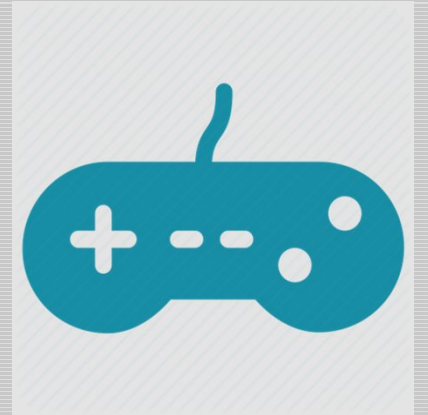


E-employability: training intercultural competencies with the help of *Gamification*

Nannette Ripmeester
Expertise in Labour Mobility
The Netherlands
www.labourmobility.com



INTERCULTURAL SKILLS



Engaging with people from different cultures teaches students intercultural skills that help them:

- Grow personally;
- Become a global citizen;
- Boost their employability.

But *not everyone* has the option to go abroad...

TECH SOLUTION

However most of students have access to technology!

What is Gamification?

The use of game elements in non-game environments.

What is an infotainment app?

INFORMATION + ENTERTAINMENT

An infotainment app that gamifies cultural scenarios has a big propensity to be used by students because it's interactive, accessible 24/7 and fun!



SOFT SKILLS & EMPLOYABILITY

There are at least 3 easily identifiable areas where students' cultural competencies can be honed to make them well-rounded global employees:



DOING BUSINESS with international clients and colleagues means avoiding cultural blunders;



SOCIAL INTERACTIONS at a global scale are important to building both personal and professional relationships;



JOB HUNTING practices vary tremendously and determine the entry point in one's career.

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