



OVERCOMING CULTURAL BARRIERS

Cultural barriers such as language, managerial culture and business practices may be reduced, but this is a continuous process and not a one-off activity.



↳ **Awareness raising and coaching on cultural differences.** This may be done through training, such as the courses provided by the Kehl Euro-Institute on the French-German-Swiss border, or through publications.



↳ **Strengthening language skills** among institutional players, but also economic players and workers.

EXAMPLES:

The Saarland's "Stratégie France" has the ambitious aim of making this region a fully-fledged multilingual space by 2043 and teaching all inhabitants of Saarland to speak French. The main interest of this strategy lies in taking full advantage of economic cooperation opportunities with France and of the region's position as an interface between two of the largest markets in the European Union.

<http://www.saarland.de/110783.htm>

In June 2013, **the members of the Upper Rhine Conference** signed a Charter for multilingualism in the Upper Rhine. The charter makes recommendations for language instruction from nursery up to secondary school and the CFA (Apprenticeship Training Centre). It also makes recommendations for training teachers and financing this policy of multilingualism.

<http://www.conference-rhin-sup.org/fr/education-et-formation/apercu/actualite/items/charte-pour-la-promotion-du-plurilinguisme.html>

