



Intercultural Communication Institute



Summer Institute for Intercultural Communication (SIIC) Presents:

PROMOTING GLOBAL SUSTAINABILITY ACROSS CULTURES

July 10-12, 2013, Reed College, Portland, OR

Perceptions about social and environmental sustainability are as culturally bound as any other norms and basic assumptions of reality. This workshop will introduce some key intercultural concepts as well as real-life case studies of social and environmental projects from around the world, in which intercultural competence played a key role to the success of the venture. The goal is to expand the knowledge of various viewpoints around sustainability and to help create more flexible strategies for working cross-culturally in socially just and environmentally sustainable ways.

This interactive workshop will include:

- Sustainability and our world – past, present & future landscape
- How values, preferences & human behavior effect choices around sustainability in different cultures
- Case studies and real-life scenarios from around the globe
- Small group discussions and interactive activities
- How participants experience their own work toward sustainability and across cultures
- Practical applications: How to incorporate intercultural competence & sustainability in your work/organization

Peter Fordos is an intercultural consultant, facilitator, and coach for Fortune 500 companies with a passion for environmental sustainability. Before becoming an intercultural consultant, Peter worked in the environmental sustainability field, analyzing and developing sustainability strategies and calculating environmental footprints using the Global Reporting Initiative. Peter can be reached at peter@peterfordos.com

Cecilia Utne is a senior intercultural consultant for **Shepell-fgi**, where she recently incorporated sustainability consulting into the company's global services. With 15 years in the industry, she holds a B.A. in Language, Culture, and Business Relations and an M.B.A. in Sustainable Business. She is a frequent presenter about the link between culture and sustainability. Cecilia can be reached at cutne@shepellfgi.com

**Understand how
sustainability is
culturally bound**

**Gain appreciation
for varying cultural
values**

**Develop skills for
achieving trust with
people with
seemingly
conflicting goals**

**Make a clear link
between your work
for a better world,
and intercultural
competence**

**TO SIGN UP FOR THIS
WORKSHOP, CONTACT
SIIC**

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www.intercultural.org/6.php

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