

‘Inspiration, Connection, Growth’ Strategy – 2020-2023

Mission

Sietar Nederland is an interdisciplinary professional organisation, by and for professionals, in the field of intercultural communication¹, diversity² and inclusion³. The organisation connects peers⁴ in the area of research, education and training in the aforementioned fields.

The organisation is committed to the professionalization of its members by bringing them in touch with each other and enabling them to learn from each other, in the Netherlands, in the international Sietar community and by the input from, and co-creation with, external experts. As a guideline for professional behaviour in the area of diversity, inclusion and intercultural education, training and research of its members, Sietar Nederland has a Code of Ethics.

Vision

Sietar Nederland works from the ideology of the Universal Declaration of Human Rights, wherein the equality of people is laid down and protected. Sietar Nederland endorses that all people have the right to live free from any form of discrimination based on ethnic, social or cultural origin, skin colour, religion, language, gender, political or other belief, physical or psychological (in)validity or other circumstance.

In numerous ways, Sietar members⁵ are actively involved with complex social challenges, both in the Netherlands and internationally. Take, for example, the promoting of diversity and inclusion and intercultural competence development in organisations, as well as the prevention of polarisation and the battling of racism, discrimination and exclusion in society. Our members give their professional take on these matters.

Strategy: Inspiration, Connection, Growth

In the complex and demanding field of Sietar members, inspiration and connection with peers is crucial in order to grow, both professional as personally. Hence our motto for the coming three years: Inspiration, Connection, Growth. The role of Sietar Nederland is to make this possible by encouraging meetings, establishing strong connections, exchanging and linking activities with learning and development at the core. In these encounters, we strive for both deepening and broadening.

Sietar Nederland wants to be an organisation in which different perspectives come together and the added value of diversity during the Sietar events is felt and experienced by a diverse group of members. Moreover, it is crucial that we, as the organisation, are diverse and inclusive. In order to achieve this, a transition is required, because we don't yet do that enough. Intercultural communication, diversity and inclusion form our core, hence *‘walk your talk’* is essential. Through active dialogue, with members and non-members, we want to shape this transition. In particular, we want to welcome professionals that are as yet, underrepresented. More than ever before, we are going to research where opportunities and possibilities lie, and what actions and instruments can be implemented, in order to place diversity and inclusion at the core of all our activities and processes.

¹ Intercultural communication refers to the striving for or achievement of effective communication between people with different ethnic and socially-cultural backgrounds.

² Diversity points to the diverse background and multiple identity of citizens in a society. Sietar Nederland operates from the added value of diversity.

³ Inclusion is about the recognition and appreciation of diversity, harnessing the power of diversity, the right to equal participation, equal opportunities and combatting exclusion and inequality.

⁴ Peers and others who feel connected to the theme of our organisation: intercultural communication, diversity and inclusion

⁵ The term members includes both individuals as well as institutional members. All members of Sietar Nederland are automatically also members of Sietar Europe.

In short, it's about mutual inspiration from, and connecting with, peers, so we can grow and flourish, both personally as well as professionally, in a context where internal diversity and inclusion are brought even more to the foreground. Sietar Nederland wants to fulfil its connective role, and in the period 2020-2023, bring this strategy into practice in close collaboration and co-creation with its members.

Plan for Activities

Sietar Nederland facilitates meetings between members and utilizes the internal expertise from its members. In addition, Sietar Nederland organises a range of activities with external expertise and input. Deepening, broadening and 'walk your talk' are key in the period 2020-2023.

For the deepening, Sietar Nederland will:

- once or twice a year, organise a large, in-depth event, preferably with institutional members, members or other partners
- facilitate a varied range of meet-ups and webinars in direct collaboration with members
- support small-scale and/or local meetings held by organising Sietar members. These members can live in the same region or have common interests and have the intention to spar with each other regarding challenges or (ethical) dilemmas. The possibilities also include peer review or thematic groups, communities or practice, work or research groups (for example of institutional members with similar questions).

For the broadening, Sietar Nederland will:

- look for more cohesion through initiatives in society, in the areas of intercultural communication, diversity and inclusion, and point members in the right direction
- encourage connection amongst members so they can enrich their network

Communication

The external communication channels of Sietar Nederland are via Nieuwslijn and the website. The internal communication platform, Slack, is the medium that can be best utilised for the deepening and broadening. All members can use it to share information, ask questions, find each other and network.

Sietar Nederland wants to communicate bilingually. The activities will be held, regardless of the theme, in English and/or Dutch. The website will be bi-lingual, Nieuwslijn and social media posts, where relevant, will be published in both languages.

Learning organisation

During the coming time, internally, we are going to scrutinise the activities and processes for diversity and inclusion. To what extent are diverse perspectives highlighted and considered, who conducts the dialogue and how can we be more inclusive in our behaviour, conduct and manner of organising. In short, how can D&I be integrated into all the fibres of the organisation? As a learning organisation, we want to apply the core of our work to ourselves: *"Walk your Talk"*.

Sietar Nederland, 15th June, 2020