

So that we understand each other... LANGUNE
The Basque language sector, a world-class industry



LANGUNE: Boosting cooperation in the Basque Language Industry

Kites Symposium: “Kielipalveluiden tulevaisuudennäkymät”

Helsinki.Päivä ja aika: 30.10.2014, klo 9-18



Table of Contents:

- 1.- Introduction: The Basque Country
- 2.- The sector of Language Industry in the Basque Country
- 3.- Langune, the Basque Association of Language Industries
- 4.- The future of Language Industry

1

2

3

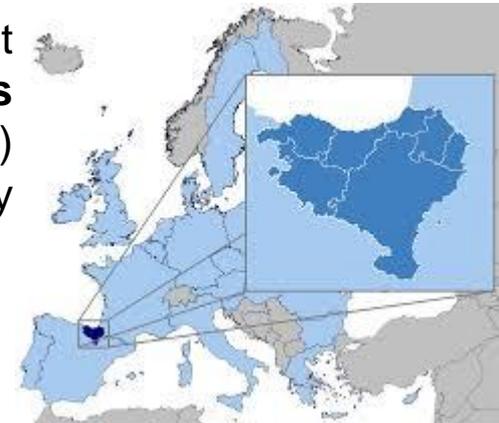
4



1.- Introduction: The Basque Country

Regional Profile (I):

- Population: **2,162,944**; extension **7,234 km²**; pop. density: **299 inhab./Km²**
- Two official languages: **Basque and Spanish**. Around **37%** of the Basque population is bilingual (near 800,000 people).
- The unemployment rate in 2012 was 12.1% (Spain: 25%; EU27: 10.5%) but has increased to **15.5%** in the first quarter of 2014 due to the economic crisis.
- Industrial production in the Basque Country is diverse. the strongest industrial sectors of the Basque economy are **machinery, aeronautics and energy**. New technologies and research and development (R&D) initiatives are becoming very relevant, and the same applies to technology parks.



1	2
3	4



1.- Introduction: The Basque Country

Regional Profile (II):

- The Basque science, technology and innovation network (RVCTI) to develop a market and client-oriented smart technological infrastructure for complementary and coordinated networking: Scientific and university sub-system; Technological development and innovation sub-system; Innovation support sub-system.
- **11 consolidated clusters and 9 pre-clusters** in strategic economic sectors.
- The Basque Government is currently in the definition phase of smart specialisation strategies (RIS3) based on previous plans, which include a focus on the following sectors:
 - **Biosciences:** BioBasque policy;
 - **Nanosciences:** NanoBasque policy; and
 - **Alternative energy:** Energy Strategy policy.



1	2
3	4



2.- The sector of Language Industry in the Basque Country

An important economic sector is emerging as a result of the mobility and multilingualism brought by globalisation: “**The Language Industry**”, defined as the market associated to the demand for linguistic products and services generated by any communication process, both internal and external to organisations.

The Language Industries sector of the Autonomous Community of the Basque Country had a **turnover of €277,692,571** in 2013 – a 0.5% increase over last year, in a sector employing **5,058 people**, meaning a growth of 1.26% compared to 2012 and accounting for 0.63% of the employed population in the Basque Country.

1	2
3	4



2.- The sector of Language Industry in the Basque Country




Knowledge, Technology and Professionals

Universities and university research groups

Technology Centres

Other research centres: CIC, BERCC...

Language Technology

 VOICE

 TEXT

LANGUAGE INDUSTRY CORE BUSINESS

Translation Translation Post-editing and correction Interpreting Dubbing and Subtitling Localization		
Language Teaching Face-to-face In-Out On-Line In-Out Stays Language knowledge certifications		
Multilingual Management		
Language Consultancy (Planning implementation, evaluation and certification)	Multilingual content creation and management	Language resources (Lexicography, terminology, semantics, corpus)



Markets and clients

Public administration and public companies
 Telecommunication
 Industry
 Health
 Tourism
 Bank and insurance
 Education
 Services
 Creative industry
 Society in general



3.- Langune, the Basque Association of Language Industries

LANGUNE, **was created in January 2010** as a result of the work carried out over two years by a work group comprising sector companies.

In 2012, the Department of Industry, Innovation, Trade and Tourism of the Basque Government conceded Langune the title of **CLUSTER** of Language Industry.

Its aim is to **boost the development and competitiveness of language industries in the Basque Country** by generating collaboration and innovation opportunities that increase sector visibility and added value.

1	2
3	4



3.- Langune, the Basque Association of Language Industries

LANGUNE (Basque Association of Language Industries) draws together 40 bodies (companies, technological centres, institutions and university research groups), which work in the sub-sectors of **TRANSLATION, LANGUAGE TEACHING, MULTILINGUALISM MANAGEMENT and LINGUISTIC TECHNOLOGIES.**

10% of all the Language Industry bodies in the Basque Country are members of this association. Its 40 members had a **turnover of €51.3m** last year, accounting for **24% of total employment** in the sector in the Basque Country.

Budget 2014: 165.000€ (160.000€ in 2013)

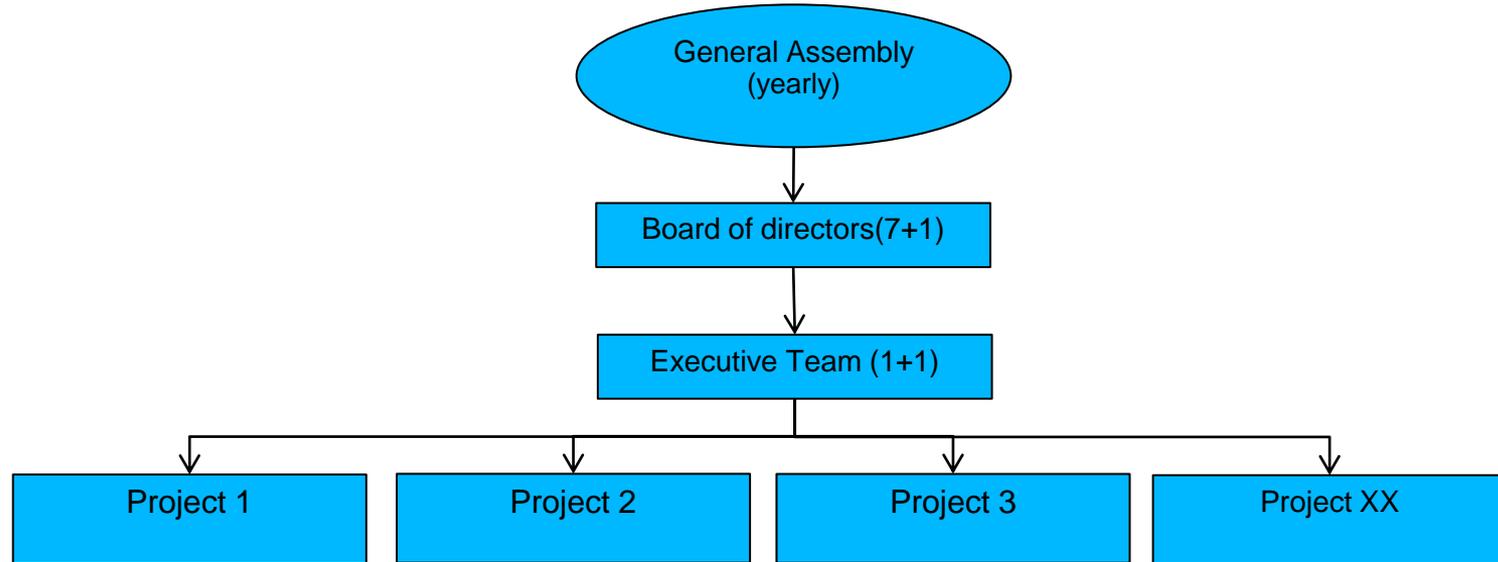
Incomes: Member fees (35%); Agreements (25%) and Public revenues (40%)

1	2
3	4



3.- Langune, the Basque Association of Language Industries

Organization chart:



1	2
3	4



3.- Langune, the Basque Association of Language Industries

How does Langune boost the cooperation?

- **COOPERATION** between the different member entities so that they can develop new added value products and services through new technologies (**Research & Development**).
- **RAISING** companies awareness of the introduction of advanced management models and methodologies as a key factor for improving competitiveness (**Improving Management**).
- **PROMOTING** the strategic and operational capacity of member entities on a global scale, providing them access to a considerable number of business opportunities and greater knowledge of foreign markets (**Internationalisation**).



1	2
3	4



3.- Langune, the Basque Association of Language Industries

How does Langune boost the cooperation?

- **OPTIMIZATION** of the skills and abilities of professionals in the member entities, enabling them to anticipate the needs and expectations of clients in ever increasingly demanding and competitive markets (**Training**).
- **VISIBILITY** of the products, services, skills and abilities to other sectors (**General Services**).



1	2
3	4



3.- Langune, the Basque Association of Language Industries

How does Langune boost the cooperation and encourage team work?



1	2
3	4



4.- The future of Language Industry

The challenge: The Language Industries as a strategic sector

1.- FOSTER MULTILINGUALISM MANAGEMENT IN COMPANIES

“A significant percentage of European SME’s lose business every year as a direct result of linguistic and intercultural weaknesses” (ELAN Study, European Commission. 2007). Europe’s inherent multilingualism is more essential than ever before, as industrial economy is gradually being transformed into a knowledge economy. **Multilingualism management** fosters openness and tolerance but will also open doors to new markets and new business opportunities

1	2
3	4



4.- The future of Language Industry

The challenge: The Language Industries as a strategic sector

2.- BOOST LINGUISTIC TECHNOLOGIES FOR SMART SPECIALISATION

Smart specialisation is a new innovation policy concept designed to promote the efficient and effective use of public investment in research. Its goal is to boost regional innovation in order to achieve economic growth and prosperity, by enabling regions to focus on their strengths. The Language Industries through their **linguistic technologies**, facilitate regional development through the revitalization of traditional sectors (*Smart Factory, Health Language Solutions*), providing support to attract private investment and get the attention of international investors.

1	2
3	4



4.- The future of Language Industry

The challenge: The Language Industries as a strategic sector

3.- PROMOTE THE BASQUE COUNTRY AS A MODEL FOR OTHER MINORITY LANGUAGES

The preservation of cultural and linguistic diversity in the contemporary world raises a great concern among many experts on language. Language policies, specifically the Basque model of promotion and use of Basque, along with support from a business sector and research related to the **Language Industries**, serve as examples to value other minority languages.

1	2
3	4



