



Language Strategies for Enterprises - a Challenge for Europe

[unveiling first results from the CELAN project]

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Dr. Margaretha Mazura
Secretary General, EMF



European Dimension

- Europe 2020 flagship initiatives, e.g.:

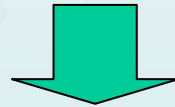
- Digital Agenda
- Innovation Union
- New skills and jobs
- Industry policy for the globalisation area



Not to be realised without language policies!

Economic Factors

- **ELAN study:**
 - Loss of contracts due to lack of language skills in the magnitude of ~ EUR 325.000 over three years
- **PIMLICO study:**
 - Increase in international business performance due to language management techniques
- **PIN project:**
 - Recruitment decisions for ICT jobs increasingly include language skills (including the mother tongue !) as well as “behavioural competences” such as cross-cultural sensitivity.



Impact on the labour market & LLL offers!

Business Perspective

Il y a cinq fois plus
de personnes qui apprennent
l'anglais en Chine
que d'habitants en Angleterre.

HSBC 

Votre banque, partout dans le monde



CELAN

The Network for the Promotion of Language Strategies for Competitiveness and Employability

- **Origin: Business Platform for Multilingualism**
- **Goals:**
 - Research on linguistic needs of European companies in different sectors
 - Analysis of existing language-related services and tools
 - Development of on-line applications to support the language needs of business users



www.celan-platform.eu

CELAN survey

- **Language needs of companies & BROs**
 - Bottom-up approach asking for the role of language in their day-to-day business, e.g.
 - Current use of language in the business
 - Motivation
 - Use of language tools & services
 - Activities and staff level where L are used
 - Which language (apart from L1)?
 - Language strategies in place?



CELAN survey results (1)

In a nutshell:

- Languages matter for 90% of respondents
- 63% use specially recruited personnel with language skills
- Motivation: 60% economic, 47% cultural, 31% quality
- Languages needed: 57% EU languages (in general), 56% neighbouring languages
- Non-EU languages: Russian, Chinese, Arab
- ~50% use mainstream tools (spell-checks, on-line dictionaries)

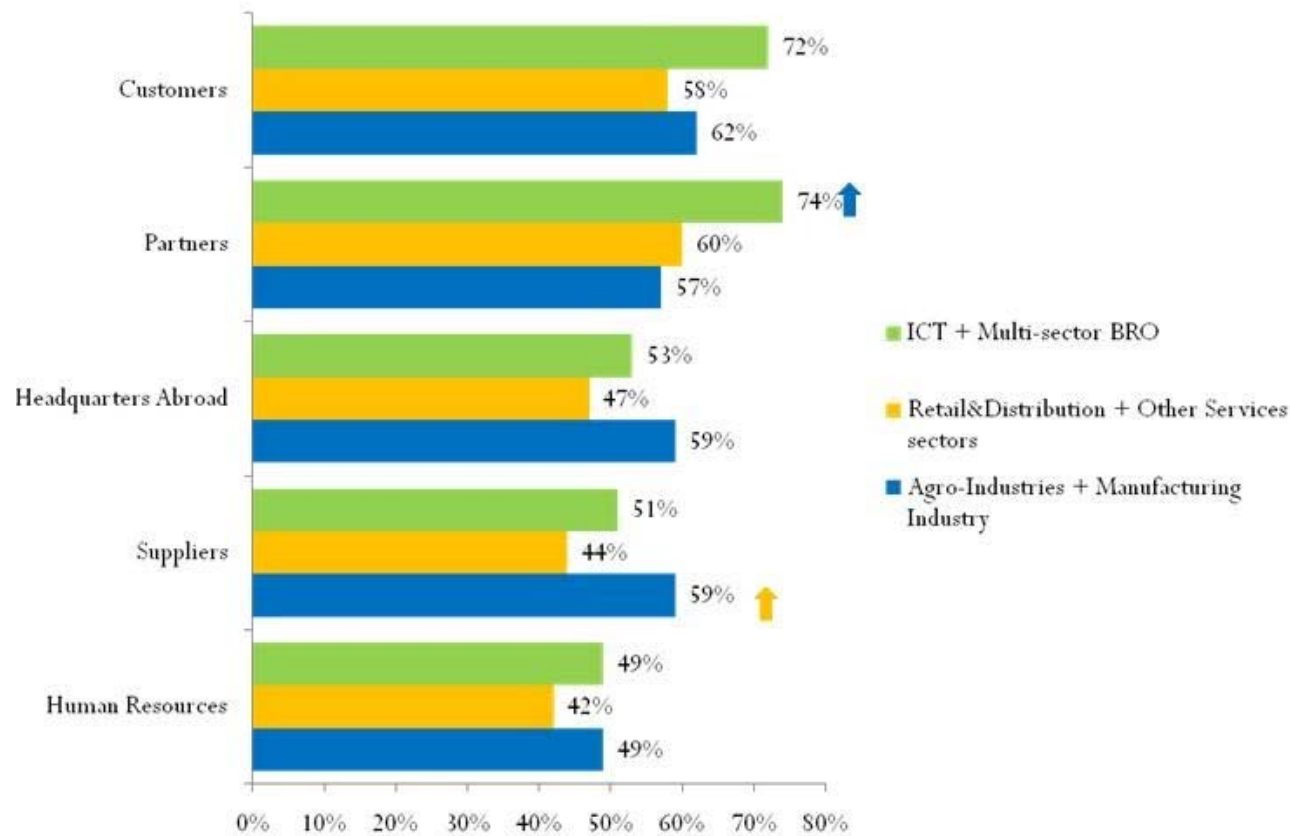
BUT: No solution fits all !!!

[Differences depending on size and sector]

CELAN survey results (2)

SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS Differences within the sectors

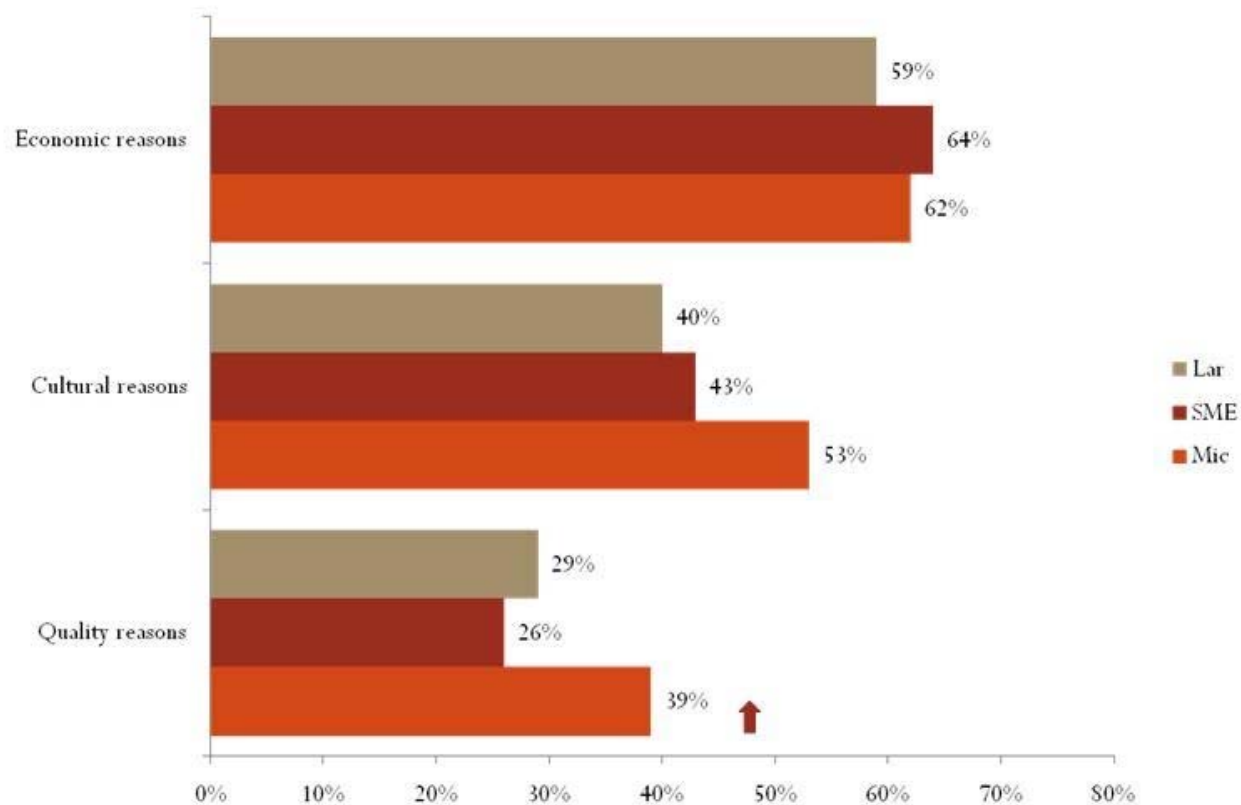
Q16. If yes, where?



CELAN survey results (3)

SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS Size of enterprise

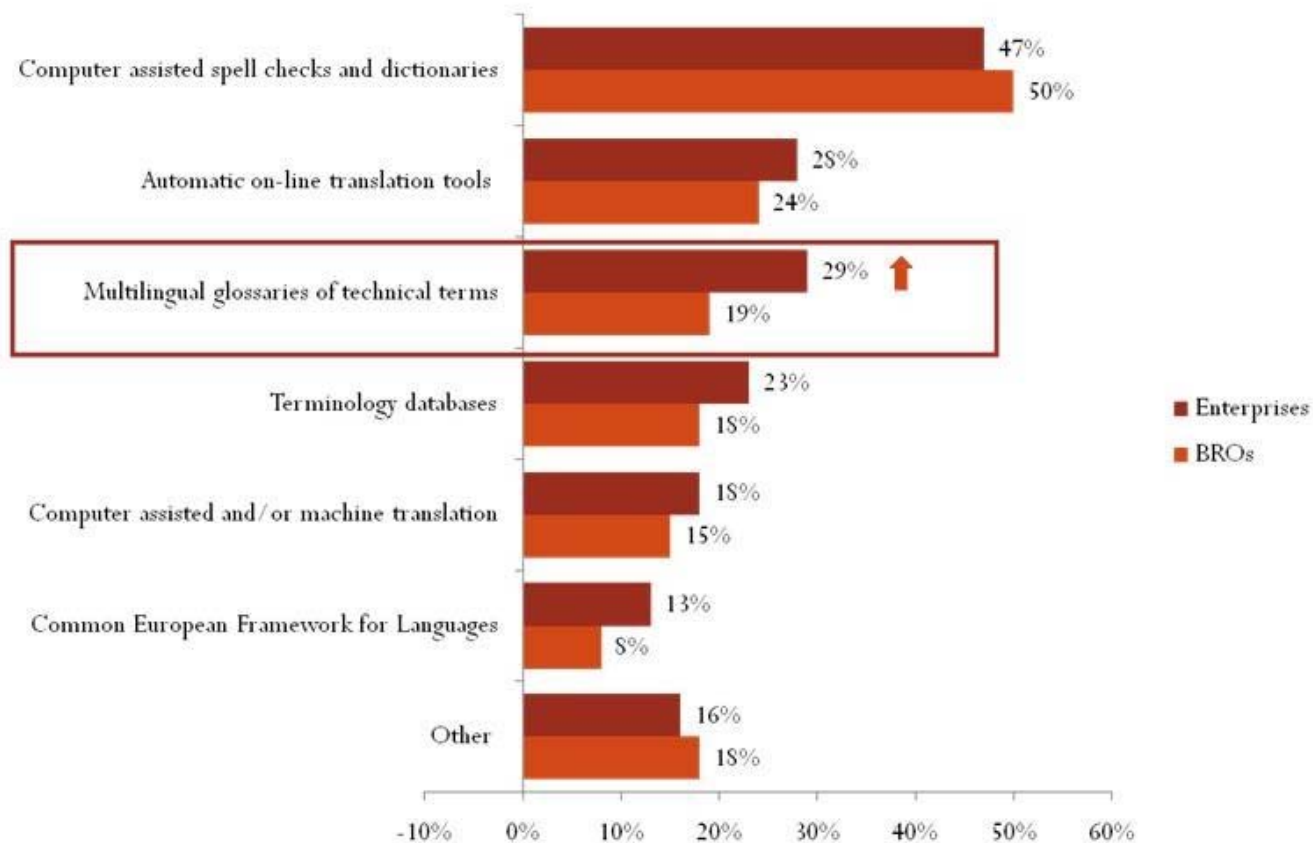
Q21. What motivates the use of languages in your business?



CELAN survey results (4)

SECTION II. EXPERIENCE OF LANGUAGES IN BUSINESS BROS VS. ENTERPRISES

Q23. How useful are the following language tools to your business?



Recommendations

- Raise awareness of benefits of language strategies in particular among SMEs
- Encourage self-assessment on language needs of a company
- Increase information about LT an LSP to support language strategy solutions
- Encourage HE/VET to provide market-near language courses
- Encourage companies to improve language skills & develop a language strategy

ALWAYS HAVING IN MIND: “No solution fits all”

Applied Multilingualism



Contacts

Margaretha Mazura

mm[at]emfs.eu

Tel. +32 2 2190305



mazura_mm



mmazura

- www.celan-platform.eu
- <http://celan-project.blogspot.com/>
- EC language website:
- <http://ec.europa.eu/languages/>

