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Call of Papers
Tech de Co Bordeaux
International Symposium
IUT de Bordeaux

Interculturality, Diversity and Inclusion: Contemporary Issues in Societies and Businesses in the Americas



Bordeaux
(France)
Tuesday, November 18, 2025.



EA 369
CRIIA
(Centre de recherches
ibériques et ibéro-américaines)

With the institutional support of the Political Mission "Parity, Equality, Diversity"
of the University of Bordeaux

Call of Papers

Tech de Co Bordeaux International Symposium

Interculturality, Diversity and Inclusion: Contemporary Issues in Societies and Businesses in the Americas

Interculturalité, diversité et inclusion :
Enjeux contemporains dans les sociétés et
les entreprises des Amériques

Interculturalidad, diversidad e inclusión:
Apuestas contemporáneas en
las sociedades y empresas de las Américas

Bordeaux (France), Tuesday, November 18, 2025.

Argument:

For some time now, various thinkers, researchers, activists, and political actors have been working, in various public and private contexts, to imagine, study, and promote the idea of building more inclusive businesses, organizations, communities, or societies, in which the notion of diversity is understood in its great plurality, in terms of ethnic and cultural origin, social background, abilities, and gender. The objective has been to include individuals or groups who have historically been victims of injustice, exclusion, discrimination, marginalization, or invisibility. Similarly, cultural, social, and gender differences, as well as societal transformations in many countries, have led to reflection and proposals on the possibility of building new inclusive and diverse citizenships.

Recently, policies in some countries and companies have been evolving towards the notions of interculturality, inclusion, and diversity. To promote fairer societies, the goal has been to build social and corporate communities based on respect for differences and rights. Thus, public bodies and companies are increasingly interested in strategies to ensure gender equality, action plans against xenophobia and racism, mechanisms to defend the rights of LGBTQIA+ people, and tools to protect the rights of people with disabilities.

The notion of interculturality has been widespread for several decades, while the concept of inclusion or inclusivity began to gain momentum only about ten years ago. Moreover, in recent years, both notions are closely intertwined. The large number of academic, institutional, and commercial publications on these issues testify to the importance of these notions in today's world. Similarly, in local and national governance and public policy, the concepts of interculturality, diversity, inclusion, and equity have become central in many countries and are considered a goal to be achieved. At the same time, in private companies, these concepts are gradually being incorporated as transcendent elements with the aim of establishing corporate structures that are not only more equitable but also more competitive.

In companies and, more generally, in the business world, interculturality, diversity, and inclusion are gradually becoming assets, values, and even pillars of business development that can be considered a competitive advantage. Increasingly, interculturality is considered has become an effective management tool that allows for better improvement of the organizational climate. Inclusion, and not just the idea of integration, could also become an essential element in the company. Indeed, it would ensure good working conditions for all and facilitate access to different positions, avoiding distinctions based on ethnicity, gender, age, origin, and ability.

In this sense, diversity management focuses on the management, organization, and administration of the cultural and social differences of professionals within a company. It appears to generate added value for the company, promoting innovation and creativity, showing that differences between people are not perceived as a barrier but as an opportunity in work teams, retaining talent, valuing people for their ideas and professional skills, and increasing satisfaction. By aligning with societal changes, these initiatives could contribute to improving the image and reputation of the structure.

Interculturality, inclusion, and diversity are key elements for building companies with a more ethical approach, in which groups considered more vulnerable would have the same opportunities for personal and professional development. Thus, DEI (diversity, equity, and inclusion) programs are gradually being incorporated in public and private entities, considered a contribution to wealth in terms of creativity and innovation. It is also a human resources tactic that can promote and optimize talent management. Today, large groups are establishing diversity, equity, and inclusion manuals to create more inclusive and respectful work environments. On some continents, particularly in Europe, the progress made in these areas is synonymous with significant social advances and adaptation to various societal changes.

In the case of the Americas, in Latin American and Caribbean countries, the United States, and Canada, interculturality, inclusion, and diversity have been incorporated by different governments within diverse frameworks. In Latin America, approaches to inclusion and diversity are often heavily influenced by specific national contexts. Many countries in the region exhibit rich ethnic and cultural diversity, which presents real challenges for coexistence. In some countries, specific programs have been created to recognize and support indigenous peoples and Afro-descendant communities, considered historically marginalized groups. The public policies implemented have led to the inclusion in the constitutions of some of these countries of the multicultural and multi-ethnic nature of these societies.

Educational programs have also been developed to promote respect for cultural diversity and the teaching of indigenous languages, bilingualism or plurilingualism, as well as the history and traditions of different groups. In another area, some countries have legalized same-sex marriage and implemented legislation to protect LGTBQIA+ groups. Furthermore, provisions have been created for people with disabilities, and policies have been developed to ensure equal access to basic services such as health, education, and employment, particularly for vulnerable or minority groups.

Similarly, in some Latin American countries, the active participation of diverse groups in political and social life has been encouraged through spaces for dialogue and consultation. Awareness campaigns have also been carried out to raise public awareness of the importance of diversity and inclusion, while combating stereotypes and prejudices. However, despite these efforts, the effective implementation of these policies of equity, inclusion, diversity, and interculturality remains limited due to social inequalities and economic challenges.

In Latin America, budgetary issues and political will can hamper sustained engagement and hinder collaboration between governments, civil society organizations, and communities themselves. As a result, many issues of discrimination, poverty, and lack of representation in power persist. Approaches to these issues in the region are varied and contextual. For example, the government of Jair Bolsonaro in Brazil (2019–2023) represented a step backward in these areas, as did the current government of Javier Milei in Argentina (2023–).

In contrast, in Canada and the United States, the reality can be very different. Canada, a pioneer in adopting multiculturalism as a state policy in 1971, is now a country committed to promoting legislation, programs, and measures for greater inclusion and diversity. Government financial investments in this area have sometimes been considerable. In the United States, much depends on the administration in place, whether federal or state. The country has a long history of civil and human rights movements, focused on ethnic and racial equality, gender equality, and the inclusion of LGBTQIA+ interests. Policies have often aimed to combat discrimination and promote equal opportunity, including programs to support minorities and underrepresented groups.

In the United States, the approach to interculturality, diversity, equity, and inclusion has reached a certain institutionalization in some states. However, these policies have evolved depending on the party in power. During the first administration of Donald Trump (2017-2021), statements were made and decisions taken that ran counter to the principles of inclusion and diversity, with disastrous consequences for groups such as immigrants, women, LGTBQIA+ groups, and ethnic and racial minorities. For example, the reduction of funding for organizations providing reproductive health services was seen as a step backward in the protection of women's rights and access to health and reproductive autonomy services. Similarly, Trump has been criticized for eliminating support for policies that promote gender equality and for dismantling initiatives protecting LGBTQIA+ people from historical discrimination.

On March 4, President Trump, who took office on January 20, clarified his views on these issues. In his address to the House of Representatives, he spoke of a “common sense revolution” and the goal of ending the “tyranny of so-called diversity, equity, and inclusion policies throughout the federal government, and even in the private sector and our military.” Trump’s rhetoric and policies often polarize society, to the detriment of diverse communities. For example, his stance on immigration, security, and national preference creates a climate of distrust toward certain groups, which can exacerbate social exclusion. Similarly, Trump’s policies on DEI reflect a divide within American society over how to address issues such as “race” (ethnicity), gender equality, and sexual or cultural diversity. Opinions on its effectiveness and impact vary considerably, depending on political and social perspectives. Overall, many critics argue that Trump’s policies (and those of his supporters around the world, including many far-right groups) have had negative effects on the inclusion and protection of women and gender minorities.

During this international symposium, our focus will be on the current realities of interculturality, inclusion and diversity in societies on the American continent, as well as in the corporate sphere. To this end, we will focus firstly on identifying effective practices, collaborations and alliances between political decision-makers, researchers, companies, social organizations and communities in the promotion of these three notions. We will also be interested in ways of advancing policies and concrete actions in favor of interculturality, inclusion and diversity. With this in mind, we propose the following series of areas of work:

Areas of Work:

- Area 1.** Inclusion policies. Analysis of public and corporate laws and policies that promote interculturality, inclusion, and diversity. Discussion on the importance of a solid legal framework to protect minority rights and equality.
- Area 2.** Intercultural education and awareness. Educational strategies to promote interculturality from childhood to higher education. Mechanisms to raise awareness of cultural diversity and the fight against discrimination.
- Area 3.** Cultural and artistic exchange. Activities that promote cultural exchange, such as exhibitions of art, music, and gastronomy from different communities. Spaces allowing artists from different backgrounds and genres to share their work and perspectives.
- Area 4.** Health and well-being. Analysis of the impact of diversity and inclusion on people's mental health and well-being. Inclusive health programs that consider the specific needs of different cultural and minority groups. Access to health services and psychological support in multicultural contexts.
- Area 5.** Citizen participation and empowerment. A space for dialogue allowing communities to share their experiences and needs and promoting more active participation of minority groups in political and social decision-making.
- Area 6.** Human rights and gender equality. Challenges and advances in gender equality, violence against women, and civil actions aimed at promoting equity.
- Area 7.** Immigrants and human Rights. Challenges faced by immigrants in accessing basic rights and services, better integration policies, and the role of communities in social inclusion. An analysis of how companies can play an active role in social integration.
- Area 8.** Diversity in the workplace or work environment. Business practices foster an inclusive and diverse work environment. Presentation of successful examples of companies that have implemented inclusion and diversity policies. Strategies (workshops) on how to create an inclusive and equitable work environment. Benefits for work teams and successful experiences in human resources management, for example, involving people of different genders and migratory backgrounds.
- Area 9.** Technology, diversity, and social innovations. The role of technology in promoting interculturality, inclusion, and diversity, digital platforms, and their impact on access to resources for diverse communities, including immigrants, LGBTQIA+ populations, etc.
- Area 10.** Challenges and opportunities. Discussion of current challenges in implementing inclusion and diversity policies. Identification of opportunities to improve collaboration between governments, businesses, and civil society organizations. Methods for evaluating the impact of inclusion and diversity policies on businesses and communities. Strategies for monitoring and continuously improving implemented initiatives.

Schedule:

- **Monday, April 7, 2025:** Call for proposals launched.
- **Thursday, May 15, 2025:** Deadline for submitting proposals.
- **Wednesday, June 25, 2025:** Participants' responses.
- **Tuesday, September 30, 2025:** Final program released.
- **Tuesday, November 18, 2025:** Event held.

Date and location:

The Symposium will take place on **Tuesday, November 18, 2025**, at the Bordeaux Management Center (PUSB), Bastide Campus, University of Bordeaux, 35 Avenue Abadie, Bordeaux Cedex. <https://www.u-bordeaux.fr/campus/decouvrir-les-campus/campus-bastide>

Submission instructions:

Proposals for papers (in Word and Pdf format) (in French, English, Spanish, or Portuguese), must be sent by **May 15, 2025** to:

- diana.sarrade-cobos@u-bordeaux.fr and,
- ronald.soto-quiros@u-bordeaux.fr

They will be accompanied by a concise bibliography (maximum 5 references), 3 to 5 keywords, and a short biographical note (brief biography and 3 recent publications, 10 lines max.) including last name, first name, email address, and the institution or organization to which they are affiliated (company, university, or association). For the file, prefer a title like (**NAME_keywordofyourproposal_2025.docx** and **.pdf**). We remind you that the geographical area of study for the day is the American continent. Proposals can come from different disciplines (history, geography, anthropology, sociology, cultural studies, gender studies, postcolonial studies, law, economics, management, marketing).

Organization:

The event is organized by the Marketing and Sales Techniques Department of the IUT of Bordeaux of the University of Bordeaux, with the support of the direction of the IUT of Bordeaux and the scientific branch of the CEPIAL group (Conflicts, Eco-territories, Interculturalité et Plurilinguisme) of the research laboratory UR 3656 AMERIBER, a multidisciplinary team of the Iberian and Latin American Peninsula of the Bordeaux Montaigne University, and the CEE (Centre d'Études Équatoriennes) of the EA 369 CRIIA (Centre de Recherches Ibériques et Ibéro-américains) of the Paris Nanterre University. Our Symposium benefits from the institutional support of the Political Mission "Parity, Equality, Diversity" of the University of Bordeaux under the responsibility of Mrs. Yamina MEZIANI.

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CEPIAL
Conflicts, Éco-territoires, Plurilinguisme
et Interculturalité en Amérique latine



Amérique latine, Pays ibériques
UR3656



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