



CELAN

Language Strategies for Competitiveness & Employability

Margaretha Mazura
CELAN Round Table
30 January 2012, Brussels



CELAN Origin

- **Origin: Business Platform for Multilingualism 2009**



The platform brings together stakeholders from professional associations, employer organisations, trade unions, universities and vocational education and training institutions.



CELAN Goals

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



CELAN partners

- EMF (UK)
- CEL/ELC (BE)
- FUB (DE)
- Infoterm (AT)
- Uni Vie (AT)
- COTANCE (BE)
- EURASHE (BE)
- SPACE (BE)
- EUCA (BE)
- CBS (DK)
- OEP (FR)
- FAV (IT)
- FWE (MT)



CELAN Activities

- **Research on the linguistic needs** identified in economic and technical terms
- **Identification and analyse existing language-related services and tools** relevant to business users, in particular SMEs
- **Development of innovative on-line applications** to support the language needs of business users
- **Transfer of key project outcomes** to decision-makers in all relevant sectors
- **Communication strategy** to disseminate results

The **main outputs** will be

- a vademecum of significant language scenarios,
- a policy brief, and
- recommendations to the Commission on language policy.

Accompanied by: Quality Assurance and Project Management



CELAN Achievements

- **Survey and Analysis of the linguistic needs**
- **Questionnaire** for the Identification and analysis existing language-related services and tools
- **Development of innovative on-line applications**
- Continuous **dissemination and communication** activities to raise awareness and diffuse results.



Council Conclusions

- **Council conclusions on language competences to enhance mobility**



COUNCIL OF
THE EUROPEAN UNION

Brussels, 17 November 2011

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INVITES THE COMMISSION TO

[...]

Pursue its support for the Business Platform for Multilingualism and for stakeholder initiatives of this kind.

[...]



Regular updates on CELAN



<http://celan-project.blogspot.com>

CELAN NEWS BLOG

Thursday, 26 January 2012

Speakers at CELAN Round Table



Have a look at the speakers at the CELAN Round Table and take the opportunity to talk with reknown experts on language and business at the networking lunch before, the networking cocktail after the event. If you want to register please [contact us](#).

[Download the draft programme](#)
[Download the speakers list](#)

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CELAN Contact

- **For any communication issues:**

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