖ (Transfer of intercultural opening)

#### **Provider:**

Interculture.de e. V.

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#### **Provision:**

More information is available at <https://thueringer-zentrum-ikoe.de/viefalter-menuue/>

All previously published IQ Good Practice examples can be found at [www.netzwerk-iq.de](http://www.netzwerk-iq.de)

#### **Starting point/challenge**

Due to the pandemic, from March 2020 onward many providers were limited in how to address the theme of intercultural opening in public administration. This is because many projects were suspended due to restrictions or because project assistants had been deployed to coronavirus crisis teams. The situation both structurally and in terms of the history of migration is also significantly different in the new federal states in eastern Germany compared to the old federal states of the west. There are plenty of examples of good practice of intercultural opening from the federal states in the west. However, in order to improve the perception and understanding of the subject area by organisations in eastern Germany, specific examples are also needed from these regions.

#### **Implementation**

As part of the IQ project Transfer IKÖ (Transfer of intercultural opening), stakeholders at the provider Interculture.de e.V. in the Thuringia Centre for Intercultural Opening developed a product which provides a platform for organisations in eastern Germany and their change processes. This was implemented in the form of the online publication series entitled "VielFalter\*". Since September 2020, the VielFalter\* series has been regularly providing users with good practice examples – digitally and accessible online – of intercultural opening processes in public administration in the new federal states. Despite the fact that each change process occurs on an individual basis and that different challenges need to be overcome, the examples provide an insight into how intercultural opening can be managed and what things need to be considered. Additional formats are used in order to highlight key findings from the various success stories and at the same time to present the processes in greater detail. The print version of VielFalter\* ("im Print") provides an overview of individual intercultural opening processes in public administrations, for example in the Ober-



havel job centre in Brandenburg and in the Leipzig coordination committee in Saxony. The brochures can be read online or sent as hard copy by post. In the VielFalter\* "Webtalks", process managers from the projects examined in print enter into a moderated dialogue. The virtual live events are available as videos. The VielFalter\* "Impuls-videos" consist of short sequences from the webtalks which give interested parties a good, brief overview.

#### **Conclusion**

Intercultural opening is made more understandable as a result of the VielFalter\*. Awareness of diversity-oriented processes is increased and the profile of those involved in the process is raised. The examples are used to stimulate existing and also future staff and organisational development processes. The visibility creates the basis for networking and exchange. The product reaches significantly more interested parties than a one-off in-person event. So far, brochures have been read more than 1,300 times online, over 900 printed brochures have been sent out, and videos have been watched almost 1,000 times.

# “Encouraging employees to make changes”

## **VielFalter\*: Weimar University launches staff development process to support internationalisation of administration**

In order to raise awareness of diversity-oriented processes and draw attention to the stakeholders involved, intercultural opening at the Bauhaus-Universität Weimar was used as an example in the VielFalter\* online publication series. “Intercultural opening is very abstract. This is one of those examples that explains what's behind it and what can be achieved in terms of change and success,” explains Nadine Keitel from the project provider Interculture.de e.V. The university wants to provide support to international students in an integrated way and in so doing manage the internationalisation of the university for the long term. A comprehensive staff development process has been established in order to achieve this.



This covers technical, administrative and service-oriented areas and builds on the different levels of experience of the employees. The trigger for this was the rapid increase of international students which posed new challenges for the administration team. “To be able to care for all students equally, we needed an administration team

with the necessary linguistic and intercultural skills,” explains Susanne Wille, coordinator of the development project at Weimar University. Factors which made the change process successful were the inclusion of employees at all levels and the engagement across all departments with the new networks. In addition to cooperation within the university, important contacts were also established, for example, with the immigration authorities. “A process of comprehensive change requires a management culture which encourages employees to be open to change and actively involved in shaping the process themselves,” explains Dr. Christian Kästner, Head of the International Office at Weimar University.

## **Three questions for Julia Brade, head of the Transfer IKÖ project in the IQ Network Thuringia**

# “Making good examples visible in an online library”



### ***What is innovative about the VielFalter\*?***

In our research, we identified numerous examples of intercultural opening processes from the old federal states. It is rare, however, that these examples are of sufficient use to administrations in the new federal states. We need stories which originate in the region, and which take into account structural differences. We achieved this with the activities discussed in our VielFalter\*.

### ***Are the products transferable?***

Each change process has to overcome different challenges. However, our materials provide valuable insights into intercultural opening processes within administrations in eastern Germany. Questions

such as “Why begin an opening process and how is this actually done?” are dealt with. Practical information about process support or about costs and funding help when making the decision to tackle an intercultural opening process. The VielFalter\* can be used with a few adaptations in all organisations targeted. There is unlimited and free access to brochures, recordings of web talks and videos which can be used anywhere at any time.

### ***For how long can the VielFalter\* be used?***

Our aim is to populate a permanent online library which can be used to display high quality and sustainable examples from practice in the eastern federal states. This will form the basis for networking and exchange on intercultural opening in eastern Germany. With its information contacts and original footage, the VielFalter\* are providing a source of inspiration which will have a lasting impact. Valuing the work which the materials will clearly highlight increases motivation to press ahead with or start an intercultural opening process.

#### **Publication details**

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[www.netzwerk-iq.de](http://www.netzwerk-iq.de)

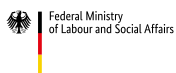
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#### **Network IQ**

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