



International Launch of EIW Products Takes Place at Dublin City University, Ireland

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EIW International Launch in Dublin, September 2007

The EUROPEAN INTERCULTURAL WORKPLACE (EIW) Project (2004-2007) led by Dublin City University in Dublin and involving ten partner institutions across Europe, launched its range of products at the Helix in DCU, on Wednesday 26th September 2007. At a meeting attended by ambassadors and top-ranking international officials, as well as representatives of key institutions working in the fields of interculturalism, anti-racism, refugee support, and Human Resources, the Official International Launch was performed by the Irish Minister for Integration, Conor Lenihan. Media attention has been immediate and overwhelming, with invitations to speak on the Irish national broadcaster's RTE television station, RTE Radio Eireann and local radio programmes, and write-ups in the national press. The Project was nominated for a Metro Éireann Media and Multicultural Award. These awards showcase and celebrate people and organisations whose work in promoting cross-cultural understanding and co-operation is making a real difference.

The EIW Project was initiated by DCU because it was recognised that the Irish workplace, as well as other European countries, has been experiencing major transformation, with a rapid and vast increase in the cultural diversity of those living, working and being educated within Irish borders. It was felt that Ireland could and should learn from the experiences and practices, both good and bad, of other European countries. The innovative trans-national and holistic approach of the EIW Project has focussed on the perspectives of all workplace constituencies, and was the first Thematic Action Pilot Project in Ireland to be granted funding by the EU Leonardo da Vinci Programme II, putting Ireland to the forefront in leading European partners in research in this area.

The culmination of three years' research by the ten partner institutions, the EIW products are: ten National Reports on the current intercultural workplace situation in each country; Trans-National Sector-Specific Reports comparing work practices across Europe in three key sectors; an Overview of Legislation, European and national, affecting immigration and access to work; intercultural Training Materials - a DVD and Training Manual entitled "EUROPE AT WORK: Diversity in the European Workplace", containing filmed scenarios and discussion points; a website (www.eiworkplace.net) and a "EUROPE AT WORK Resource Pack" DVD, from which all Reports are available free to download in English and the eight other European partner languages; a comprehensive database of links relevant to the intercultural workplace; and lastly, in the final phase of development, the Diploma in the European Intercultural Workplace, planned to be delivered by Dublin City University and the University of Gothenburg from 2009.

The EIW products are currently being disseminated to relevant organizations in partner countries with the aim of informing and educating workplace target groups and policy makers and supporting the future development of enhanced national training policies and initiatives across the European Union.

Further information and copies of the products, including sample units of the Training Materials, may be obtained by contacting the partner nearest to you (addresses are given overleaf), downloading them from the EIW website (www.eiworkplace.net), or by contacting the EIW Project Office in Dublin (Tel. +353 1 700 8428 or email info@eiworkplace.net).



At the EIW International Launch (l-r): Dr Aileen Pearson-Evans (EIW Project Director), Conor Lenihan, Irish Minister for Integration, and Rotimi Adebari, Mayor of Portlaoise, Co Laois



Representing EIW Project Partners at the International Launch (l-r): Brunella Maio (CONFORM, Italy), Jack Lonergan (Univ. of Westminster, UK), Anna Paszkowska (Academy of Humanities & Economics in Lodz, Poland), Aileen Pearson-Evans (DCU, Ireland), Radu Szekeley (Västra Nylands folkhögskola, Finland), Gerd Zimmer (pro-kompetenz, Germany)



Some of the visitors who attended the EIW International Launch in September

All EIW products – including samples of our training materials – are available to download free from our website www.eiworkplace.net



To obtain information and EIW Products, contact:



Ireland

Project Coordinator
Dr Aileen Pearson-Evans
Senior Lecturer in Intercultural Studies
EIW Project
Room C138b, School of Applied Language and Intercultural Studies (SALIS)
Dublin City University
DUBLIN 9
Tel: +353 1 700 8428
Fax: +353 1 700 5527
Email: info@eiworkplace.net



Bulgaria

Boian Savtchev
Director of Education, International Projects Manager
European Centre for Education & Training (ECET)
135, Knyaz Boris I St
1000 SOFIA
Tel: +359 2 988 4220; +359 2 988 4323
Fax: +359 2 981 1474
Email: ecet@ecet.bg



Germany

Gerd Zimmer
Institut für Projektbegleitung und Kompetenzentwicklung
- pro-kompetenz - e.V.
Im Winkel 53
D-18059 ROSTOCK
Tel: +49 381 400 6082
Fax: +49 381 519 6154
Email: zimmer@pro-kompetenz.de



Finland

Radu Szekely
Coordinator of International Affairs,
Lecturer in English and Intercultural Studies
Västra Nylands folkhögskola
Strandpromenaden 1
10300 KARIS
Tel: +358 19 222 6041
Fax: +358 19 222 6011
Email: radu.szekely@vnf.fi



Greece

Nicole Georgogianni
Director
Hellenic Regional Development Center (HRDC)
Ag. Andreou 138 Str.
GR-26222, PATRAS
Tel: +30 2610 362 058
Email: ngeorg@hrdc.org.gr



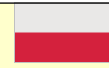
Italy

Brunella Maio
Head, International Relations Dept
CONFORM - Consorzio Formazione Manageriale
Collina Liguorini Centro Direzionale
Banca della Campania
83100 AVELLINO
Tel: +39 0825 655429
Fax: +39 0825 756359
Email: internazionale@conform.it



Norway

Rolf Undset Aakervik
Senior Consultant, Migration Pedagogue
Stiftelsen Mangfold i Arbeidslivet (MiA) - Diversity at Work
PB 4634 Sofienberg
NO-0506 OSLO
Visiting address:
Integrerings- og mangfoldsdirektoratet - IMDI
Hausmannsgt. 23, Oslo
Tel: +47 22 99 2082
Mob: +47 911 211 77
Fax: +47 24 10 13 81
Email: rolf@mangfold.no



Poland

Anna Paszkowska-Rogacz
Academy of Humanities & Economics in Lodz
64, Rewolucji 1905r
90-222 LODZ
Poland
Tel: +48 42 631 5832
Fax: +48 42 631 5032
E-mail: paszkow@uni.lodz.pl



Sweden

Jens Allwood, Professor
Dept. of Linguistics
Kollegium SSKKII
Göteborg University
Dicksonsg. 12
Box 200
SE 405 30 Göteborg
SWEDEN
Tel: +46 31 786 2983, +46 31 786 1876
Fax: +46 31 786 4152, +46 31 786 4853
Email: eiw@ling.gu.se, jens.allwood@ling.gu.se



United Kingdom

Jack Lonergan, Emeritus Professor of Applied Linguistics
University of Westminster
47 Dalton Street
St Albans AL3 5QH UK
Tel: +44 1727 752263
Fax: +44 1727 831255
Mob: +44 7903 557911
Email j.lonergan@westminster.ac.uk



Speakers at the International EIW Launch:
(clockwise from top left) Professor Ferdinand von Prondzynski, President of Dublin City University; Anna Paszkowska (representing the Polish partner Academy of Humanities & Economics in Lodz); Brunella Maio, representing the Italian partner CONFORM; Radu Szekely, representing the Finnish partner Västra Nylands folkhögskola; Professor Ronaldo Munck, DCU Theme Leader, Internationalisation, Interculturalism and Social Development; Professor Jack Lonergan, representing the UK partner, University of Westminster



For further details
visit our website
www.eiworkplace.net