



# GrønBusiness

Nachhaltigkeit für Unternehmen | Bæredygtighed for virksomheder

**What transnational collaboration means to us.**

**Interreg**



Kofinanziert von  
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**Deutschland – Danmark**

# What transnational collaboration means to us:



## Events & Networking

- 🌐 We involve **participants** from Germany and Denmark.
- 🌐 We use simultaneous **translation** services, or talk in one language and present the slides in the other one.
- 🌐 We use the same event **concept** in Germany and Denmark to consider language barriers, and exchange on results, methodology etc. afterwards.
- 🌐 We include **experts** from both sides of the border.
- 🌐 We explicitly reach out to **bilingual target groups** to make monolingual events and services accessible cross-border.
- 🌐 We offer **excursion trips** for Danish companies to Germany and vice versa.



# What transnational collaboration means to us:



## Communication & Intercultural Exchange

- ⌘ We plan enough time and space for exchanging and developing **joint ideas** (dialogue formats).
- ⌘ We plan resources for **translation** equally to be able to communicate in Danish and German.
- ⌘ We consider cultural differences in reaching out to the **target groups** (different channels, different roles and views of BSOs etc.).
- ⌘ We reflect and share **learnings** from cross-border work and failures.
- ⌘ We provide formats for **getting to know** the hosting organisation and/or the surrounding area.
- ⌘ We take time for networking and exchanging on **similarities and differences**.

