



CUB@WORK PROJECT NEWSLETTER

No. 1
march 2021

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1. About the project



Unconscious cultural preconceptions and stereotyping in general towards skilled and suitable potential candidates with a migrant background can make recruitment of suitable candidates and integration into daily work processes of the migrant workforce very difficult, with adverse consequences for companies, the workforce as well as for the broader society as a whole.

With well-trained management and recruitment staff who are aware about **unconscious bias** and able to deal with it, a SMEs will be able to participate more successfully in the War for Talents and to recruit suitable personnel.

By providing tools enabling understanding, reflection and strategies to manage **cultural unconscious bias** in the workplace, the CUB@work project contributes to social inclusion and non-discrimination in the workplace.

CUB@work target groups

The main target groups of a project are:

- MANAGEMENT AND RECRUITMENT STAFF OF SMEs
- VET TRAINERS AND PUBLIC OFFICIALS RESPONSIBLE FOR VET POLICY



2. Planned results



The Unconscious Bias Sensitisation Toolbox

An online resource to make HR management and recruitment staff of SMEs aware of the phenomena of cultural unconscious bias. The toolbox includes a self-profiling test, real life video case studies and an unconscious mind quiz to assess, analyse and make aware of own cultural unconscious bias. Furthermore, the toolbox contains a glossary, dos and don'ts and recommendations for SMEs.

RESULTS



CUB@work online training course

The online course, implemented as an Open Educational Resource, includes 4 training modules on cultural unconscious bias aiming at enhancing key competences of entrepreneurs and recruitment staff in SMEs.

3. What happened so far?



Project Kick-off meeting

In October 2020 the Kick-off meeting of the project was held online. During it the team had a chance to discuss the director and plan for the project.



Detailed meetings for intellectual output

During next meetings held in January and March the first results were achieved. Project gained its visual identity and the activities were divided among the partners of the project.



Work plan for case studies and videos

A work plan has been established and it includes key activities like: case studies for Cultural Unconscious Bias and production of video dedicated to describe it in details.

4. What are the next steps?



Next transnational partner meeting in June

The next meeting of the project group is planned for June 2021 in Valencia, Spain. Meeting will be a chance to review results achieved so far and discuss a plan for next project activities



Finalising video production

After detailed preparation of visual materials, scripts and technical aspects of production a video material describing Cultural Unconscious Bias will be available online by the end of May 2021



Tools for better understanding of CUB

As a next steps of intellectual output self-profiling test, real life video case studies and an unconscious mind quiz will be prepared and shared with the SMEs community

5. Meet the Partners



DENMARK
BRAINLOG

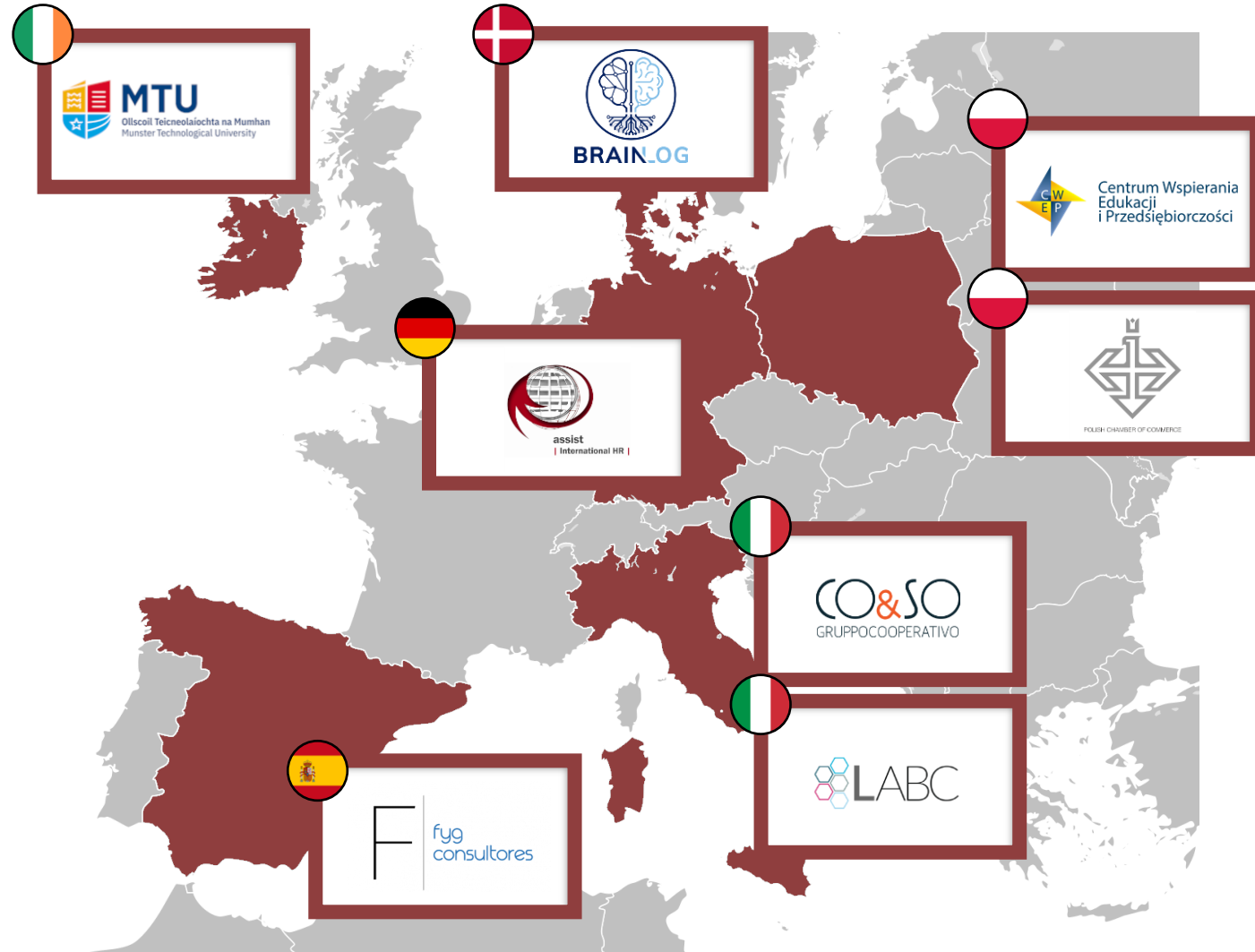
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6. Find us online



www.cubatwork.erasmus.site



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Project number: 2020-1-DE02-KA202-007418

Project Duration: 01-10-2020 – 30-09-2022