

**Projects and activities of the  
Institute for Cultural Diversity Studies**

**Company Projects in cooperation with IM Students and BASF**  
(<https://www.basf.com/global/de.html>):

**Highlighting diversity through digitalization and sustainable**

**relationships.** Two company projects that involved International Management master students of SRH Berlin School of Management in collaboration with BASF Germany. Under the academic supervision of Prof. Dr. Artur Ante, and Agile Coach Tatjana Barzi-Vogt the project engaged master students in business case studies to develop skills in intercultural management and generate innovative concepts for BASF.

The Projects named: **'The importance of culture: ways and tools of shaping a company culture and mindset' were based on the values of "Diversity" and "Sustainability"** and inquired how and by what means these values can be ideally applied at BASF to generate a unified mentality for employees within the company, but also create positive experiences in services with prospective clients and applicants outside of it. By dealing with key issues such as diversity and sustainability, in the context of German management culture, participants gained significant experience in intercultural management, personal skills as well as in interdisciplinary teamwork.

The follow up project focused more on the importance and value of sustainability within the local company culture and working environment. Students held great presentations dealing with topics such as women's empowerment, company support for family planning, or a world food festival in the company settings. The Institute for Culture and Diversity Studies plans to take into consideration some of these suggestions relating to BASF's values to possibly apply similar approaches by interacting with other companies dealing with comparable issues.

## **Company Projects in cooperation with IM Students and SAP**

(<https://www.sap.com/germany/index.html>):

Under the successful academic supervision of Prof. Dr. Arta Ante and coach Tatjana Barzi-Vogt, the International Management Master Students of SRH Berlin School of Management, worked together with the SAP Germany Corporate Representative Nina Straßner, Head of Diversity & People Programs, Germany, to create a creative communication campaign concept by intertwining gender diversity and leadership issues within SAP.

The Projects named '**Experiencing Diversity as a way of life for employees at SAP': Chances and challenges for an inclusive, diverse and agile workplace.**' focused on creative concepts to communicate and experience lively the "diversity and inclusion" at SAP.

SRH International Master students, worked out through recent scientific studies on agile management where they applied many creativities and D&I skills. SAP department continued the work to improve the idea of the #bealeadernotaboss campaign, by adding further video material as well as more content and a campaign specific design for the booklet.

The second project was focused on **personal storytelling regarding diversity and inclusion**. Creative teams in Conception. Strategy and Design were formed and professionally guided through the process according to the interest and specific knowledge of each student. The outcomes were a Booklet with key Diversity Terms presented in a creative manner for SAP as well as an additional Group video named "One world - one struggle" with text, music, and a diversity logo.

## **Creative Lecture Series on Art and Diversity in Berlin during SuSe21 and WiSe21/22 'Interdisciplinary creative project-oriented work':**

Art and Diversity Project at Berlin School of Design and Communication (BSDC) in cooperation with Prof. Ralf Kemmer and Prof. Ricarda Wallhäuser (SOPA).

**Focus:** Highlighting and making visible the richness and potential of the diverse artistic scenes in Berlin.

**Brief Description:** Students related and networked with Berlin artists to explore the concept of diversity from their perspective and to find common ways to sensitize about it in the creative scene of Berlin.

**Outcomes:** Students created an art catalogue with unique contributions from Berlin artists. The work will be published soon.

**Additional activities in cooperation with (S.A.C.S.; <https://s-a-c-s.net/>) and Academic Director: Prof. Dr. Arnold Groh:**

- **MMPI-2-screening of AIDS orphans in East Africa (with DAAD support):** Cooperation with the University of Minnesota (USA), Makerere University (Kampala, Uganda) and the Ocean One Social Centre (Soroti, Uganda); Data collection in Uganda and Rwanda.
- **Cross-Cultural Olfactory Survey** (with DAAD support): data collection at UN and in India (Soliga; also supported by Jawaharlal Nehru University, New Delhi), Cameroon (Bagyeli), Uganda (Batwa, Teso), Ethiopia (Hamer), Panama (Emberá, Wounaan), Perú (Bora, Yagua, Cocama), Colombia (Emberá, Yagua), Brazil (Marubo, Tuyuka), French Guyana (Wayampi).
- since 2017: **Cross-Cultural Study on Orientation towards Cardinal Directions:** Data collection at UN, in Latin America and in Africa.