



CELAN

Network for the promotion of **language**
strategies for **competitiveness** and
employability (01/2011-31/12/2012)

2010 LA2 Languages Projects Meeting
Brussels, 7-8 February 2011

Wolfgang Mackiewicz
CELAN co-ordinator



The two-year CELAN Network project is a child of the Business Platform for Multilingualism, comprised of stakeholder organisations, and created by the European Commission (COM) in September 2009, following a Call for expressions of interest

Overarching aim of the Platform

to promote multilingualism (ML) for competitiveness and employability

General purpose of the Platform

- to **complement the Open Method of Coordination** with the Member States (OMC)
- to maintain a **structured dialogue** with the COM
- to contribute to the **mainstreaming of multilingualism** in relevant EU programmes and policies



The structured dialogue should ...

- **complement** existing consultation processes
- encourage the various interested actors in language policy to work in **a more trans-sectoral way** and to better structure and organise themselves at EU level
- help **interested stakeholders to formulate recommendations** with a view to contributing to the development of a multilingualism policy in Europe
- provide opportunities for these recommendations to be presented to the **European Commission** and the **Member States**



COM selected 21 stakeholder organisations from those that had responded to the Call

European intermediary organisations etc.

- BusinessEurope
- Comité de Liaison des Géomètres Européen
- CONTANCE – “Working for the Leather Industry in Europe”
- Eurochambres
- EuroCommerce
- European Association of Directory and Database Publishers (EADP)
- European Centre of Employers and Enterprises providing Public services (CEEP)



- European Multimedia Forum (EMF)
- European Trade Union Confederation (ETUC)
- Junior Achievement – Young Enterprise Europe (JA-YE Europe)
- European Association of Craft, Small and Medium-Sized Enterprises (UEAPME)
- Foundation for Women Entrepreneurs

EU body

- European Economic and Social Committee

HE associations

- European Institutions in Higher Education (EURASHE)



- European University College Association (EUCA)

Specialist organisations and networks

- CEN/ISSS – Cultural Diversity Focus Group (CDFG)
- Conseil européen pour les langues / European Language Council (CEL/ELC) => **elected chair at launch meeting**
- European Union National Institutes for Culture (EUNIC) Brussels
- European ELP-Desk Network
- Infoterm – International Information Centre for Terminology
- Observatoire européen du plurilinguisme



Principal activities in first 16 months

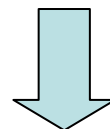
- creation of a five-person steering group
- identification by the steering group of broad themes for Platform activities => working papers
- Working papers / circulars => Platform members
- development and adoption of a mission statement

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 Commission of the European Union and Member State governments with pertinent advice.



Two fundamental tenets of the Platform's activity plan

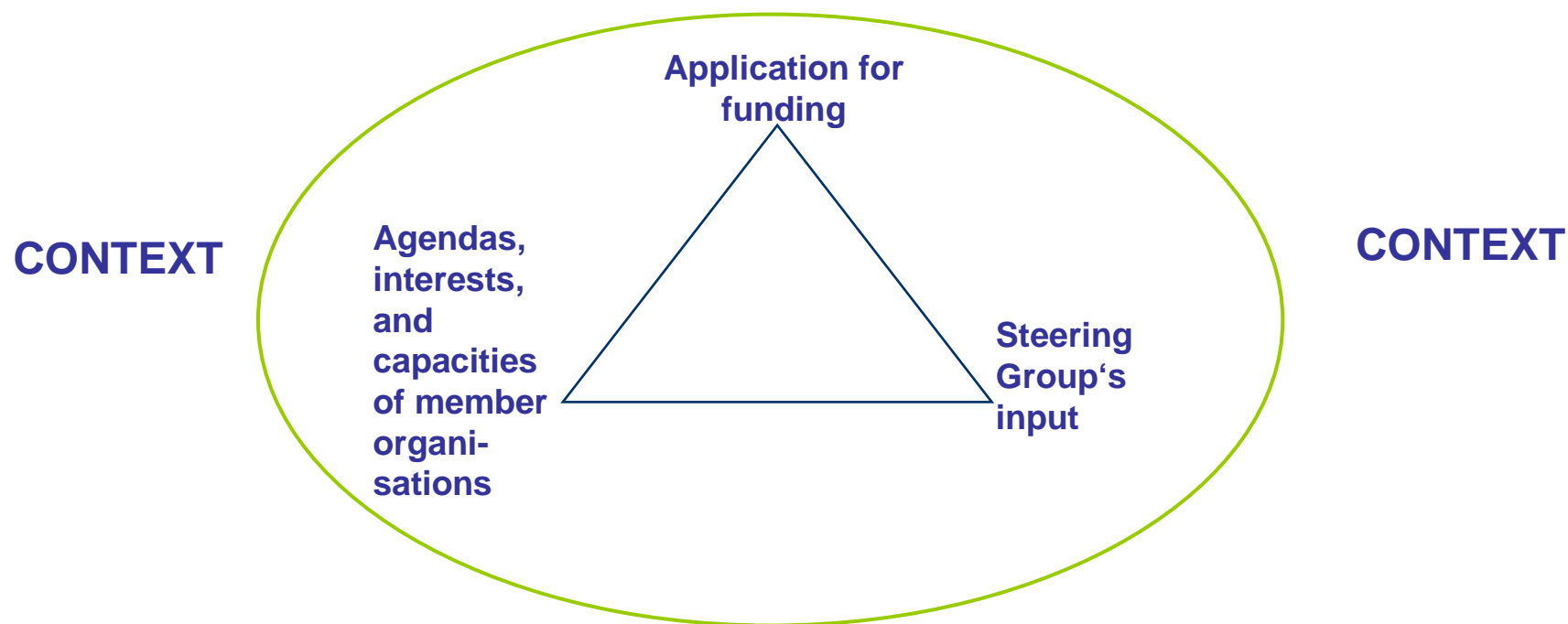
- I. Platform deliberations and activities have to be **business driven**.
- II. While examples of successful practice are important for awareness raising and selecting / adopting new strategies, one should never forget that in multilingualism for business – as in so many other language-related matters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



Prospect of a restricted non-published Call under KA2



Purpose and objectives of the BPfM (Commission)



Current and future COM initiatives relevant to ML in the business context



Restricted Call

“indicative list of activities that are potentially eligible under the present call”

- provide services to employers / employees through a Web Platform;
 - encourage business organisations to provide language training;
 - elaborate recommendations to the Commission for measures relevant to multilingualism in the business context;
 - select examples of successful practice;
 - develop concrete proposals on how to address the mismatch between the labour market and language provision on education systems.
- Also: proposals for dissemination activities such as conferences and study visits by decision-makers and key education professionals.



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FIVE CONTENT WORK PACKAGES

WP1: Research into companies' linguistic and language-related needs

Based on research facilitated by Platform member business representative organisations and external organisations, and taking note of different geo-political areas and business sectors

=> **REPORT: Companies' linguistic and language related needs in Europe**



CELAN FIVE CONTENT WORK PACKAGES

WP2: Research into language industry products, tools and services that can enable employers and employees to overcome language and language-related needs

Based on desk research and interviews regarding areas such as

- language policies / strategies
- language training, assessment and validation
- language technology tools
- linguistic and language services



- language and other content resources
- guidelines and standards
- consultancy services
- best practice and success stories
- existing quality standards and certification schemes
- ⇒ **an annotated catalogue of business-relevant services etc. and their current uptake in the business community**

Based on a survey conducted among higher education institutions, identification of matches / mismatches between educational provision and needs of employers / employees (<= WP1)

⇒ Recommendations



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FIVE CONTENT WORK PACKAGES

WP3: Solutions for business multilingual needs

Based on, among other things, the outcomes of WPs 1 & 2, development of an **on-line interactive system**, allowing business users to identify their language needs and to match these with all available resources (language needs analysis tool).

Other outcomes envisaged:

- a **showcasing system**, presenting users with examples of current successful practice & potential solutions



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FIVE CONTENT WORK PACKAGES

WP3 (cont.)

- a **management tool-kit**, highlighting components and strategies of successful corporate language strategies

Work packages 1 – 3

from NEEDS to MEANS to AWARENESS and APPROPRIATE ACTION



Emphasis on

- ❖ qualitative, rather than quantitative issues
- ❖ enabling employers and employees to identify their own linguistic needs and to take remedial action
- ❖ getting this message across to stakeholders
- ❖ labour market perspective



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FIVE CONTENT WORK PACKAGES

WP4: Dissemination and communication

- development of a strategy
- development of promotion material (newsletters at regular intervals)
- CELAN Web site
- dissemination at different levels
- mid-term round table (decision-makers, key education professionals ...)
- Final workshop



CELAN FIVE CONTENT WORK PACKAGES

WP5: Exploitation of CELAN Network outcomes and results

Aims

- to transfer key CELAN outcomes (WPs 1-3) 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
 - for development projects
 - for consultation and collaboration below European level

Deliverables

- (1) practical guidelines – a kind of vademecum – for employers and employees for language capacity building (a selection of IF-THEN scenarios & of case studies)
- (2) a policy brief: recommendations to COM
- (3) an exploitation / a business plan for the time after the end of the eligibility period



CELAN Consortium

- CEL/ELC (applicant and contractor)
affiliated partners
 - Freie Universität Berlin (FUB), coordinator
 - Copenhagen Business School (CBS)
 - Fondazione Aldini Valeriani (FVA)
- Infoterm
affiliated partner
 - Universität Wien



- COTANCE
- EURASHE
affiliated partner
European Network for Business Studies and
Languages (SPACE)
- EUCA
- Observatoire européen du plurilinguisme (OEP)
- The Foundation for Women Entrepreneurs (FWE)
- European Multimedia Forum Ltd. (EMF)



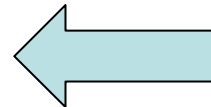
Collaboration between CELAN and other KA2 Networks, and KA2 projects would benefit both sides

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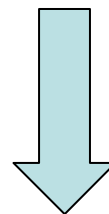
other KA2 networks / projects



new insights into needs of employers & employees
a comprehensive overview of PSPs relevant to employers and employees



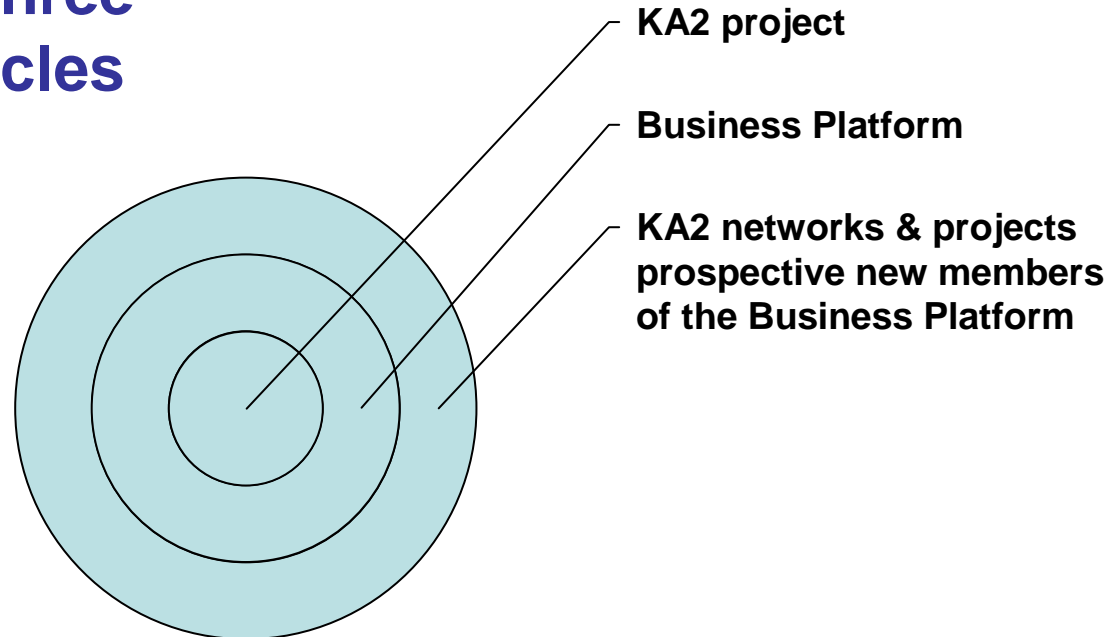
examples of successful practice; for example, co-op. between enterprises and educational institutions
career tracking
recommendations
feedback on CELAN findings & recommendations



Collaboration between the Business Platform and other networks and initiatives



In other words: three concentric circles





**THANK YOU FOR YOUR
ATTENTION**