CELAN GOALS AND ACHIEVEMENTS

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EU Background and Context

A New Framework Strategy for Multilingualism (Communication, 2005)

⇒skills in several languages important for the performance of the EU's economy as a whole as well as for the competitiveness of individual companies

⇒European businesses need skills in EU languages and in languages of trading partners around the globe

ELAN: Effects on the European Economy of Shortages of Foreign Language Skills in Enterprise (2006)

⇒a survey of nearly 2000 SMEs

EU Background and Context

⇒ business lost as a result of lack of language skills

⇒ four success factors

(i) employment of native speakers

(ii) recruiting employees with existing language skills

(iii) using professional interpreters and translators

(iv) having a language management plan (or strategy)

**Final Report of the High Level Group on Multilingua-
lism convened by the European Commission (2007)**

⇒ Section IV – Languages for Business

EU Background and Context

- career tracking surveys should include questions on languages

- a growing demand for major world languages

- language learning on the job

- exploitation of multilingual workforces

- importance of business language information services

- the rapidly expanding and diversifying language industry = a major factor in the European economy

- young people need to be prepared for lifelong learning

EU Background and Context

Languages Mean Business – Companies work better with languages. Recommendations from the Business Forum for Multilingualism (2008)

⇒the European institutions should create a **permanent** platform (business & education)

Multilingualism: an asset for Europe and a shared commitment (Communication, 2008)

Languages and competitiveness

- languages other than English provide a competitive edge

- language skills are an asset across all activities

EU Background and Context

- SMEs frequently lack the know-how and resources
- pro development of language management strategies

=> positive impact on the language industry: translation and interpreting services and multilingual technology

Languages and employability

- linguistic and intercultural skills => obtaining a better job
- importance of learning mobility and work mobility for language learning / contact with other cultures

EU Background and Context

Report of Language Management Strategies and Best Practice in European SMEs: The PIMLICO Project (April 2011)

⇒ identification and description of 40 case studies => increased turnover

⇒ common characteristics of their language management

- functional capability across a range of languages

- high-level competence in English

- ability to operate globally and adapt to differing linguistic demands

- use of local agents for solving linguistic & cultural issues

EU Background and Context

- pervasive internationalisation underpinned by human resources strategy

$\Rightarrow$ assumption of a direct link between a language strategy and trade volume / turnover

Business Platform for Multilingualism

created by the European Commission in 09/2009

Overarching aim

to promote multilingualism (ML) for competitiveness and employability

Overriding general purpose

to maintain a structured dialogue with the Commission

Composition

21 stakeholder organisations: 12 European intermediary organisations, 1 EU body, 2 higher education associations, and 6 specialist organisations and networks

Business Platform for Multilingualism

Development and adoption of a mission statement

Provision to European enterprises and individuals of services and tools to enable them to improve their professional performance through effective language strategies, and to provide the European Commission and Member State governments with pertinent advice.

Two fundamental tenets agreed upon by members

I.Platform deliberations and activities have to be **business driven**.

Business Platform for Multilingualism

II. While examples of successful practice are important for awareness raising and selecting / adopting new strategies, one should never forget that in multilingualism for business – as in so many other language-related matters – **no size fits all**.

CELAN – Aim and approach adopted

Launched from within the Business Platform in response to a restricted non-published call in 01/2011

Principal aim

to raise awareness among all stakeholders of the relevance of individual and societal multilingualism to competitiveness and employability

A new, three-step approach

Point of departure: identification and analysis of companies' needs

Step Two: identification of services, tools and resources as

CELAN - Partnership

well as whole company success stories from the point of view of the needs identified

Step Three: development of an on-line application based on the outcomes of Steps One and Two

A pilot experience – a new type of project partnership

European intermediary organisations etc.

COTANCE – Working for the Leather Industry in Europe

EMF – European Multimedia Forum Ltd.

FWE – Foundation for Women Entrepreneurs (Malta)

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European higher education associations

EURASHE – European Association of Institutions in Higher Education

affiliated partner: SPACE - European Network for Business Studies and Languages

EUCA - European University College Association

Specialist organisations and networks

CEL/ELC – Conseil européen pour les langues / European Language Council

affiliated partners: Freie Universität Berlin (DE)

CELAN – Partnership

Copenhagen Business School (DK)

Fondatione Aldini Valeriani (IT)

Infoterm – International Information Centre for Terminology

affiliated partner: Universität Wien (AT)

OEP – Observatoire européen du plurilinguisme

CELAN – Language needs

Questionnaire in 5 languages

543 responses from 29 European countries

Sections

- **About**
- **Your experience of languages in business**
- **Motivation for language use**
- **Language needs**
- **Usefulness of specific language tools and services**
- **Do you have a formal language development policy?**
- **Knowledge of services offered by the language industry**

CELAN – Language needs

ACHIEVEMENTS

(i) The questionnaire: allows correlations between the intensity of language needs on the one hand and the level of development of a language strategy on the other

(ii) Three sectoral reports

(iii) Overall Business Needs Report

(iv) Outcomes would not be what they are without close collaboration between all partners.

www.celan-platform.eu

CELAN – Language industry products, tools, and services

Research into language industry products, tools and services that can enable employers and employees to overcome language and language-related needs

Methodology adopted

Desk research and interviews

A truly Herculean endeavour

CELAN – Language industry products, tools, and services

Achievements

(i)   A **comprehensive** annotated catalogue of business-relevant services, tools, resources, policies and strategies and their current uptake in the business community, **such as we have never had before.**

(ii) Four Annexes

-   Overview of the language industries

-   Investigation into business-relevant standards and guidelines in the fields of the language industry

-   Language Industry Mind Map

-   Typology of language industry products and services

CELAN – Language industry products, tools, and services

Just to give you an idea of where we are …

1) Language technology and language technology tools

      - translation technology

      - text technologies

      - terminology management systems

      - speech technology

      - content management systems

      - language teaching / learning systems

2) Language and other content resources

3) Language services and language service providers

CELAN – Language industry products, tools, and services

among others

- Translation services

- Interpreting services

- Localisation services

- Language industry consultancy services

- and, of course, language teaching and training services

4) Standardisation, certification and language policy

.

CELAN – Language industry products, tools, and services

It stands to reason that …

large-size international companies are familiar with all this – otherwise the LI could not have expanded as it has

Higher education survey

=> identification of matches / mismatches between HE language provision and the needs of employers / employees (taking the findings of Steps One and Two as points of departure)

- targeted at CEL/ELC, EUCA and EURASHE members

- questionnaire available on the CELAN platform

- proper evaluation yet to be undertaken

CELAN – Language industry products, tools, and services

Provisional Findings

-respondents offer a wide range of languages

-courses have clearly defined learning outcomes

-self-assessment is spelt with a small "a"

-most respondents have regular contacts with businesses / BROs – but languages play a role in this with some 25% of respondent institutions only

Clearly – we need to follow this up.

CELAN – Language industry products, tools, and services

Lest I forget …

We shall also prepare a comprehensive list of **matches** and gaps between business needs and existing services, tools and resources, including HE provision.

$\Rightarrow$ fundamental input to the Language Needs Application (being) developed.

Solutions for business multilingual needs

KEY CELAN GOAL

Development of an on-line platform featuring – in particular – an interactive system allowing the user to identify language needs and to match these with all available resources.

Building on Steps One and Two.

Solutions for business multilingual needs

STATE OF PLAY

LANGUAGE NEEDS ANALYSIS TOOL

- based on data collected in Steps One and Two

- four sets of 15 questions each: your company; education; your needs; tools

- analysis of responses to assess the 'Intensity of the Language Needs' and the 'Awareness of the provisions of the Language Industry'

Solutions for business multilingual needs

- result for each individual user is plotted on a graph showing high or low 'intensity' and high or low 'awareness'

'suggestions' regarding how the user might improve his/her 'language profile'

(more about this from Mike Hammersley)

Solutions for business multilingual needs

Our three-step approach

NEEDS

↓

MEANS

↓

AWARENESS => APPROPRIATE ACTION

Exploitation of CELAN outcomes and results

Original aims

⇒ **to transfer key CELAN outcomes to policy-makers and decision-makers at all levels and in all relevant sectors**

⇒ **to ensure that the momentum generated by CELAN will be maintained beyond the end of the eligibility period**

⇒ **to prepare the ground for medium-term activities of the Platform, projects, and consultation / collaboration below European level**

Exploitation of CELAN outcomes and results

This is why this Workshop is so important.

WE NEED FEEBACK.

Provisional conclusions

1) Companies – especially SMEs – are not fully aware of the provisions of the language market.

2) The language market is enormously broad in quantitative terms and in terms of functionalities. Companies – especially SMEs – find it difficult to understand how to exploit these services effectively.

3) Company performance could be improved by matching needs and solutions.

4) Companies must recognise the need for an explicit language (management) strategy in order to ensure further development / growth / survival.

In all this

we must not forget that

languages, important though they are for competitiveness and growth, are just one success factor. Workers need a whole range of generic competences.

The TUNING project.

THANK YOU FOR YOUR ATTENTION