



BPW International

BPW International  
Member Projects & Experts

## Triennial Report

A final report is a document that shows what was done during the last three years (or the period since the start of your project if the project was started less than three years ago) and what lies ahead. It will be submitted to the BPW international board for the international congress.

This is a proposal template for an annual report. All chapters below – except for the general information – are a suggestion: if a title makes sense to you, use it otherwise delete it. If you need other chapters, please add them.

Use text, pictures, graphs as it best suits you (Note: pictures, graphs often explain more than many words). There is no restriction concerning the length of the report.

### General Information

**Project Name:** CultureSmart.....

**Project Leader(s):** Johanna Marius and Dahlia Salem

**BPW Project Member(s):** .....

**Reported Period:** 2017 to 2020.

**Date:** 25/04/2020

### Short Overview

Intercultural skill is a must for anyone who needs to communicate with members of different cultural groups, be that internationally or professionally on a national basis. Being on your best behavior is important, but it may not always be enough.

An intercultural skill set is made up of many components, such as self-awareness, empathy, willingness to adapt, knowledge of cultural specifics.

In several modules we will introduce the theory of intercultural learning using meaningful examples.

### Results

So far, we've created a general introduction, course line-up, video introductions of Dahlia and Johanna, a transcript of Johanna's introduction.

We prepared presentations on intercultural topics to deliver at BPW events in Europe and Egypt, and covered a definition of culture, stereotypes, authenticity, and intercultural learning in our first presentation at the EBWA conference in Cairo in 2018. In October 2019 we attended the African Regional Conference of BPW and presented "The Power of Intercultural Empathy and the Danger of a Single Story".



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### Goals for next period

We are going to continue delivering presentations to live audiences with a focus to the European Congress in Iceland in 2022. In the meantime, we will work with a different format, namely short two or three minute video clips with brief explanations on intercultural topics. This will make our audience aware of commonalities and differences and will help them reflect on past situations and ways to deal with differences in future.

### Challenges / Opportunities

What are your biggest problems, your main challenges? How could you deal with these challenges? What positive opportunities can profit you from?

Our biggest challenge was the lack of opportunity to deliver presentations to a live audience. With our new process, we feel that we can reach more people and make BPW members aware of our program.