

# **ANNUAL REPORT**

## **2010 - 2012**

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# EXECUTIVE SUMMARY FROM THE EXECUTIVE SECRETARY

## **Training – Qualification – Certification. These were the most vibrant activities of TermNet in 2010-2012.**

ExcellenceTerm, TermNet's International Centre of Excellence for Terminology with focus on Research, Technologies and Services, builds the framework of these activities:

Based in Austria and Canada to serve the European, International and Latin American markets, ExcellenceTerm was established and further developed in 2010-2012 with financial support by the Austrian National Foundation for Research, Technology and Development.

Since TermNet has launched the ECQA Certified Terminology Manager - Basic Certificate within the framework of the European Certification and Qualification (ECQA) in May 2010, there is an ever-growing interest of people from all over the world - and from all vocational backgrounds and professions – to qualify for this job role and additional competence so much needed in the modern globalised societies and economies.

## **Quality – Terminology – and the language industry fit together well:**

The services and international clients of LICS – The Language Industry Certification System – are ever-growing as well: Capacity building, train-the-trainer-trainings, expert pools and a global network of LICS Certified Enterprises represent a strong and reliable network of people and organisations committed to quality services in translation, community interpreting, tool development and translation quality evaluation.

## **Terminology projects for business clients – TermNet launches companies in Austria and Canada:**

To become independent from public funding, TermNet is continuously preparing and performing terminology projects for business clients together with its members. These activities require commercial structures, leadership and entrepreneurship. A new challenge and pleasure for TermNet. Revenues from commercial activities are re-invested in people and organisations of the terminology community world-wide.

## **Thank you so much!**

Many thanks to TermNet members and cooperation partners for their support and untiring dedication to terminology and quality.

The international impact and success of TermNet was made possible by the long support of the former Austrian Federal Ministry of Economics and Labour (now: Federal Ministry of Economy, Family and Youth). We will always be grateful for this support and Austria's commitment to share knowledge and expertise made in Austria with the world.

In 2013, we'll celebrate the 25<sup>th</sup> Anniversary of TermNet. You are most welcome to join our activities to celebrate 25 years of serving the terminology and language industries.



# ABOUT TERMNET



## MISSION STATEMENT

TermNet, the International Network for Terminology, is an international co-operation forum for companies, universities, institutions and associations who engage in the further development of the global terminology market. The products and services of this market are considered and promoted by TermNet as integral and quality-assuring parts of any product and service in the three broader areas of

- information & communication,
- classification & categorization
- translation & localization.

TermNet Members co-operate with a view to:

- Developing and marketing terminology products and services,
- Planning and implementing joint research and innovation projects, market development.
- Organizing practice-oriented training and summer schools,
- Networking and promoting own products and services at conferences, workshops and other joint activities,
- Developing high-end consultancy services on application-oriented terminology.

TermNet was founded on the initiative of UNESCO, with the aim to establish a network for co-operation in the field of terminology. In 1988, TermNet was registered as a non-profit organization being allowed commercial activities for the benefit of its members.

As accorded in the last General Assembly, TermNet has founded a limited company (TermNet Business Ltd.) to manage commercial projects and products with the industry. Additional funds coming from the company can be used for sponsoring young researchers, studies and other useful means for the promotion of the terminology work world-wide. TermNet Business Ltd. currently focuses primarily on the German speaking market. An English/French Branch was founded with TermNet Americas in Canada.

**TermNet Business GmbH**

**Willkommen bei der TermNet Business GmbH**

Die TermNet Business GmbH berät und unterstützt Sie bei sämtlichen Abläufen Ihres Unternehmens, in denen die Qualität von Terminologie, technischer Dokumentation und Mehrsprachigkeit eine Rolle spielen: von der Produktentwicklung bis zu After Sales.

**Was uns auszeichnet**

Terminologie ist unser Geschäft - und unsere Expert/innen sind Pioniere und ausgewiesene Fachleute in der Branche. Maßgeschneiderte Beratung durch Erfahrung und Kompetenz: Erfahren Sie mehr über unsere Arbeit und die Köpfe der TermNet Business GmbH.

**Über uns**

**Was wir leisten**

Unsere innovativen und nachhaltigen Lösungen - für KMUs, EPUs (Eiņpersonunternehmen) und Großkonzerne. Wir entwickeln für Sie Gesamtprojekte ebenso wie kurzfristige Einzelmaßnahmen.

**Unsere Leistungen**

**Kontakt und Terminvereinbarung**

Sie erreichen uns unter der Telefonnummer +43-664-3446380 oder per E-Mail: [info@termnet.ambh.at](mailto:info@termnet.ambh.at)

Fragen und Terminvereinbarungen gerne auch direkt über unser [Kontaktformular](#).

**Aktuelles**

NETS: Ausbildung zum/zur Qualitätsrevisor/in für technische Übersetzungen. Lesen Sie alle Details dazu und bewerben Sie sich! [Zum Ausschreibungstext](#)

## DID YOU KNOW ?

that Eugen Wüster - the industrialist who became the godfather of terminology science, is also an ancestor of TermNet?



Wüster, who was born 1898 in Wieselburg, Austria, initiated the founding of Infoterm in 1971.

Wüster supported the organisation until his death in 1977. In 1988 Infoterm founded TermNet to become its commercial and application-focused branch.

Over the years TermNet has evolved as an independent association with a strong focus on the language and terminology market even beyond Wüster's doctrine.

# ABOUT TERMNET

## TERMNET EXECUTIVE COMMITTEE



**Frieda Steurs**  
President

Head of the Department of Applied Language Studies, Lessius University College



**Klaus-Dirk Schmitz**  
1st Vice-President

Head of the Institute for Information Management (IIM), Cologne University of Applied Sciences



**Nicole Sévigny**  
2nd Vice-President

Director of the Standardization Strategies Division at the Terminology Standardization Directorate of the Translation Bureau of Canada



**Rosa Colomer**  
Member of the Executive Committee

TERMCAT



**Gabriele Sauberer**  
Executive Secretary

**Further Board Members:**

Gerhard Budin  
Christian Galinski  
Janet Luxton  
Judit Múráth  
Bodil Nistrup-Madsen

*During the 22nd Meeting of the TermNet Assembly, held at Dublin City University on 14th of August 2010 the new Executive Committee was elected. It confirmed Frieda Steurs as President for the upcoming period.*

## TERMNET TEAM



**Blanca Nájera**  
Deputy Director  
Products



**Alexandra Kotai-Bontus**  
Office Management



**Diana Brändle**  
Consultant for Products  
and Projects



**Barbara Inge Karsch**  
Consultant for  
Products  
and Projects



**Silvia Cerrella-Bauer**  
Consultant for Products  
and Projects



**Anja Drame**  
Communication  
TermNet Publisher



**Debora Russi**  
Social Media and Networking



**Aliyou Mana Hamadou**  
Projects



**Karin Czermak**  
Projects



**Dina Gianni**  
Projects

## TERMNET'S 1ST VICE PRESIDENT, KLAUS-DIRK SCHMITZ WAS HONOURED WITH THE PRESTIGIOUS EUGEN WÜSTER PRIZE AT A CEREMONY HELD DURING THE TKE CONFERENCE IN DUBLIN IN 2010

The Eugen Wüster Prize (EWP) 2010 has been awarded to **Prof. Sue Ellen Wright Ph.D.** and **Prof. Dr. Klaus-Dirk Schmitz**.

The prize is one of the most prestigious awards in the field of terminology and awarded every second year by a consortium of institutions to outstanding individuals of our profession. It is named in honour of Eugen Wüster, the leading figure and pioneer of terminology science. This year it went to two of the most well-known terminology scientists who have both individually as well as in joint efforts advanced study as well as applications of terminology management in research, teaching and economy.

In his laudatio, Prof. Dr. Gerhard Budin highlighted some of the most outstanding of the numerous achievements of the laureats:



**Sue Ellen Wright** is Professor of Modern and Classical Language Studies at the Kent State University Institute for Applied Linguistics. As a recognized international terminology expert, she is active in the national and international standards community. In addition to the standardizing activities, her publications include numerous articles in the field of terminology management and translation studies, edited books in these areas, and Volumes I and II of the Handbook of Terminology Management, compiled together with Prof. Dr. Gerhard Budin of the University of Vienna, Austria.

**Prof. Klaus-Dirk Schmitz**, long-term president of the Infoterm Executive Board (2001-2009) started his academic career in ambitious research projects on Machine Translation and Translator's Workbenches. Prof. Schmitz is Vice-President of the German Association for Terminology (DTT), Secretary-General of the Association for Terminology and Knowledge Transfer (GTW – of which he has been President from 1991 to 1997).

He was also President of the Council for German-Language Terminology (RaDT – 1994 to 2004). Being an expert of terminology theory and applications, metadata, ontologies, localization (of software, catalogues etc.), database design and data modelling methods and techniques, his teaching and research activities focus on terminology theory and terminology management as well as on software localization and computer tools for translators. As a frequent organizer of and participant in terminology management and software localization seminars, workshops and road shows, he has been able to considerably enhance the role of terminology and its applications in education, business and many other fields, throughout the world.



The Prize is awarded on behalf of [Infoterm](#), [the Center for Translation Studies of the University of Vienna](#), [the Department of Planned Languages and Esperanto Museum](#). It is co-sponsored by the [City of Wieselburg](#) and [the International Institute for Terminology Research](#).

For more information about the prize, please see [http://infoterm.info/activities/terminology\\_awards.php](http://infoterm.info/activities/terminology_awards.php)

## **TERMNET MEMBERS...*strong partners in a strong network.***

American Translators Association

Association for Terminology and Knowledge Transfer

Austrian Association of Materials Management, Purchasing and Logistics

Austrian Commission for UNESCO

Austrian Computer Society

Austrian Society for Documentation and Information

Basque Centre for Terminology and Lexicography

BIK Terminology Barbara Inge Karsch

Centre for Terminological Information and Research, "Politehnica" University of Timișoara

China National Institute of Standardization

Cologne University of Applied Sciences

Copenhagen Business School

D.O.G. Dokumentation ohne Grenzen GmbH

Danish Centre for Terminology

dbterm terminologieservice Diana Brändle

Dewan Bahasa Dan Pustaka, Malaysia

eCl@ss e.V.

European Academy Bolzano

European Academy for Standardization

European Association for Terminology

European Central Bank

European Multimedia Forum

German Qualifications Federation

Hacettepe University, Ankara

Indian Translators Association

Innovation Network Austria

Institute for Museum Research

International Information Centre for Terminology

International Federation of Language Teacher Associations (FIPL)

International Institute for Terminology Research

Iranian Information and Documentation Centre

Korea Terminology Research Center for Language and Knowledge Engineering

Language Industry Association of Canada

Lessius University College, Antwerp

Matej Bel University, Banska Bystrica

Multi-Languages Corporation

MultiLingual Computing Inc.

National Language Service, South Africa

New Zealand Society of Translators and Interpreters

Paradine TKS

Public Works and Government Services Canada

SDL

Terminology Association of Hong Kong

TERMplus ApS

translingua

Translators Association of China

University of Leipzig

University of Pécs, Faculty of Business Economics

University of Southern Denmark

University of Vienna

Yasar University - Department of Translation and Interpreting

Zurich University of Applied Sciences



# BUILDING THE NETWORK

			planmäßig scheduled	erwartet estimated	Terminal	Halte Hall
LH	740	MEXICO CITY				
UL	184	OSAKA				
RJ	554	BERLINDTEGEL	1415			
LH	126	COLOMBO	1415		1	A
LH	630	AMMAN	1415		1	A
EK	736	DUBAI	1420		1	A
LH	046	NAGOYA 3	1420		2	
LH	1178	DUBAI	1425		2	
LH	1168	PORTO	1425		1	
FV	246	LISSABON	1425		1	
KU	172	SANKT PETERSBURG	1425		2	
AH	2071	KUWAIT	1425			
LX	1073	ALGIER	1430			
SBI	900	ZUERICH	1430			
DE	7188	MOSKAU-DOMODEDOVO	1430			
DE	7594	VARADERO	1430			
DE	7352	MALAGA	1430			
MU	220	DUBAI	1430			
CA	966	SHANGHAI PUDONG	1435			
WY	116	PEKING	1440			
VN	544	MUSCAT	1440			
YH	161	HANOI	1440			
CY	377	PODGORICA	1440			
LY	358	LARNACA	1440			
		TEL AVIV	1440			



Abflug

Terminal 1

ADG

# BUILDING THE NETWORK

## TKE 2010

### Quality, standards and certification issues to be debated during TKE 2010

11-14 August 2010 Fiontar at Dublin City University

TermNet organized a Workshop on quality in the language industry during TKE 2010 in Dublin

Can quality be assured in the language industry? How can standards and certification improve performance of the language sector and how everybody can contribute and benefit from it? These are questions TermNet will ask and answer together with the participants of a full day workshop during the International Conference on Terminology and Knowledge Engineering on 11 August 2010 at Dublin City University.

Certification has become one of the buzzwords of the language industry. While the demand and the market is steadily growing worldwide, many professionals are still unaware or uneasy about this new direction. Lack of knowledge may be one major reason for this. The workshop will familiarize participants with the status quo in certification and introduce recent issues.

**Read more about the workshop:** <http://bit.ly/cfr5eb>

**More about TKE 2010:** [http://www.dcu.ie/fiontar/conference/home\\_baile.shtml](http://www.dcu.ie/fiontar/conference/home_baile.shtml)

## ISOTC37

**ISO TC 37, Terminology and other Language and Content Resources** is responsible for the development of Standards on terminology and other language and content resources, and other related documents (such as Technical Reports).

The **2010 Annual Meetings** were held in **Dublin, Ireland** from **August 16th to 20th, 2010** in the NSAI head office at 1 Swift Square, Northwood, Santry, Dublin 9. The Schedule included the time-tabling of parallel meetings of ISO TC 37 Subcommittees (SCs) and Working Groups (WGs) where standards and guidance documents are developed in the field of terminology and other language and content resources.

### NSAI Meetings Website

<http://www.n sai.ie/Our-Services/Standardization/ISO-TC37-Annual-Meeting-2010/>

### ISO/TC 37 Workspace

[Http://www.iso.org/tc37](http://www.iso.org/tc37)

**The meetings were organized by:**



YEAR IN PICTURES

### JULY



TKE Dublin  
Eugen Wüster Prize  
ISO/TC 37 Dublin  
TermNet General Assembly

### AUGUST



LICs Training in Malaysia

### SEPTEMBER



ECQA Days

### OCTOBER



TermNet staff meeting  
in Vienna



# BUILDING THE NETWORK

## COUNCIL FOR GERMAN LANGUAGE TERMINOLOGY (RaDT)

### Knowledge, Brands, Customer Loyalty

Terminology as a *Critical Success Factor*

For businesses, value is created for the most part when employees are accountable. They recognise changes in demand and adjust products and services accordingly.

Consistent, informative presentation of corporate policy and clear messages about development stages and corporate goals contribute significantly to sustained success.

They are some of the most important non-financial influences on clients and analysts. Focusing on success when handling information communication, media and knowledge is essential in order to optimise a company's organisation of work and its sales environment.

This fosters knowledge and competence that results in a significant competitive advantage over competitors in the long run.

The customer's path to the product is through language. An awareness of corporate communication – and language – promotes efficient corporate management. Language becomes a strategic tool when combined with

- Knowledge management
- Branding and brand protection
- Customer care and customer loyalty

© RaDT 2010

The Council for German-language Terminology, better known as RaDT, has again met twice in 2010-2011. TermNet is a member of this strategic planning think tank of ca. 25 terminology experts from the German speaking regions of Europe.

RaDT has been founded on the initiative of the UNESCO Commissions in the respective countries with the aim of strengthening the role and position of German in technical and professional communication through the promotion of terminology work.

In 2010, RaDT published its latest series of papers, called Knowledge, Brands, Customer Loyalty. These documents target managers and other decision-makers in industry and business who are traditionally rather non-experts in terminology. The publication explains in their language the important role of terminology for overall success.

RaDT meetings:

33rd Meeting: 19–20 November 2010  
Luxemburg

34th Meeting: 2 April 2011 Bozen



YEAR IN PICTURES

NOVEMBER



Found in Translation  
Malaysia 2010

FEBRUAR



LICS Training in  
Hamburg

MARCH



TermTank in the spa  
Bad Blumau, Austria

APRIL



ECQA Training in Pécs



# BUILDING THE NETWORK

## TERMINOLOGY DOWN UNDER

November 2010, TermNet set its professional foot for the first time on the Asian-Pacific region by attending the Biennial National AUSIT Conference and exhibition (5-6 November) in Fremantle, Western Australia. While sporadic contacts with members of the Australian and New Zealand language industry have persisted for quite a few years now, this conference was the opportunity to officially showcase our network's activities down under. AUSIT is the Australian Institute of Interpreters and Translators, Inc. More than 300 representatives from a wide range of applied language professions, educational institutions, government organisations and the corporate sector were expected to attend this year's event. A great opportunity for extensive visibility and many new contacts from this - in terms of terminology - so far largely uncharted region.

**More information about the event:** [www.ausitconference.org](http://www.ausitconference.org)

**AUSIT**  
Australian Institute of Interpreters & Translators Inc

**Synergise!**  
2010 Biennial National Conference  
Fremantle, Western Australia  
5-6 November

Home  
News  
Program  
Sponsorship Opportunities ▶  
Fremantle  
How To Get There  
Where To Stay  
Registration ▶  
Previous Conferences ▶  
Contact Us  
Links

Countdown Clock  
057:14:05:21 to the conference

**Get ready to Synergise!**

The next biennial national conference of AUSIT, the Australian Institute of Interpreters and Translators is taking place at the University of Notre Dame in the port city of Fremantle, Western Australia, on November 5 and 6 (Friday and Saturday).

We look forward to inspiring and useful lectures from respected industry experts, academics and language professionals who will present new ideas, discuss future directions and the changing market for translation and interpreting services in Australia and globally. See the details in the program!

**Presenter of the Week:**  
Gabriele Sauberer  
Click on image for information

## EAFT SUMMIT 2010



TermNet member, the European Association for Terminology (EAFT) celebrates its 5th Terminology Summit from 12 - 13 November 2010 at the Károli Gáspár University in Budapest, Hungary

*"We all know that we are living in a very economically, socially and environmentally troubled and changing world where the media play a leading role. Every day we can see the emergence of new ways of communicating although their attendant issues and functioning may not yet be clearly identified. Some would consider that "the Community" is the only owner of knowledge, and especially communicative and linguistic knowledge. So, one could wonder how terminologists could grasp the quality flag in order to command respect regarding their know-how and their practice and be recognized as the real base of all knowledge in our global and multipolar society."*

TermNet will be represented with the topics terminology, industry and business.

**More information about this conference, program and registration at:**  
[talknyelvport.nyttud.hu/summit-2010](http://talknyelvport.nyttud.hu/summit-2010)

# BUILDING THE NETWORK

## TERMNET WAS REPRESENTED IN 2010, 2011 AND 2012 IN...

<b>Migrations: Interdisciplinary Perspectives</b>	1–3 July 2010	Vienna, Austria
<b>Terminology and Knowledge Engineering</b>	10–14 August 2010	Dublin, Ireland
<b>ISO/TC 37 Annual Meetings</b>	15–20 August 2010	Dublin, Ireland
<b>EuroSPI</b>	31 August–4 September 2010	Grenoble, France
<b>ATA Conference</b>	27–30 October 2010	Denver, U.S.A.
<b>AUSIT Conference</b>	01–07 November 2010	Fremantle, Australia
<b>EAFT Terminology Summit</b>	02 November 2010	Budapest, Hungary
<b>Tekom</b>	03–05 November 2010	Wiesbaden, Germany
<b>33rd RaDT Meeting</b>	19–20 November 2010	Luxemburg, Luxemburg
<b>Toronto Autoshow</b>	22–24 February 2011	Toronto, Canada
<b>34th RaDt Meeting</b>	2 April 2011	Bolzano, Italy
<b>MemoQ Fest</b>	10–16 April 2011	Budapest, Hungary
<b>Tekom Spring Meeting</b>	14–15 April 2011	Potsdam, Germany
<b>NZSTI Conference - Reflections on Language and Technology</b>	4 - 5 June 2011	Auckland, New Zealand
<b>Human Computer Interaction</b>	6 - 12 June 2011	Orlando, United States
<b>ISO/TC 37 Annual Meetings</b>	12 - 26 June 2011	Seoul, South Korea
<b>EuroSPI</b>	27–29 June 2011	Roskilde, Denmark
<b>FIT Congress</b>	1 - 4 August 2011	San Francisco, United States
<b>6th ECQA Days</b>	22–23 September 2011	Timisoara, Romania
<b>International Medical Interpreters Association Conference</b>	30 September–2 October 2011	Boston, United States
<b>Tekom Annual Meeting</b>	18–20 October 2011	Wiesbaden, Germany
<b>ATA Conference</b>	26 - 30 October 2011	Boston, United States
<b>Innovation Forum</b>	2–3 November 2011	New Brunswick, Canada
<b>Canadian Language Industry Showcase</b>	3 - 4 November 2011	Gatineau, Canada
<b>EAFT Summit "Terminology Training"</b>	3 - 4 November 2011	Bucarest; Romania
<b>35th RaDT Autumn Meeting</b>	11–12 November 2011	Vienna, Austria
<b>Com&amp;Tec event</b>	23 March 2012	Bologna, Italy
<b>36th RaDT Autumn Meeting</b>	23–24 March 2012	Bern, Switzerland
<b>Atelier Assurance Qualité</b>	23 March 2012	Aix-en-Provence, France
<b>Deutscher Terminologie-Tag e.V. - Symposium 2012</b>	19–21 April 2012	Heidelberg, Germany
<b>ISO/TC 37 Annual Meetings</b>	24–29 June 2012	Madrid, Spain
<b>EuroSPI</b>	25.-27.06.2012	Vienna, Austria

# TERMINOLOGY TRAINING



# TERMINOLOGY TRAINING

## ECQA CERTIFIED TERMINOLOGY MANAGER

### EU-wide certification scheme for terminology managers

TermNet's involvement in the European Certification and Qualification Association (ECAQ, [www.ecqa.org](http://www.ecqa.org)) was intensified over the period covered in this report. It all started with the new job role Certified Terminology Manager, which up to the time of writing this has seen

- **300 registrations** at the ECQA online platform for this job role,
- **140 certificates** issued until now in
- **30 countries**
- **9 ECQA certified trainers** and
- **7 European universities** on board.

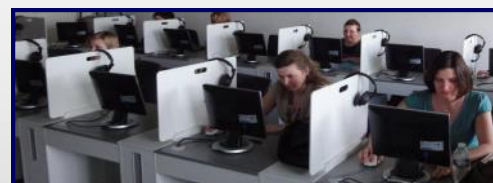
Certified Terminology Manager – in short CTM - had participants from all over the world. In 2011 it was decided to split the certificate into a Basic version and an Advanced version. ECQA Certified Terminology Manager - Basic is especially suited for professionals who work as

- **INFORMATION & COMMUNICATION PROFESSIONALS:**  
ICT experts, information and knowledge managers, etc.
- **EXPERTS IN CLASSIFICATION & CATEGORIZATION:**  
e-Business, Semantic Web, libraries and archives, etc.
- **LANGUAGE INDUSTRY PROFESSIONALS:**  
Translators, interpreters, localisers, technical writers, etc.

Further specialized versions, like CTM Health and Medical are planned for the future. TermNet will continue to promote the formation of Job Role Committees and be involved as a network of experts.

TermNet is also acting as a training partner to ECQA. As such the organization has offered various trainings, some in cooperation with other training institutions, mostly members from our network. A list of trainings held in 2012 is provided below.

This certification can be regarded as specialized professional qualification.



**ECQA is the result of a number of EU supported initiatives in the last ten years where in the European Union Life Long Learning Program different educational developments decided to follow a joint process for the certification of persons in the industry.**

**Through the ECQA it becomes possible to attend courses for a specific profession in one country and perform a Europe-wide agreed examination at the end of the course. The certificate will be recognized by European training organizations and institutions in 18 member countries.**

- **ECQA is a non-profit association, joining institutions and thousands of professionals from all over Europe and abroad.**
- **ECQA provides a world-wide unified certification schema for numerous professions.**
- **ECQA brings together experts from the market and supports the definition and development of the knowledge (Skills Sets) required for professions.**
- **ECQA defines and verifies quality criteria for training organisations and trainers to assure the same level of training all over the world.**
- **ECQA promotes all certified professionals.**

# TERMINOLOGY TRAINING

## ECQA CERTIFIED TERMINOLOGY MANAGER - CTM

The ECQA job profile "Certified Terminology Manager - Basic" combines and bundles the various competences of professionals active in these areas.

### *Understanding Terminology Management*

What is terminology  
Why terminology management  
How terminology work is embedded in my organization and work environment

### *Terminology Management Skills*

How to search and collect terminology  
How to store and retrieve  
How to coin terms  
How to manage monolingual and multilingual terminology  
How to manage terminology projects

### *Terminology Strategies for Business Processes*

How to present the business case for terminology projects  
How to calculate and argue costs & return on investments  
How to involve relevant stakeholders  
How to collaborate with relevant organizational units

### *Team Working & Communication Skills*

How to organize team communication  
How to manage distributed and diverse teams  
Why Conflict Management  
How to train and motivate your team

### *Application Scenarios*

### *Standards and Legal Issues*

Which standards are relevant  
How to deal with copyright issues in terminology management  
What about product liability

This certification scheme has been developed within the framework of the European project EUCERT: <http://www.eu-certificates.org>

More information at: <http://www.ecqa.org/index.php?id=52>



## ECQA CTM TRAININGS IN 2012

### [ECQA Certified Terminology Manager - Basic](#)

Politehnica University of Timisoara, Romania  
10 – 14 September 2012

### [ECQA Certified Terminology Manager - Basic](#)

University of Pécs, Faculty of Business and Economics, Terminology Documentation Centre, Hungary  
2 - 6 October 2012

### [ECQA Certified Terminology Manager - Basic](#)

Università Cattolica del Sacro Cuore, Milano, Italy  
22 - 25 October 2012



# TERMINOLOGY TRAINING

## TERMINOLOGY SPRING SCHOOL 2011 IN OTTAWA: TRAIN-THE-TRAINER-EVENT

9-13 MAY 2011  
UNIVERSITY OF OTTAWA IN CANADA

A training for experts in terminology interested in becoming trainers in terminology management.



TermNet Trainers:

Silvia Cerrella Bauer (CH)  
Barbara I. Karsch (US/DE)  
Hendrik Kockaert (BE)  
Gabriele Sauberer (AT)  
Kara Warburton (CA)

### UNIT 1: UNDERSTANDING TERMINOLOGY MANAGEMENT

#### HOW TO EXPLAIN:

- What is terminology
- Why terminology management
- How terminology work is embedded in my organisation and work environment

### UNIT 5: APPLICATION SCENARIOS

- 1 FULL DAY: SHARE YOUR EXPERIENCE
- Presentation of own projects in the form of max. 10 slides

### UNIT 2: TERMINOLOGY MANAGEMENT SKILLS

#### HOW TO TRAIN PEOPLE:

- How to manage monolingual and multilingual terminology
- How to search and collect terminology
- How to store and retrieve
- How to coin terms
- How to manage terminology projects

### UNIT 3: TERMINOLOGY STRATEGIES FOR BUSINESS PROCESSES

#### HOW TO QUALIFY PEOPLE:

- How to present the business case for terminology
- How to calculate and argue costs & return on investments
- How to involve relevant stakeholders
- How to collaborate with relevant organisational units
- How to select the right tools

### UNIT 4: TEAM WORKING & COMMUNICATION SKILLS

#### HOW TO TEACH:

- How to organise team communication
- How to manage distributed and diverse teams
- Why conflict management
- How to train and motivate your team

### UNIT 6: STANDARDS AND LEGAL ISSUES

#### HOW TO ARGUE:

- Which standards are relevant
- How to deal with copyright





# TERMINOLOGY TRAINING

## INTERNATIONAL TERMINOLOGY SUMMER SCHOOL - 2011 COLOGNE UNIVERSITY OF APPLIED SCIENCES 11 -15 JULY 2011

Every July (with few exceptions) TSS is organized either in Vienna (2012, together with University of Vienna) or Cologne (2011, together with Cologne University of Applied Sciences).

TSS is a one-week, practice-oriented introductory training course for terminology management. TSS is for practitioners, students, scientists who are looking for a comprehensive, state-of-the-art introduction to terminology theory and practice.

### INSTRUCTORS:

International renowned experts in terminology and terminology management covered the TSS topics but also take took during the whole week to help participants with the most individual questions and problems.

During the TSS2011, following experts trained the different topics: **Klaus-Dirk Schmitz, Sue Ellen Wright, Heribert Picht, Gerhard Budin, Petra Drewer and Silvia Cerrella Bauer.**

### ECQA CERTIFICATION FOR TERMINOLOGY MANAGERS:

Since 2010 an intensified cooperation between TSS and **ECQA Certified Terminology Manager—Basic** means that TSS can be regarded as preparation seminar for the ECQA exam which is usually held shortly after the course.

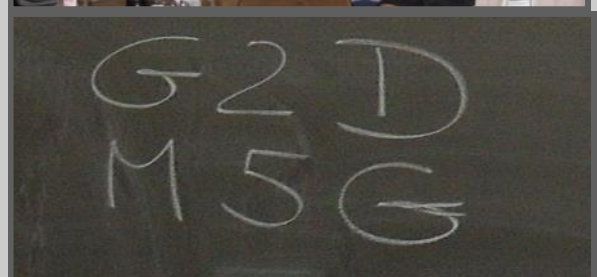
### SOCIAL NETWORKING AND SIDE EVENTS:

TSS gives the opportunity to the participants to:

- Network and discuss in a relaxed and resourceful environment with peers and colleagues during the side events planned for this purpose
- Enjoy the Terminology Breakfasts every morning before classes,
- Mingle in the "get to know each other" event on Monday after the first day of classes,
- Meet colleagues in the different "after school" events during the week.

All details about the TSS2011 at:

[http://www.termnet.org/english/events/tss\\_2011/index.php](http://www.termnet.org/english/events/tss_2011/index.php)



# TERMINOLOGY TRAINING

## ELCAT

### Innovative e-learning - content development of terminology management modules for the automotive industries: The ELCAT project

Goal of this project is the development of an e-learning course which offers a user-friendly and sound introduction to basic principles and methods of terminology management.

The target group is the automotive industry and will include management, sales and marketing, standardization, product development, technical documentation, terminologists, translators, language service providers and corporate communications. All these areas are important to involve in the terminology project cycle. The challenge is the lacking linguistic or terminological basis of the users who thus have to be introduced to the topic with care. It is the aim to expand the model later to other industries and as an introductory course for students at universities. The course is prepared in cooperation with members from the automotive and IT industry and will be offered in German and English.

The project, funded by the Federal Ministry of Education and Research and carried out by the **Institute for Information Management (IIM)** of the **Cologne University of Applied Sciences**, started in July 2008 and ended in December 2011. Project partners include TermNet, Audi Academy, Volkswagen AG, 2W Technische Informations GmbH, SDL Trados, acrolinx, IAI (Institute of the Society for the Promotion of Applied Information Sciences at the Saarland University), University of Vienna, University of Florida, Macquarie University (Sydney).



elcat Terminology Management  
for the Automotive industry



# QUALITY AND CERTIFICATION



# QUALITY AND CERTIFICATION

## LICS - THE LANGUAGE INDUSTRY CERTIFICATION SYSTEM

Since 2008, LICS® is run by the certifier AS+Certification, a subsidiary of the Austrian Standards Institute ([www.as-plus.at/certification.html](http://www.as-plus.at/certification.html)), together with TermNet as its international partner. The aim of LICS® is to offer to the language industry globally uniform and thus recognizable certificates about the standards conformity of their services, based on existing and future European and International Standards.

As the first certification body in Europe, LICS® has introduced a certification scheme for the European Standard EN 15038:2006 "Translation services - Service requirements" – and is

successfully certifying Translation Service Providers in Europe and all over the world. So far, more than 50 Translation Service Providers have been certified against the European Standard.

The difficulty in translation is that there are no generally valid quality standards – either in terms of translator profiles or even in terms of the processes as to how items should be translated and reviewed. This problem is even graver because translations are fielded out from companies and translation companies to individual translators thus creating great differences in quality.

Add to this that translations are often requested by customers via telephone for delivery in the next two hours and without a written agreement. Such "express" jobs are par for the course – the consciousness that translation is a qualitatively higher service and not a commodity is only slowly coming to the fore.

In light of the ever increasing demands placed on technical literature and the above-mentioned increasing product liability, quality assurance in translation is also gaining in importance.


LICS is a virtual organization which serves to implement this standard as a certification agency. Through its international contacts, TermNet has provided for the creation of a network of certifiers. Any organization accredited as a certifying body has the right to become a LICS certification partner.

According to the Austrian Standards Institute, there is a great need for certification in this sector, yet there often is a lack of reviewer training. Here too, TermNet has assumed an important role in training reviewers.

TermNet is equally important in spreading certification: Helpful here are contacts in the world of translators, partially through TermNet itself, and partially through TermNet members. As with eCI@ss, this is a further example for the fact that "TermNet is not always on the label of everything where there is TermNet inside."

### Language Industry Certification System®



Austrian Standards plus   
Certification



#### The path to your certificate

- 1 You send us a short written documentation – we check it with regards to the standards requirements.
- 2 We conduct an audit at your premises. The audit comprises interviews and sample checks of your processes, etc.
- 3 If steps 1 and 2 are completed successfully, you'll be awarded a certificate, which you have to maintain by surveillance audits on a 2 years cycle.



# QUALITY AND CERTIFICATION

**LICS® offers conformity assessments, audits and auditor's trainings for:**

## **Translation Service Providers**

Comply with the European Standard EN 15038 for translation services. Assess the quality of translations, based on the industry standard SAE-J2450.

## **Interpretation Service Providers**

Comply with international requirements for Community Interpreting Services in the health, social and other public sectors.

## **Standard for Project Management Tools**

Test the conformity of your project management software with respect to EN 15038 requirements.

More information at:

[www.lics-certification.org](http://www.lics-certification.org)



## **LICS AUDITORS' TRAININGS PURSUANT TO EN 15038:2006**

*LICS Trainings: Kuala Lumpur, Hamburg, Vienna*

3 LICS® Auditor's Trainings pursuant to EN 15038:2006 Translation Services – Service Requirements were conducted by TermNet between July 2010 and June 2011.



***Kuala Lumpur, Malaysia  
20 July – 2 August 2010***

***Hamburg, Germany  
31 January – 2 February 2011***

his training targeted specifically the German market for auditors. The training was jointly organized by TermNet and TermNet Member **Loctimize**.



***Vienna, Austria  
5 – 7 September 2011***

The LICS certification scheme and the training is based on ISO 19011:2002, but limited and specially targeted to the EN 15038 standard and to the translation business.





# QUALITY AND CERTIFICATION

## SAE-J2450



While European standard EN 15038 and the certification process that is based on it standardize the work process and regulate translation service agencies, SAE-J2450 checks the final product, namely the translation itself. The Society of Automotive Engineers (SAE) developed this metric standard in 2005, under the strong influence of European automotive groups and translation agencies.

The automotive industry in particular finds itself increasingly responsible for the quality of technical documentation – especially of user manuals. A tragic accident involving a Volvo which led to a successful liability claim against the automotive manufacturer was initially attributed to a translation error in the French user's manual. While it turned out that this was not the case, it still led the sector to see an increased need to recheck their translations. In the automotive industry – as in most other sectors – translations for most languages are outsourced to translation agencies. Frequently there is no internal proofing of the translations, above all in less common languages. In particular there has been no procedure to assess translation quality.

TermNet assists automotive manufacturers in implementing this standard. Thus, a project was implemented with a leading German automotive manufacturer. In an interview held as part of this evaluation with an employee in the language service department it appeared that the company had previously not had a translation proof reading system so the quality of the translations was often not satisfactory. TermNet is ideally suited to this task, given its content competency and experience.

With TermNet's assistance a profile was created of what the company expected from the reviewers they planned to hire. Then TermNet posted advertisements through its partner organizations to find reviewers for 4 languages. The group's aim was to employ two reviewers per language and, in future, to have access to a pool of trained experts. TermNet then reviewed and assessed the applications that were received.

The goal is to establish a standard process for all languages used in the company and to implement the standard for all languages by 2013. The future plan is to require that translators obtain EN15038 certification.





# QUALITY AND CERTIFICATION

## MONTIFIC— ECQA JOINT CONFERENCE 2010

### Montific - ECQA Joint Conference 2010: A success in presenting and disseminating ECQA CTM results and strategy for the future

The **Montific - ECQA Joint Conference 2010 (The Current Financial Crisis and Competences to Address Problems on the European Market)** took place from 31. September to 1. October in the Budapest Business School.

The topics of the conference days were going around the relevance of good governance and innovation practices necessary for survival in turbulent economic conditions. Highly reputed experts from many different domains, representing wide range of organizations from public sector to automotive industry, from large companies to small enterprises met for 2 productive days of panels, conferences and round tables where outcome and results were presented.

The ECQA (European Certification and Qualification Association) is the result of a number of EU supported initiatives in the last ten years where in the European Union Life Long Learning Program different educational developments decided to follow a joint process for the certification of persons in the industry.

TermNet cooperates with ECQA developing the professional ECQA Certified Terminology Manager, an EU-wide recognized person certification. Through the ECQA it becomes possible to attend courses for a specific profession and perform a Europe-wide agreed examination at the end of the course. The certification scheme and skill card for ECQA CTM has been developed by TermNet together with a consortium of international terminology experts, including TermNet Members Institute for Information management (IM, Cologne University of Applied Science), the Centre for Translation Studies (University of Vienna) and Universitatea "Politehnica" din Timisoara.

On the 1. October with occasion of the **Montific - ECQA Joint Conference 2010**, TermNet presented the last results and future perspectives in the ECQA CTM developing strategy and cooperation plan, reporting about the first certificates issued, the feedback received from the international community and the future plans for other products (ECQA CTM - Advance and further modular specific courses and certification schemes adapted to relevant sectors, as for example, the automotive sector, health services or military applications).

**More information about this conference at:**

<http://www.conference2010.ia-manager.org/>

**Proceedings of the MONTIFIC Project at the Conference:**

[http://training.ia-manager.org/file.php/1/MONTIFIC\\_Book.pdf](http://training.ia-manager.org/file.php/1/MONTIFIC_Book.pdf)



ECQA Certified

Terminology Manager - Basic

[www.ecqa.org](http://www.ecqa.org)

Improve and certify  
your skills.

Join the European  
Pool of Experts.

Learn the basic skills  
required for creating, organising  
and managing mono-, bi- or  
multilingual terminology.



# TERMINOLOGY, INDUSTRY AND BUSINESS



# TERMINOLOGY, INDUSTRY AND BUSINESS

## EXCELLENCETERM

### Establishing an International Center of Excellence for Terminology: Research, Technologies and Services

With the start of 2010 TermNet had embarked on a new mission. Over three years, until 2013, the network – with financial support by the Austrian National Foundation for Research, Technology and Development (Nationalstiftung für Forschung, Technologie und Entwicklung) - will establish an International Center of Excellence for Terminology.

Through research-based development of new technologies and services TermNet will address specifically and systematically those industry clusters which have a particularly high demand for terminology management: the automotive industry, mechatronics, and information and communication technology (ICT). These three sectors have been selected as focal areas of this project. They include transport in general, air- and space technologies, and electro technical industries. Their potential affinity to terminology results from the high complexity of processes, parts and components and tools. These sectors are also subject to globalization as few others. Hence, aspects of quality assurance in technical documentation, translation and localization as well as product classification are very important for them. The new centre ExcellenceTerm will develop trainings, certification schemes, and a network of professionals and specialists in the field.

The project will concentrate on two regions: Europe and North America. TermNet will coordinate activities from its old headquarters in Vienna as well as a new branch office in Canada. From there, it is planned that terminology-related activities and projects will be coordinated that will reach beyond the northern hemisphere and target Central and South America as well. TermNet Americas will establish a close network of partners and members who work with the aim of developing, facilitating and promoting the terminology market in the entire region.



#### • TERMINOLOGY KNOWLEDGE

ExcellenceTerm has structured its offerings around a modular framework that presents advanced terminology concepts from a practical perspective. This ensures that the content is accessible to almost anyone, regardless of prior knowledge, language, location or time zone.

#### • INFORMATION AND GUIDELINES

Brochures tailored to three industry sectors (automotive, ICT and mechatronics) present detailed information on topics such as the role of terminology in product classification, best practices for terminology work in enterprise settings, and ten good reasons to manage terminology.

#### • REGISTRY OF EXPERTS WORLDWIDE

Organizations and enterprises that have a particular service need can access the Who's Who in Terminology registry to find local experts quickly and easily. It lists terminology experts, their working location, specialties, and languages.

#### • CONTINUING EDUCATION, TRAINING AND WORKSHOPS

The goal of seminars and summer schools is to provide the necessary theoretical foundation for practical application of terminology management in enterprises. Workshops are specifically designed to meet the demand for terminology processes in a client's enterprise. Exams and certifications are options available after any of the training offerings.

#### • QUALITY ASSURANCE AND CERTIFICATIONS

ExcellenceTerm is developing certification processes for terminology consultants or content publishers as well as for translation quality assessment according to the SAE J 2450 standard. The certification process is implemented through the certification platform, Language Industry Certification System (LICS®), [www.lics-certification.org](http://www.lics-certification.org).

#### • RESEARCH

ExcellenceTerm carries out comprehensive studies to provide organizations and companies with well-founded and independent research in the area of terminology. The goal of these research projects is to support terminology management in the real world. The first in the study series is the Terminology Tools Study. It examines the most common terminology tools used across the globe, compares their functionalities, strengths and weaknesses as well as their compliance with international terminology standards.

#### • PRESENCE IN EUROPE AND NORTH AMERICA

Terminology is interdisciplinary and international. A global approach means that ExcellenceTerm must be present outside of Europe. The creation of TermNet Americas, a TermNet subsidiary in Canada, is the first step toward extending the activities and services offered by ExcellenceTerm to North and Latin American markets.

# TERMINOLOGY, INDUSTRY AND BUSINESS

## EXCELLENCE TERM TERMINOLOGY SURVEY 2011

### North Americans see terminology primarily as localization issue

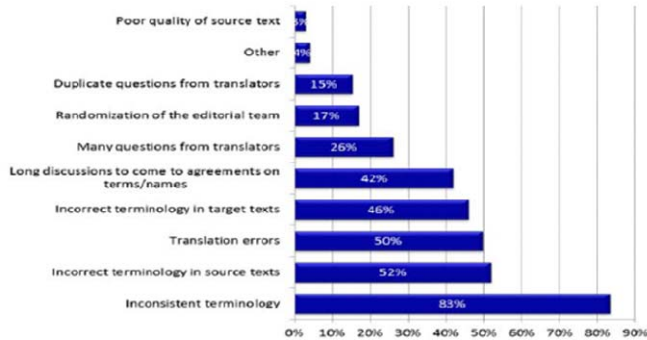
By Barbara Inge Karsch, BIK Terminology

As TermNet Goes, so Goes ExcellenceTerm—North America

In fall of 2010, the ExcellenceTerm team started research into the market demand for terminology services and technologies in North America. The focus is on the automotive, the mechatronic and the information and communication technology (ICT) sectors. One approach chosen was an electronic survey. It was to provide basic market data of at least one of the sectors and one of the countries which would then be used to conduct more qualitative research.

The survey was launched in November and promoted through LinkedIn forums, Multilingual Computing, the new Freelance Mag online magazine for freelance translators, and through personal invitations. 145 communication professionals participated in the survey; 81% completed all mandatory questions. Most of them reside in the United States or work for US companies, either as freelancers, at language service providers, or in-house, and not surprisingly, most service the software industry.

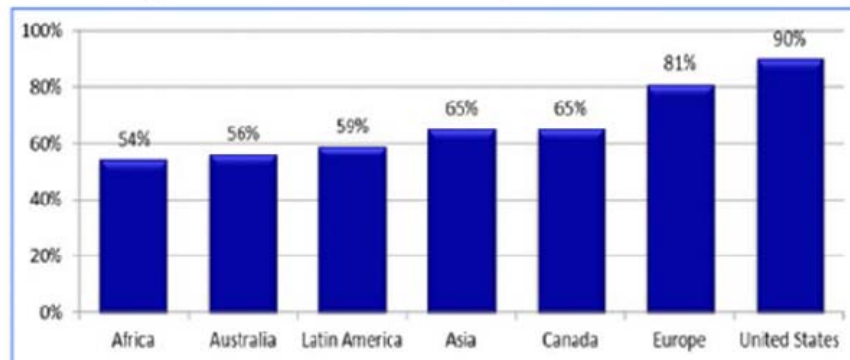
Not surprisingly either, terminology is looked at as a localization topic: Even upon personal invitation, several of those who exclusively communicate in one language did not feel competent to answer questions about communication and terminology and declined to participate. Those who felt qualified are focused largely on "terminology lite," e.g. glossary management.



  
**ExcellenceTerm**  
RESEARCH • TECHNOLOGIES • SERVICES



Corporate language as a distinguishing factor for a brand is not recognized widely, and "terminology management" means nothing to those who create new terms, etc.



3/4 of the respondents were hands-on people: translators, project managers, content publishers, other communication professionals; the remainder were decision makers who managed teams and/or budget. 58% lived in the United States, 29% in Europe. The remaining 13% came from Canada, Asia or Latin America. (<http://biktterminology.com>)

Time investment is viewed as a major hurdle to proper terminology management, with lengthy discussions to come to agreement mentioned as the prime nuisance. Poor source content quality was mentioned extremely often, though. Instead of preparation and planning at an earlier stage (e.g. through managing source terms) quality is achieved through numerous reviews.

To some, the speed of production and change is so high that terms are too volatile to be managed. Despite a declared reluctance to change, many participants were in support of introducing terminology management processes in their company or at their clients.

What did the survey show us about the market need? The lack of skills and therefore the need for more training was explicitly stated. Events, such as the Terminology Spring School in Ottawa, can only be the tip of the iceberg, though. Education through more publications and presentations might be an easier way to reach more than the "first layer" of translators and project managers. Another obvious area is tools that make terminology accessible to all stakeholders.

But they must also promote prescriptive terminology and provide a collaborative, but guided environment so that lengthy discussions are minimized. Tools that integrate with machine translation would also find a ready market in the gizmophile US. On the linguistic level, a disassociation of terminology from localization might be called for. More suitable language could help in bringing terminology issues closer to decision makers particularly in industries, such as the life sciences, high tech, or transportation. •

To contact the author: [excellence@termnet.org](mailto:excellence@termnet.org)

# TERMINOLOGY, INDUSTRY AND BUSINESS

## ECL@SS

eCl@ss is a system for categorizing goods and services, developed and administered by the association eCl@ss e.V. in Cologne. In 2007, an eCl@ss branch, run by TermNet, was established in Austria. eCl@ss is a hierarchical system for grouping materials, products, and services according to a logical pattern that can be standardized. Search terms and synonyms make it possible to conduct targeted querying of products and services within the classification. The goal of eCl@ss is to ensure that people mean the same thing when they use a certain term. eCl@ss is currently offered in 14 languages, 30% of the downloads are from outside the German speaking world. TermNet significantly contributed to eCl@ss's internationalization. Especially successful in this case was the anchoring in the East-Asian markets – an eCl@ss branch was even established in China.

While much is still needed in terms of awareness work – for example through concrete awareness events as well as reviewing of the eCl@ss-Austria website the first steps have been taken to spread eClass in Austria. Currently, eCl@ss is being implemented in Austria by AT&S, a leading printed circuit board producer, and by the Austrian military. Once again, in both cases it was not TermNet that was active, but rather the Austrian eCl@ss office and a TermNet member. The latter was **Paradine GmbH**, a producer of software for product classification which advised and technically supported both institutions.



Paradine TKS is a leading provider of solutions for Inbound Supply Chain Management, which ensures businesses immediate savings in the development and design field. In companies component data are often compiled redundantly, because the connection between design knowledge and economic data is frequently missing. eptos™, Paradine's component and supplier management software, combines these two fields. [www.paradine.at](http://www.paradine.at)

Events where TermNet, acted as eCl@ss Austria

eCl@ss Workshop  
10 May 2011 in Vienna  
<http://bit.ly/mzHUcu>

Austrian Logistics Day  
Österreichischer Logistik-Tag 2011  
8 June 2011 in Linz  
<http://www.vnl.at>

Downloads in different languages: [www.eclssdownload.com](http://www.eclssdownload.com)



# TERMINOLOGY, INDUSTRY AND BUSINESS

## TERMINOLOGY DAY 2010 IN AUSTRIA

„Tag der Terminologie 2010“ - „Terminology Day 2010“ in Austria

Terminology and TermNet - the International Network for Terminology strongly represented at the  
13th Austrian Online Information Meeting, 14th Austrian Documentation Day



### ODOK 2010

Access to Knowledge and Information Competence for all?



22-24 September 2010, Leoben/ Styria, Austria

A terminology day was organized by TermNet on the occasion of the ODOK Conference. Representatives and Members of TermNet presented and discussed various aspects of policies, management and applications of terminology and information. TermNet contributed also to the issue of information competence. Terminology competence is a very fundamental part and of information literacy and terminology management facilitates the dealing with information and the management and exchange of knowledge through communication in one or across languages. Information professionals therefore need to be familiar with knowledge and awareness for the strategic importance and the management of terminology.

ODOK is the joint conference of the VÖB (Vereinigung österreichischer Bibliothekarinnen und Bibliothekare, Association of Austrian Librarians) and the ÖGDI (Österreichische Gesellschaft für Dokumentation und Information, Austrian Society for Documentation and Information). The conference is held every two years and dealt mainly with the financing, development a n d

<b>Terminologiewerk – Bedeutung und Anwendungsbeispiele</b> Moderation: Hermann Huemer
<i>Klaus Mak, Hans-Christian Pilles :</i> Terminologiewerk und Dokumentation und der Einsatz von »ProTerm«-Terminologieanalysemodulen
<i>Georg Löckinger, Verena Bleich:</i> Die Bedeutung der Terminologiewerk und ein Anwendungsbeispiel von Terminologieextraktion mit »ProTerm«
<i>Anja Drame:</i> Terminologiestrategien zur Unterstützung von Kommunikation und Effizienz im nationalen und internationalen Kontext
<i>Doris Kogler:</i> Dokumentare im Informationszeitalter – eine literaturbasierte Standortbestimmung
<i>Verena Pirnbacher:</i> Terminologie- und Wissensmanagement am Beispiel der Strategic Business Unit ITS der AVL List GmbH

management of electronic media as well as relevant developments in information and knowledge society. Held from 22-24. September 2010 at the Montan University of Leoben, its motto was "Access to knowledge and information literacy for all?".

WELCOME! Dear colleagues!

The conference theme of ODOK 2010 – »Wissenszugang und Informationskompetenz für alle?« (»Access To Knowledge And Information Competency For Everyone?«) – is a central issue of and a topic of major interest to the Austrian Society for Documentation and Information (ÖGDI). How can we enable access to content, knowledge, know-how and expertise, what are the challenges for information specialists and where do we stand in Austria when it comes to information literacy and terminologies? These topics represent focal points in the work of the Austrian Society for Documentation and Information and surveys as well as project results are already available from ÖGDI member institutions.

Use the opportunity at ODOK 2010 in Leoben to discuss with experts from the German speaking countries. Share your knowledge and experience with us and the colleagues of the Austrian Association of Librarians (VÖB) with whom we organize ODOK 2010.

We are looking forward to seeing you and listening to your contribution at ODOK 2010!

Gabriele Sauberer, Chairwoman of the Austrian Society for Documentation and Information

# TERMINOLOGY AND DIVERSITY



# TERMINOLOGY AND DIVERSITY

## GO4DIVERSITY



Our societies become ever more diverse and heterogeneous, not in the least due to migration for a variety of reasons. This is a global as well as a national challenge. Austria's public sphere in the last years has become increasingly dominated by topics related to migration and integration. Therefore, on the occasion of the International Year of Rapprochement of Cultures in 2010, the **Austrian Commission of UNESCO**, together with financial and ideological support from the European Integration Fund (EIF), the Austrian Federal Ministry for the Interior (BM.I), and TermNet has launched an advocacy and outreach campaign to stimulate public debate.



*Go4Diversity* constituted a series of events which each concentrates on one focus theme:

- Diversity of Languages and Cultures
- Fairness and Anti-Discrimination in Sports
- Diversity in Science and Security
- Information and Integration

The Go4Diversity project was funded by the European Integration Fond (EIF) and the Austrian Federal Ministry for the Interior (BM.I). Accepted in December 2009, it ran through the entire year 2010.

For TermNet, the main initiator, this project was another step towards its positioning as an interdisciplinary, international partner for multilingualism and linguistic and cultural diversity. The project management was handled by the Austrian Commission for UNESCO in close collaboration with TermNet, who contributes with its expertise in training coordination and in the development of a small glossary on the topic of migration „Migrant - What is that supposed to mean?“.

One follow-up to the project that is already in preparation - a new job profile for the ECQA Certification System, the “Diversity Manager“. Furthermore, an interactive Internet platform has been developed.





# COMMUNITY HEALTH INFORMATION DAYS



Marked fourth in the series of the Go4Diversity project events, the Health Information Days 2010 took place on the 13 and 14 November 2010 respectively with the Turkish, Serbian and Chinese communities in Vienna. The aim of these events was to raise awareness among communities on relevant health topics and to introduce the Austrian health system. Highly appreciated by the participants was the consultation and advice on personal health issues in their native language. On **13 November 2010**, the Go4Diversity team organized the **Health Information Day with the Turkish and Serbian communities** at the **Youth Centre (Schlachthausgasse) in Vienna**.

The opening speech was held by Ms. Gabriele Eschig, General Secretary of the Austrian Commission for UNESCO. In her speech she stressed the importance of promoting a positive discourse on diversity and thereby contributing to an amicable coexistence of different cultures within one society. Further, Mrs. Eschig highlighted the necessity for migrants to be acquainted with the Austrian health system in order to receive the possibly best medical care. Then, Dr. Norbert Vetter from the "Sozialmedizinischen Zentrum Baumgartner Höhe Otto-Wagner-Spital und Pflegezentrum" held an interactive presentation on lung diseases, smoking, asthma and snoring. He answered numerous questions from the very interested audience and advised the participants on personal health issues. Ms. Christa Bauer from FEM Süd spoke about the important topic of "Depression." She explained the causes of depression; spoke about how family members could best support patients and gave tips for prevention and treatment. After her presentation, Ms. Bauer answered in detail numerous questions of participants and advised on Viennese institutions that supported families and patients. The Health Information Day with the Turkish and Serbian communities ended with a delicious buffet, dance and music.

On **14 November 2010** the Go4Diversity team organized the **Health Information Day with the Chinese community** at the **Schulschiff in Vienna**. This colorful event was opened with a drum performance by the Chinese Women Association. The opening speeches were held by Dr. Zuo Qiyong, chairman of the "European-Chinese Society of Medical Communication", Dr. Eva Nowotny, President of the Austrian Commission for UNESCO, and H.E. Mingde Shi, Chinese Ambassador in Vienna. In his speech, Dr. Zuo Qiyong mentioned the particular importance for older migrants to receive information and advice in their mother tongue.

Dr. Eva Nowotny spoke on the UNESCO Convention on cultural diversity which came into force in 2007 and aimed at inviting states to find a balance between safeguarding their own cultural expressions and creating spaces for cultural diversity in their own country. Health and medical sciences being part of a broader concept of culture are thus part of a country's heritage. In this context, the event would like to serve as a bridge between the Traditional Chinese Medicine (TCM) and the western medicine. (Watch [Dr. Eva Nowotny's speech](#)) H.E. Mingde Shi, Chinese Ambassador in Vienna, spoke about living together in a multicultural society in which migration represents a very important aspect. H.E. Mingde Shi particularly welcomed the idea of organizing such an event that provides Chinese immigrants with information about health topics in their native language. ([Read Ambassador Shi's Speech here!](#))

After the opening speeches, the Taiji group of the Chinese language training center performed Taiji and Jin Tang performed Chinese Wushu. Mr. Fung Yu, accompanied by the saxophone music from Martina Süß and David Xing, wrote two sayings about health issues in Chinese calligraphy. Subsequently, Chinese and Austrian doctors gave presentations on numerous health topics including traditional Chinese medicine. The sessions of medical consultations that followed the presentations offered numerous participants an excellent opportunity to receive personal counselling in German or Chinese.

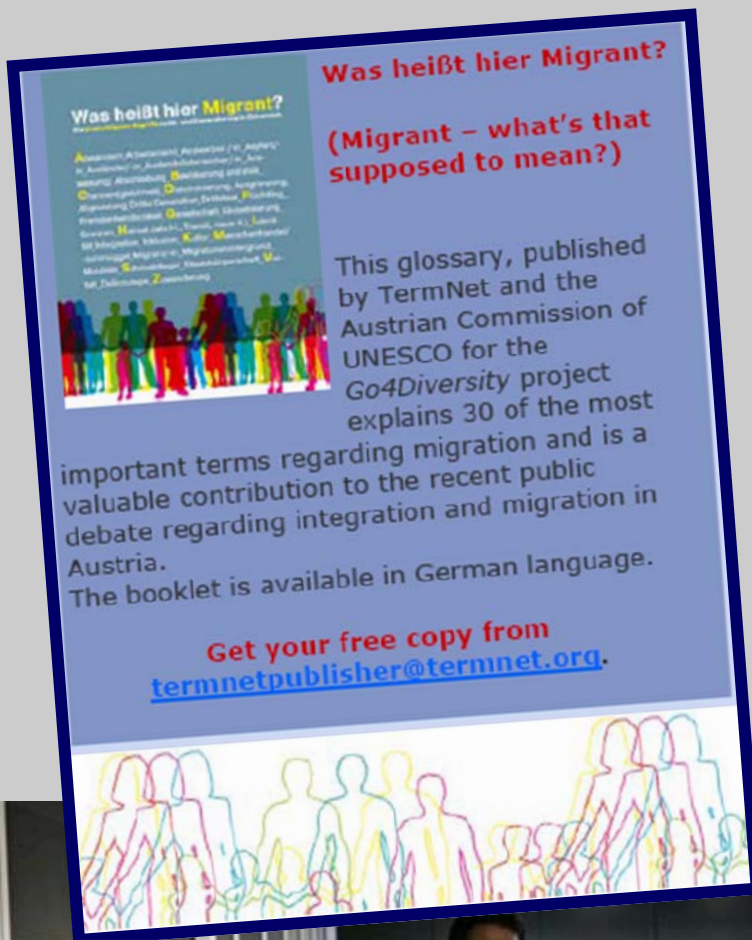
**The great interest in the Health Information Days 2010 demonstrated both, the existing need for information on health issues, and the appreciation of information materials available in the native language.**

Media Coverage: [Chinanews](#), [guangmingwang](#), [Oesterreich Chinesische Kultur - Mediengemeinschaft](#), [Chinesische Botschaft Webseite](#), [Xinhua news](#), [Yingyang Julebu](#), [The Ministry of Foreign Affairs of the People's Republic of China](#), [Wenzhou Wang](#), [Jieyue Wang](#), [Overseas Chinese Affairs Office of the State Council](#), [New News](#), [Zijing](#), [Nouvelles d'Europe](#), [Changqing TV](#)



# TERMINOLOGY AND DIVERSITY

## GO4DIVERSITY PUBLICATIONS



### UNESCO – TermNet study on Information literacy in Austria

In cooperation with the Information Literacy IFAP Working Group of the Austrian Commission for UNESCO, TermNet carried out a study on the state of information literacy in Austrian schools. Questionnaires inquiring about behaviour and beliefs with regard to the use of the Internet were sent to pupils of various age groups, their parents and teachers.

Almost 700 of these questionnaires were returned completed. The survey results show that the Internet is already an integral part of information gathering, particularly among students. However, all three target groups show considerable uncertainties in dealing with it. The detailed project results were published in October 2010 in German with the support of Bertelsmann AG. They are circulated free of charge.



## Diversity and Global Understanding

After the success of the 2010 Workshops on Diversity and Global Understanding, which were organized by TermNet in cooperation with the UN Studies Association (UNSA), a selection of the papers and presentations have been published in the first volume of a new TermNet Publisher series.

In addition to the presentations held during the Workshops, the publication has been enriched with reports from practitioners from the field. The publication is in English and German and available from TermNet website: [http://www.termnet.org/downloads/english/products/publisher/DGU\\_Proceedings\\_31may-2june2010-Vienna\\_ebook.pdf](http://www.termnet.org/downloads/english/products/publisher/DGU_Proceedings_31may-2june2010-Vienna_ebook.pdf)

## LINGUISTIC AND CULTURAL DIVERSITY

### Presentation of the Language Profile of a Primary School in Burgenland

Multilingualism, which is consciously lived and cultivated, is the prerequisite for fostering intercultural dialogue and cultural diversity. Within the framework of its research on language awareness in Burgenland's primary schools, a study group of the University of Vienna conducted workshops for pupils and their parents addressing multilingualism in schools. Their results were presented in cooperation with the College of Education in Burgenland on **13<sup>th</sup> December 2010** at 16:30 at the **primary school of Parndorf**, Burgenland. The event was part of the **TermNet project Go4Diversity**.



## GO4JOB

**Go4Job** is a project co-financed by the European Union with the main aim to provide young migrants and Europeans with migration background with useful and attractive information and tips about how to succeed in getting good education and finding good jobs. The project started with 4 countries (Austria, Germany, Italy and Romania) and will continue to grow in the years to come.

TermNet together with its member, the Centre for Translation Studies, recorded and published a series of video interviews and statements from students and teachers of the University of Vienna, showing the different ways of successful work and study in a foreign country and a multilingual, multicultural environment.

The Go4Job website is meant to be a modern platform for the exchange of good advice and role models from young people for young people.

More information at: <http://www.go4job.eu/>



# TERMNET AND SOCIAL MEDIA



# TERMNET AND SOCIAL MEDIA

TermNet uses several social media channels to maximize and improve communication for all people interested in the world of terminology.

## TERMINOLOGY BLOG

The Terminology Blog was born in 2009 and gives different authors the opportunity to share their thoughts about terminology and what it means to them. The blog contains reviews about new books, special trainings, realities of languages and so on. And obviously, terminology is a very broad and varied field touching upon almost anything one can think of.

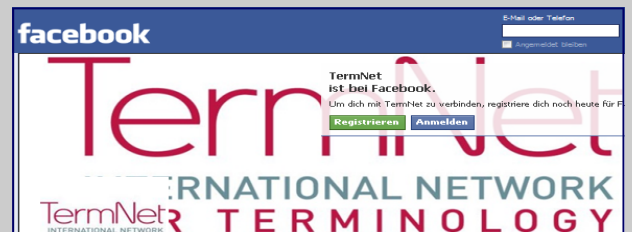
[TERMINOLOGYBLOG.WORDPRESS.COM](http://TERMINOLOGYBLOG.WORDPRESS.COM)



## FACEBOOK

TermNet has also a Facebook page for the latest news as well as subgroups for events like the International Terminology Summer School or other interesting events.

[WWW.FACEBOOK.COM/PAGES/TERMNET/132285196903210](http://WWW.FACEBOOK.COM/PAGES/TERMNET/132285196903210)



## TWITTER

The TermNet Twitter account contains postings which are a mixture of short messages about news, articles or forthcoming events or updates about interesting new books etc.

[TWITTER.COM/TERMNET](http://TWITTER.COM/TERMNET)



TermNet is also connecting with the people through YouTube, Xing and LinkedIn with the aim to reach as many interested people as possible and give them the kind of service that will make them better informed about the world of terminology.

**(CLICK ON THE VIDEO IN YOUTUBE FOR 30 SECONDS OF NOSTALGIC FUN)**



# TERMNET PUBLISHER



## TERMNET PUBLISHER PUBLICATIONS

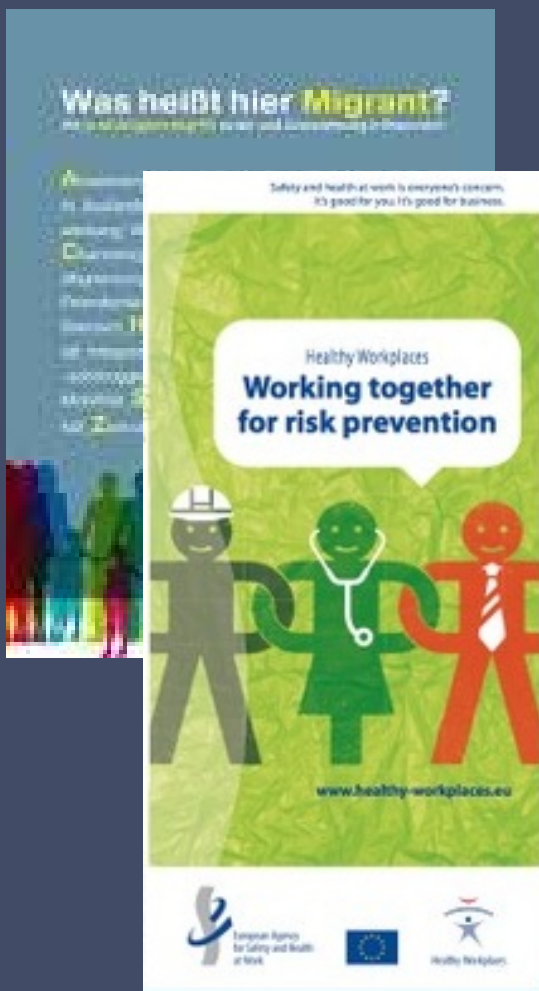
You can find TermNet Publisher catalogue at:  
[http://www.termnet.org/english/products\\_service/publisher\\_products.php](http://www.termnet.org/english/products_service/publisher_products.php)

For more information about how to acquire TermNet Publisher publications, please, contact [termnetpublisher@termnet.org](mailto:termnetpublisher@termnet.org).

Some of the publications can be ordered from TermNet's cooperation partner (indicated in the catalogue):

### Ergon Verlag

Dr. H.-J. Dietrich (Dir.)  
Grombühlstrasse 7  
97080 Würzburg, Germany  
Tel. +49-931-280084  
Fax +49-931-282872  
E-mail: [service@ergon-verlag.de](mailto:service@ergon-verlag.de)  
[www.ergon-verlag.de](http://www.ergon-verlag.de)



Encouraged by the success of "Was heißt hier *Migrant?*", TermNet decided to develop a new product series of educational and informational booklets.

These booklets are produced for or in cooperation with partner institutions.

In 2012 we finalized "Was heißt hier *Partnerschaft für Prävention*" which we developed with and for AUVA – the Austrian Workers' Compensation Board, the Austrian social insurance for occupational risks ("What do you mean by ... *Working together for Risk Prevention*"). The occasion is the current EU campaign of the same name.

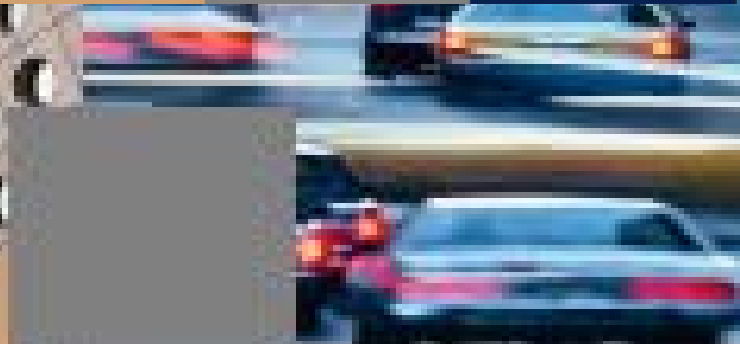
Another publication is in preparation together with Plenum, a large Austrian company for Sustainable Development Projects and Trainings and supported by the Austrian Federal Forests. The title "Was heißt hier *nachhaltig?*" (What do you mean by ... *sustainability?*) will be published in early 2013 to mark 300 years of sustainable forestry.

Further booklets planned and in preparation for 2013 include "Was heißt hier *Diversity?*" (What do you mean by ... *diversity?*) and "Was heißt hier *Terminologie?*" ("What do you mean by ... *terminology?*")

TERMNET PUBLISHER

# diversity and global understanding

proceedings on the workshops  
31 may - 2 june 2010, vienna



**AVAILABLE FREE OF CHARGE FOR DOWNLOAD AT:**  
[www.termnet.org/downloads/english/products/publisher/  
DGU\\_Proceedings\\_31may-2june2010-Vienna\\_ebook.pdf](http://www.termnet.org/downloads/english/products/publisher/DGU_Proceedings_31may-2june2010-Vienna_ebook.pdf)





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