LANGUAGE RICH EUROPE

MULTILINGUALISM FOR STABLE AND PROSPEROUS SOCIETIES

Language Rich Europe is a project co-financed by the British Council and the European Commission, which promotes knowledge sharing about good policy and practice in language learning and teaching across Europe. It encourages Europeans to learn more languages at all stages of their lives.

It is a networking project which will bring together over 1,200 policy makers and practitioners from 24 countries and regions to discuss and develop better policies and practices for multilingualism. Network members are drawn from the fields of education, business, public services and the media.

Through our network of experts and partners we have conducted an analysis of language policies and practices in Europe, comparing them against selected European Commission and Council of Europe recommendations. The results of this research have been published in *Language Rich Europe – Trends in Policies and Practices for Multilingualism in Europe*, available for download from www.language-rich.eu

Eight language domains are covered by the LRE survey. As the first domain, we include a meta-domain which looks at the availability of official national/regional documents and databases on language diversity. Given the key role of language learning in education, four domains focus on the main stages of publicly funded education from pre-school to higher education. In addition, three language domains outside and beyond education are addressed, in order to capture levels of multilingual services in society and business. All in all, the eight domains of the questionnaire are covered by a total of 260 questions, distributed across these domains as outlined in the following table:

N	Language domains	N questions
1.	Languages in official documents and databases	15
2.	Languages in pre-primary education	34
3.	Languages in primary education	58
4.	Languages in secondary education	60
5.	Languages in further and higher education	30
6.	Languages in audiovisual media and press	14
7.	Languages in public services and public spaces	31
8.	Languages in business	18
	Total of questions	**260**

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This questionnaire (domain 8), as well as domains 6 and 7, covers three crucial domains outside and beyond education. Domain 6 focuses on languages in the audio-visual media and the press, while domain 7 concentrates on languages in public services and public spaces in terms of institutionalised language strategies, oral communication facilities and written communication facilities. The focus of domain 8, languages in business, is on company language strategies, internal communication strategies and external communication strategies.

We hope that this questionnaire will serve as a valuable tool for self-evaluation and the gathering of additional data, leading to further discussions on language policy and practice.

The questionnaires for the other domains can be downloaded from our website www.language-rich.eu/materials-media.html.

LANGUAGES IN BUSINESS

A: General Company Language Strategies

These questions explore the level of adoption of the following language strategies in your company:	Widely practised	Occasionally practised	Not practised
1 Does your company have an explicit and widely spread language strategy endorsed at the highest management level for encouraging language learning?			
2 Which language(s) does your company's branding or corporate identity make use of?			
- The national language(s)?			
- Business English?			
- Foreign/regional/minority/immigrant languages?			
If so, which foreign/regional/minority/immigrant languages?			
3 In which language(s) does your company produce annual or formal business reports?			
- The national language(s)?			
- Business English?			
- Foreign/regional/minority/immigrant languages?			

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	If so, in which foreign/regional/minority/immigrant languages?			
4	Does your company place emphasis on language skills when recruiting employees?			
	If so, in which language(s)?			
5	Does your company have reward or promotion schemes/strategies to recognise employees for being able to adequately communicate in more than one language?			
	- For non-native speakers in the national language(s)?			
	- For employees in Business English?			
	- For employees in foreign/regional/minority/immigrant languages?			
	If so, in which foreign/regional/immigrant languages and for which employees (high-/medium-/low-level)?			
6	Does your company consider international mobility for staff to take advantage of international business, language skills and intercultural awareness?			

B: Specific Language Management Practices			
These questions explore specific Language Management practices adopted in your company *internally* and *externally*:	Widely practised	Occasionally practised	Not practised
7 Which language(s) does your company use for work place documents and the intranet?			
- The national language(s)?			
- Business English?			
- Foreign/regional/minority/immigrant languages?			
If so, which foreign/regional/minority/immigrant languages?			

8	Which language(s) does your company use for software and web programmes, etc.?			
	- The national language(s)?			
	- Business English?			
	- Foreign/regional/minority/immigrant languages?			
	If so, which foreign/regional/minority/immigrant languages?			
9	In which language(s) does your company advertise or undertake promotional and marketing activities?			
	- The national language(s)?			
	- Business English?			
	Foreign/regional/minority/immigrant languages?			
	If so, in which foreign/regional/minority/immigrant languages?			
10	Which language(s) is your company website in?			
	- The national language(s)?			
	- Business English?			
	- Foreign/regional/minority/immigrant languages?			
	If so, in which foreign/regional/minority/immigrant languages?			
11	Does your company use (temporarily or permanently) external translators and/or interpreters?			
	If so, in which languages?			
12	Does your company keep a regularly updated record of language skills of employees?	Yes	No	
	If so, in which languages?			

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C: Promoting language competencies			
These questions explore the promoting of language learning, teaching and monitoring by your company:	Widely practised	Occasionally practised	Not practised
13 Does your company offer or facilitate language training for employees?			
- For non-native speakers in the national language(s)?			
- For employees in Business English?			
- For employees in foreign/regional/minority/immigrant languages?			
If so, in which foreign/regional/minority/immigrant languages and for which employees (high-/medium-/low-level)?			
14 Does your company use the Common European Framework of Reference for Languages (CEFR) to promote and/or monitor employee's skills in languages?			
- For non-native speaking employees in the national language(s)?			
- For employees in Business English?			
- For employees in foreign/regional/minority/immigrant languages?			
If so, in which foreign/regional/minority/immigrant languages and for which employees (high-/medium-/low-level)?			
15 Does your company create public-private partnerships with the education sector (e.g. universities or adult education centres) to support and promote the learning of language(s) internally?			
- For non-native speaking employees in the national language(s)?			
- For employees Business English?			

	- For employees in foreign/regional/minority/immigrant languages? If so, in which foreign/regional/minority/immigrant languages and for which employees (high/medium/low level)?			
16	Does your company make use of local, regional or international networks to organise language training for different categories of staff?			
17	Does your company make use of existing EU programmes and EU funding in developing language skills among staff?			
18	Is your company aware of existing EU programmes and EU funding in developing language skills among staff?	Yes	No	

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This project is a delivered by a consortium of over 30 partners and is co-managed by a steering group

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