# *TermNet*

## International Network for Terminology

# Annual Report
# 2009/2010

**TermNet - International Network for Terminology**

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TermNet's is proud to publish this Annual Report covering the time from July 2009 until July 2010 and thus sharing the many projects, activities and events with the readers.

It is TermNet's goal to foster and facilitate the exchange of information among our member institutions. To achieve this we have started a number of communication initiatives over the last months. In addition to our "traditional" TermNet News newsletter, which appears free of charge and in electronic form 6—12 times per year and informs about new developments in our network, we now increasingly use social media to raise awareness and reach out to everyone interested in terminology. Our popular Terminology Blog covers a wide range of topics from terminology management to its social and economic context. True to our nature as a network, we have joined forces with other available online resources and Blogs, as we believe that it is in the interest with our readers, subscribers and followers to quickly find the articles and information she or he needs. Further links and resources will be added and we encourage everyone to point these out to us. We also use Twitter and discuss pertinent issues in the LinkedIn Terminology forum.

The number of articles published in external magazines has also doubled in the last year. And for all those avid readers who still crave for more news on language, translation/localization and terminology we are a proud sponsor of the Inttranews news service, for which we also offer free subscription upon request. Further outreach activities to scientific communities and other industries with a need for terminology know-how included trainings and workshops, attendance and sponsoring of conferences around the world, memberships in relevant groups and committees, like ISO/TC 37, ACUNS, UNESCO IFAP and lobbying, lobbying, lobbying "the cause" of terminology in all directions.

We work hard to improve our communication strategy with our members and the general interested public. But our secretariat is small and can only achieve this with a little *help to self-help* from our Members. Therefore I would like to end with a call for an even better dialogue and information exchange to all. Tell us about your work, your products, services and activities! Make use of our channels of promotion and our network! And finally, we always appreciate your feedback and suggestions on how to serve you better.

Enjoy reading our Annual Report 2009/10.

*Anja Drame*
*Head of Communication*

In 1988, TermNet, the International Network for Terminology, was founded. Now, 22 years later, TermNet has grown to become a reliable, strong partner in the field of terminology management, international specialist in communication and certification.

Over the last two decades, a lot has changed both in the world of business and academia. The globalization of activities in business, governments, and organizations, industrial markets etc. makes it clear that we live in a global, interconnected world. However, globalization also leads to localization and reminds us of the fact that we live in different regions, locations, nations, cultures and organizations. Consequently, a growing interest can be found for insights in intercultural communication. Technologies and procedures may be spread all over the world, but the actual implementation, in a specific cultural and linguistic setting will vary considerably. The same tendency can be noticed in the academic world: the Bologna agreement, signed in 1999, changed the world of higher education in Europe in a more than profound way : the internationalization and the new organization of the university programmes led to interesting developments on both bachelor and master level. Due to exchange programmes and joint degrees, more international specialist communication was needed in many languages.

Today, multilingualism and highly specialist international communication have grown more and more important. Last December, the European commission published a report presenting the results of a study conducted on the size of the language industry in Europe. The language industry embraces the following domains:

- Translation, interpreting and consultancy
- Audiovisual translation
- Software localization
- Localization of products in multilingual settings (o.a. website globalization)
- Translation technology: CAT, MT, terminology databases etc.
- Language courses, e-learning

The overall results of this study for the EU showed that this industry is a major player in the field, and that it realises an average growth of more than 10% each year.

This survey only shows results for the European Union; we all know the real growing markets are outside the EU, with booming translation activities in China, India, the Middle East and the America's. As a result of this evolution, TermNet is also expanding its activities all over the world; we recently signed an agreement with our Canadian colleagues to open a TermNet office in Gatineau and to start consultancy and cooperation on the level of multilingual document management, translation and terminology management for both North and South America.

We are very pleased to present you our annual report with the results of all these activities pertaining to networking, training, diversity, and quality and certification, and we are looking forward to a new promising year to come in close cooperation with all our TermNet members!

*There is no knowledge without Terminology!*

*Frieda Steurs*

*President*

No doubt, the years 2009/2010 represent a turning point in the history of TermNet: Since the International Network for Terminology was founded in December 1988 – with the main aim to develop a market for terminology products and services – it has never been so efficient and effective in reaching and excelling this goal.

When TermNet celebrated it´s 20th Anniversary in 2008, the performance and impact of TermNet´s activities and projects have been evaluated – with excellent results. The wide range of services – from consultancy, applied research and development to training, qualification and certification – reflects this development, as well as a growing number of services and projects for various industries.

To make these promising developments sustainable, TermNet embarked on a new mission since beginning of 2010: With financial support by the Austrian National Foundation for Research, Technology and Development, TermNet will establish an International Center of Excellence for Terminology, with focus on Research, Technologies and Services, and based in Austria and Canada to serve the North and Latin American markets and target groups of terminology.

As Executive Secretary of TermNet, I would like to express my heartfelt gratitude to all of our members and cooperation partners who, with their untiring dedication to terminology, made this welcome evaluation result possible.

I also would like to express a special thank you to our evaluators from the Technopolis Group for their very well-founded and objective analysis of the difficult topic of terminology as the key factor in the knowledge industries.

Last but not least, the international success of TermNet wouldn´t be possible without the long and sustainable support of the Austrian Federal Ministry of Economics and Labour.

Exciting years and projects lay ahead of us – let´s celebrate the next 20 years of TermNet.



*Gabriele Sauberer*
*Executive Secretary*

# TERMNET: PROMOTING TERMINOLOGY IN BUSINESS AND SOCIETY

Communication is getting more and more complex, not only between specialists and laypeople, but even between experts in one and the same discipline. This is especially true when communicating across and beyond language and cultural borders. Today, technical communication comprises around 80% of all information exchanged across the new communication paths of a borderless and multilingual information society.

Terminology is the entirety of all concepts and terms of a subject field. Therefore, one can equate terminology with specialist vocabulary. Efficient communication with regard to technical language or standardization of concepts is not possible without an exact definition of that vocabulary.

**Areas of application in business**

*Inter-company communication & documentation*

In the area of technical communication, the need for technical information and documentation is growing. The quantity and difficulty of specialist texts have increased, along with the demands placed on the technical documentation (laws, norms, customer and corporate language). Experts in technical documentation must become familiar with the terminology of their field. Frequently, parts and components have different names in one and the same company. Often much time goes by before the clear terms established there find their way into the linguistic usage of technical languages, not to mention the fact that there is no way by any measure that all technical terms could be standardized. Thus, for the good of specialist communication, it is very important that the meaning of technical terms be defined as early as possible, the results be documented and made available to potential communication partners.

An example: One small modification, such as changing part of a technical component, will affect all models in which this part can be found. This means that all language versions of all model descriptions must be revised. This can be very expensive and conceals the risk of errors and confusion among all stakeholders. On both a European and a national level, lawmakers place special requirements on the development of terminology, especially in the area of technical documentation. EU standards, product liability, and CE certification require companies to deliver, as an integral part of their products, documentation that meets safety requirements. Defective documentation is deemed a product defect that leads to complaints or even claims for damages.

***Translation and localization***

The international interlacing of many companies as well as the growing demand by customers to receive access to information in their native tongue increase the need for quality translation and localization. The software industry assumes a cutting-edge role in the area of localization. The need for terminology for the IT sector has fundamentally changed over the course of the last decade. These days personal computers are found in nearly all areas of our lives. They are used both professionally and privately. Thus, software handling must be user friendly and user manuals must be precise, consistent, and understandable. A precondition for this is that the meaning of the technical terms has been explained to the user and that they are used uniformly throughout the interface, the help function, and in the documentation. This sounds easier than it is to achieve, given the wide distribution of tasks in the development process. In addition, it goes without saying that the software interface and manuals are expected to be available in the user's native tongue. Through terminology work he localization costs can shrink to such an extent that today it pays off to develop versions even for "small" and minority markets. Product quality is thus considerably enhanced, which also affects product liability, user satisfaction, and support cost reduction.

***Standardization and classification***

Classification systems have been used in industry for quite a while now; today they are usually connected with product planning systems. Well-conceived information systems are based on a classification system which classifies the individual parts in a (mostly) hierarchic system according to their characteristics and definitions. A close connection exists between classification systems and terminology systems, because each of the individual parts are provided, on the one hand, with identification numbers that reflect this classification, yet on the other hand also bear nomenclatures which as a rule are used for searching. The technical terms that denote the individual parts usually exist in several languages in multinational and strongly export-oriented companies. Classification systems created through reliable terminology work, together with the correct (multilingual) terminology, offer a company the guarantee that the same and similar parts can be found quickly, that multiple designs can be avoided when developing new systems, that inventory management and procurement can be optimized, and that the documentation process – which also includes the translation – runs more efficiently and delivers high-quality results. A uniform classification is also required for doing business online. Electronic trade is successful when buyers are able to easily and quickly find products and services they are looking for, place their orders, and receive the deliveries in their native language.

### Areas of application in the public and social sector and science

The need for exact terminology in politics and public affairs is particularly obvious. Ordinances and laws must be based on clearly defined concepts and the correct nomenclature for these concepts must be used in their wording. If they are not, diplomatic complications can easily arise,. Policy statements, particularly in the international context, must also be clear regarding the terminology used. It is no coincidence that UNESCO, with its variety of member states, languages and cultures, was one of the first international organizations to confront this issue. Differences in terminology often arise especially in communications with developing countries and lead to very sensitive political situations.

Terminology plays also an important role in democratization and development processes. Many countries invest heavily in terminology planning in order to provide the basis for inclusive governance of the linguistic groups within the country, and their access to economic, educational, health and legal institutions. Access for all reduces the potential for conflict in society. Another of UNESCO's concerns is the conservation of linguistic diversity as a living cultural good. Terminology is a key in ensuring functionality of a language so it can be used in all daily transactions.

Without the appropriate terminologies, students cannot be properly educated nor can scientists work with precision. Groups of specialists would not have the communicative means to express themselves in technical languages or to disseminate technical information and access it through information networks. There is a special need for terminology clarification in many innovative areas of medicine. A variety of synonyms develop for the same phenomena because often the same research is conducted at different locations. But because research, clinical medicine, the pharmaceutical industry, legislators, and insurance providers must work closely together, clear communication based on precisely defined terminology is so crucial in the health and medical environment. Flawed terminology are cause of misunderstandings which may lead to health risks, sky-rocketing costs and avoidable loss of life.

# 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.

# TERMNET THROUGH THE YEARS AND TODAY

Terminology and terminology research have a long tradition in Austria. The 'father' of terminology studies, Eugen Wüster (1898-1977), was Austrian. As an industrialist he recognized early that multilingualism presents a challenge when developing and marketing new products.

In 1988 TermNet was founded as an International NGO headquartered in Vienna. TermNet's mission was to develop and deliver services for the private sector and implement user- and business-oriented projects. TermNet's members are companies, university and research institutes, and public and semi-public institutions that act in a private manner.

In 2008 TermNet 's relevance as an NGO was evaluated by the Austrian government. The evaluation confirmed TermNet's outstanding importance and standing and concluded with recommendations on areas which could be improved. These have received special attention during the period of 2009 and 2010:

- strengthen direction taken over the past few years
- obtain more proximity to business
- Improve public information about services offered by the network
- develop new services for business
- expand target groups (e.g. trade and business associations in  sectors, such as the pharmaceutical industry, electronics and automotive sectors)
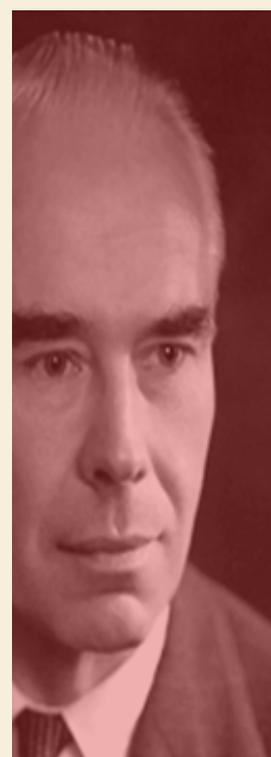
# TERMNET THROUGH THE YEARS AND TODAY

One of the most important recommendations of TermNet´s evaluation is the expansion of its services, planning and implementing awareness measures that are specially tailored to industry.

TermNet and the services it developed for the terminology market have contributed significantly to spreading terminology awareness, terminology know-how, and specific terminology applications in business. The process of diffusion can be viewed as a multi-step process whereby awareness and know-how expand in similar concentric circles.

At the centre circle is the language industry. It includes translation agencies, producers of translation software, product classification systems, dictionaries, etc. These are part of the business terminology core and therefore are TermNet's first commercial network partners and members. They naturally have access to sizeable terminology know-how. Therefore they are not as much target groups of awareness actions as important multipliers that contribute from their end to building awareness through their networks and customer relationships.

The second circle is made up of the software industry in general and also includes companies that do not directly produce terminology-relevant software. Nevertheless, software is extremely language-sensitive because it reaches users primarily through language. Therefore, companies have been part of TermNet's network. Many software companies employ terminologists who are responsible for linguistic quality assurance.

The third circle comprises a series of sectors which are marked by a high degree of complexity in their production process, a multitude of replacement parts, components, construction materials, chemicals, etc. as well as through strong international interlacing. One could describe this circle as 'sectors with a potential affinity for terminology'. It includes primarily the electronics and electrical engineering, IT, and chemical sectors. Companies in these sectors do not produce terminology relevant products and terminology is not their core business. Nevertheless some aspects of terminology work – such as quality assurance in technical documentation, translation or the creation of product classification systems – are extremely important to these companies. These companies hardly ever belong to TermNet's direct network but are addressed indirectly through technical standards bodies, professional associations, etc..

*Image 1: Diffusion process in the area of terminology*
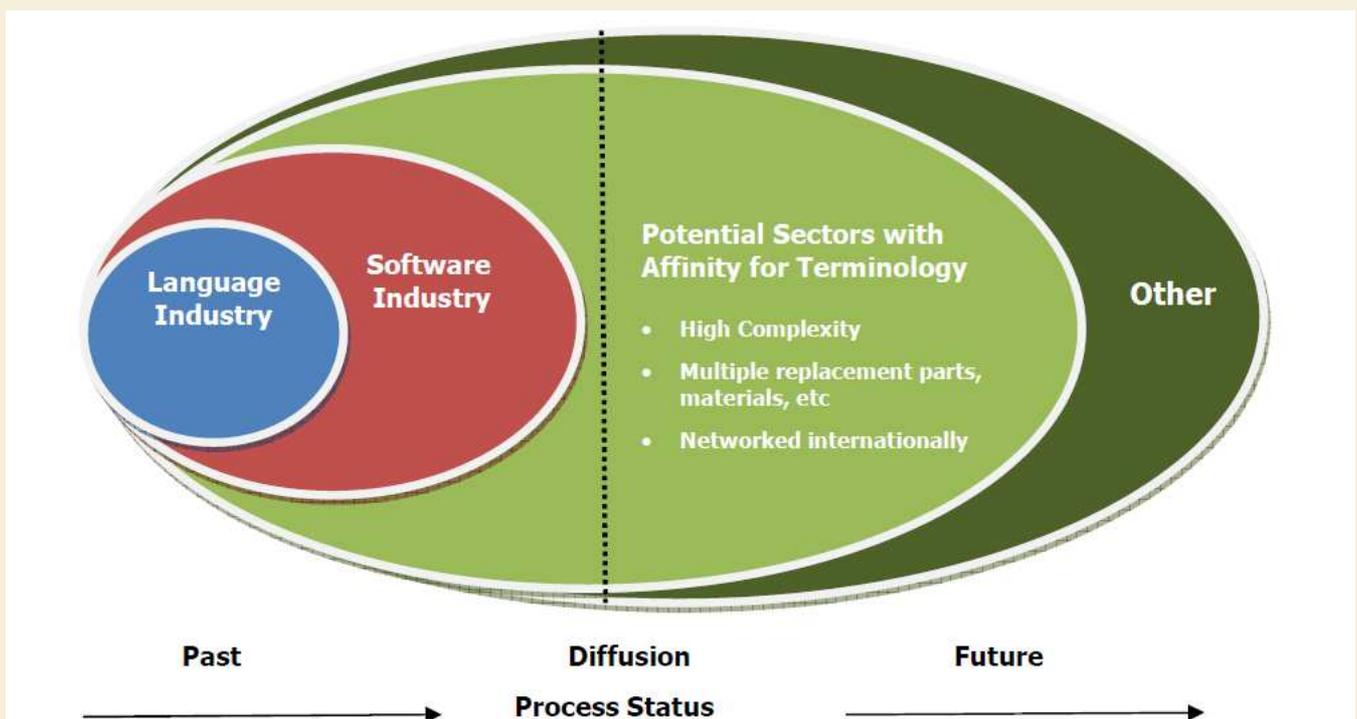
# TERMNET THROUGH THE YEARS AND TODAY

Currently terminology work is restricted to a few leading companies in the automotive and electronics sectors though some important stimuli have already been established through the offering specific services. One of the main challenges to TermNet is to target this third circle for inclusion. What is needed to accomplish this, however, is to create new and different networks, and in particular to communicate with 'terminology amateurs'. This requires competencies in PR and communication which so far have been insufficient at TermNet.

The fourth circle has not yet been exactly defined and includes basically all other sectors in which the need for terminology management is currently not particularly great. Nevertheless, it is certainly possible that these companies might find some aspects of terminology management helpful in the future. One example is purchasing. There aren't any companies using it for this yet but the Austrian military could be mentioned here as it has implemented eCl@ss to purchase meats and sausages – a completely unusual application area so far. For this area, we need to ascertain the sectors in which terminology could play a role and through which channels it could be reached.

TermNet's impact for science is especially found in networking. First, it offers universities and research institutes an entry ticket to networks that were less frequented thus far, especially companies or institutes in countries to which previously few relationships were cultivated. This is important for projects where a network of international partners is a necessary precondition.

Second, they become partners in international projects through TermNet:. Many scientific organizations have participated in projects to which they otherwise would not have access. In addition to financial gains, this offers them additional know-how and a stronger international positioning.

Third, TermNet and its members have also contributed a fair amount to the continued development of terminology knowledge. Thus, for example, many EU funded projects have been initiated, managed or evaluated by TermNet.

# TERMNET EXECUTIVE BOARD

**Prof. Dr. Frieda Steurs**
**President**

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

**Prof. Key-Sun Choi**
**1st Vice-President**

Head of the Computer Science Department and of Korea Terminology Research Center for Language and Knowledge Engineering (KORTERM)

**Prof. Dr. Klaus-Dirk Schmitz**
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**Mag. Gabriele Eschig**
**Member of the Executive Committee**

Secretary-General of the Austrian Commission for UNESCO (ÖUK)

**Dr. Gabriele Sauberer**
**Executive Secretary**

# TERMNET TEAM

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**Office Management**

**Anja Drame**
**Trainings**
**Projects**
**Communication**
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**Blanca Nájera**
**Events**
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**TermNet Publisher**

**Karin Czermak**
**Projects**

**Dina Yanni**
**Projects**

**Diana Brändle**
**Products**

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# 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

"Politehnica" University of Timişoara

China National Institute of Standardization

Cologne University of Applied Sciences

Copenhagen Business School

D.O.G. Dokumentation ohne Grenzen GmbH

Danish Centre for Terminology

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 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

Localization Industry Standards Association

Loctimize GmbH

Matej Bel University, Banska Bystrica

Microsoft Language Excellence

MultiLingual Computing Inc.

National Language Service, South Africa

New Zealand Society of Translators and Interpreters

Paradine TKS

Public Works and Government Services Canada

SDL Trados

TERMCAT

Terminology Association of Hong Kong

Translators Association of China

University of Leipzig

University of Pécs, Faculty of Business Economics

University of Southern Denmark

University of Vienna

World Federation of Modern Language Associations

Zurich University of Applied Sciences

# TERMINOLOGY AND TRANSLATION
## BDÜ Conference *Interpreting the Future*, Berlin

TermNet presented its products and services in four sessions during the international conference *Interpreting the Future*, organized by the German Federal Association of Interpreters and Translators (BDÜ), from 11-13 September 2009 in Berlin, Germany. The event attracted more than 1.600 participants from 40 countries. TermNet's well visited exhibition booth was a clear sign of increased awareness for quality assurance in the language industry.

New target groups, like cluster industries (automotive, mechatronics, ICT) and industry associations could be reached directly. Participants were particularly interested in the **LICS Certification Scheme** and the **International Terminology Summer School**.

The conference was supported by central institutions and outstanding personalities, like Jutta Limbach, former president of the German Federal Constitutional Court, the Goethe Institute and the German Language Council, Juhani Lönnroth, Director of the DG Translation of the European Commission, the largest language service of the world, and Mario Ohoven, President of the BVMW - The German Association for Small and Medium-sized Businesses. This underlined the importance of the language industries for the private and public sectors.

**Gabriele Sauberer**
*Was ist Qualität – und wer soll sie bezahlen? Kriterien und Verfahren zur Qualitätssicherung im Übersetzungsgeschäft am Beispiel der Automobilindustrie*

**Blanca Nájera**
*International Terminology Summer School: Eine arbeitsbegleitende Fachausbildung im Terminologiebereich ist möglich*

**W. Baur, S. Kalina, F. Mayer, J. Witzel (Hrsg.)**

*Übersetzen in die Zukunft. Herausforderungen der Globalisierung für Dolmetscher und Übersetzer.*

**Tagungsband der Internationalen Fachkonferenz des Bundesverbandes der Dolmetscher und Übersetzer e.V. (BDÜ), Berlin, 11.-13. September 2009**

**Schriften des BDÜ, 32.**

**More information at:**

**BDÜ:** http://www.bdue.de/

**Interpreting in the futute:**
http://www.interpreting-the-future.com/

**LICS—Language Industry Certification System:**
http://www.lics-certification.org/

**International Terminology Summer School:**
http://www.termnet.org/english/events/tss_2010/



SEPTEMBER 11–13, 2009
HENRY FORD BUILDING OF FREIE UNIVERSITÄT BERLIN
BDÜ

Challenges for Interpreters and Translators Arising from Globalisation

**INTERPRETING**
THE **FUTURE**

International Conference • Trade Exhibition • Job Exchange
Bundesverband der Dolmetscher und Übersetzer e.V. (BDÜ)

www.interpreting-the-future.com
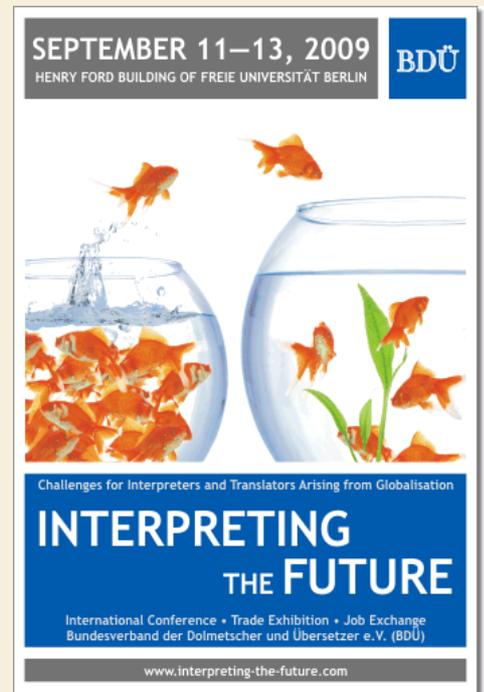
# TERMINOLOGY AND COMMUNICATION
## TermTurk International Symposium - Technical *Translation and Terminology for Cross-Cultural Dialogue, 12-13 November 2009, Ankara, Turkey*

The Department of Translation and Interpreting at Hacettepe University was host of the *International Symposium Terminology for Cross-cultural Dialogue and Specialized Communication*. The event marked the high-note closing of the successful European project TermTurk of which TermNet was a partner.

The Symposium brought together more than 100 terminologists, linguists, professional translators and interpreters, technical writers, representatives of NGOs and state institutes, EU specialists, experts of international affairs, researchers and students of related fields.

While the TermTurk project was brought to an end, it marked only the beginning of a new cooperation between TermNet and **Hacettepe University** and strengthened the cooperation of TermNet with the other project partners, like the **Universitatea "Politehnica" din Timisoara**, the **Institute for Information Management (Cologne University of Applied Sciences**), the **Centre for Translation Studies (University of Vienna)** and **Infoterm**.

http://www.termnet.org/english/projects/termturk.php

# TERMINOLOGY AND LOCALIZATION
## *Berkeley Globalization Conference (LISA @ Berkeley)*

**Globalization and Social Responsibility: The Future ISO 26000 Standard and Its Impact on Linguistic and Cultural Diversity** was the topic of TermNet's presentation at the LISA Forum in Berkeley in August 2009.

"LISA Forums and Conferences over the past eighteen years have featured a rich mix from the product development (clients and software developers) and globalization services (vendor) communities. Attendees include representatives of leading academic institutions, Corporate Executives, International Managers, Enterprise Globalization Strategists, International Product Managers, Knowledge Managers, Global Web Development Specialists, Project Managers, and Globalization Services Managers. Participants are decision-makers and key recommenders responsible for global information management systems for software publishing companies, and Internet companies, finance, government trade groups, chemical, medical/ pharma, business and management consulting, education, localization service companies, and internationalization engineering groups."

Source LISA Website, http://www.lisa.org

The future ISO 26000 standard will provide guidance on social responsibility. It is one of the most challenging and import activities to reach a broader consensus on social responsibility beyond local and regional cultures, values, and legal frameworks. The presentation focussed on the impact of ISO 26000 on global business and the management of linguistic and cultural diversity.

The Berkeley Globalization Conference was dedicated to integrating cultural concerns into business plans. the role of language technology in globalization, Corporate Social Responsibility and globalization's impact on world markets.

LISA is the **Localization Industry Standards Association** and is a TermNet Member.

# TERMNET WAS REPRESENTED IN 2009/2010 IN...

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|---|---|---|
| **EU Cert Meeting** | 2 - 3 July 2009 | Copenhagen, Denmark |
| **International Terminology Summer School 2009** | 6 - 10 July 2009 | Cologne, Germany |
| **LISA Forum** | 31 July - 7 August 2009 | Berkeley, USA |
| **ISO/TC 37 Annual Meeting Week** | 8 - 14 August 2009 | Bogotá, Colombia |
| **ICONTEC Conference** | 15 August 2009 | Bogotá, Colombia |
| **LICS Auditors Training** | 26 - 28 August 2009 | Ankara, Turkey |
| **TermTurk Terminology Training** | 31 August - 4 September 2009 | Ankara, Turkey |
| **EU Cert and Montific Meetings** | 1 - 4 September 2009 | Madrid, Alcala, Spain |
| **BDÜ Conference - Interpreting the Future** | 11 - 13 September 2009 | Berlin, Germany |
| **TermTurk Expert Meeting - Terminology Policies** | 14 - 19 September | Timisoara, Romania |
| **TermTurk Expert Meeting - Teaching Terminology** | 9 - 10 October 2009 | Vienna, Austria |
| **Information for All Programme  - UNESCO National commission Meeting** | 4 - 6 November 2009 | Graz, Austria |
| **TermTurk National Symposium** | 12 - 13 November 2009 | Ankara, Turkey |
| **RaDT Meeting** | 20 - 21 November 2009 | Eupen, Belgium |
| **Information for All Programme  Meeting** | 6 - 9 December 2009 | Moscow, Russia |
| **UNESCO Information for All Assembly** | 13 - 16 January 2010 | Paris, France |
| **LICS Auditors Training** | 18 - 22 January 2010 | Berlin, Germany |
| **LICS Auditors Training** | 3 - 5 February 2010 | Antwerp, Belgium |
| **Go4Diversity Panel Discussion: Migrant – what's that supposed to mean? The challenge of integration in Austria** | 11 February 2010 | Vienna, Austria |
| **RaDT Meeting** | 19 - 20 March 2010 | Bonn, Germany |
| **International Multi-Conference on Complexity, Informatics and Cybernetics** | 6 - 9 April 2010 | Orlando, USA |
| **International Terminology Summer School 2010** | 24 - 28 May 2010 | Vienna, Austria |
| **Diversity and Global Understanding** | 31 May - 2 June 2010 | Vienna, Austria |
| **ACUNS 23rd Annual Meeting** | 3 - 5 June 2010 | Vienna, Austria |
| **Go4Diversity / Kick im Park: Fair Play - Against Discrimination in Sports.** | 19 June 2010 | Graz, Austria |
| **eCl@ss Workshop** | 22 June 2010 | Vienna, Austria |

# Keeping in view processes and costumers to reach our goals.

# TERMTURK

From 31 August to 4 September 2009 a week-long training was conducted for representatives from Universities and colleges from all over Turkey, various governmental and non-governmental institutions and business associations. The training was held at the impressive campus of **Hacettepe University in Ankara**.

TermNet, as partner in the TermTurk project contributed to the curriculum planning and the organizational committee and delivered presentations on *Certification and Quality Assurance in Translation* as well as *Terminology Policy Development in Organizations and National Level*. Both issues are close to the interest of the project coordinators who attempt to establish a National Centre of Excellence for Turkish terminology planning and documentation.

**Project duration: 2008—2009**

**WWW.TERMTURK.NET**

## Terminology country report: Turkey

If you had asked me about terminology in Turkey one year back, I would probably have answered that there is not much going on in this country. It's true, we have the occasional (however, I must say, very interested) participants at TSS. But else there was not much information coming out of the country that reached me.

But that was before I encountered TermTurk project (www.termturk.net). This project, sponsored by the EU-Turkey Dialog programme, is an eye-opener for me.

What's it all about? Actually, it is meant as a beginning. A group of people got together to kick-start what they perceived as long overdue – the development of an elaborate and active terminology infrastructure in Turkey.

Surprisingly, there has not been much institutionalised research on terminology. Nor is there something like an information centre where interested groups or individuals can find what they need to know about it. It is surprising, because there is such a strong patronage: Kemal Mustafa Atatürk himself wrote a brochure to introduce Turkish geometry terminology. Atatürk, as we know was very dedicated to language planning in order to promote and facilitate nation-building processes in the new republic. Terminology is even explicitly mentioned in the country's famous Anıtkabir – his mausoleum and museum in Ankara (something that my colleagues and I still marvel about because it such a pleasant feeling to see terminology being rewarded such public recognition).

So finally, TermTurk should achieve what is still lacking: an information and research centre at **Hacettepe University** in Ankara, closer ties with internation organizations and activities (e.g. in standardization and reserach), a national terminology policy, and networking, networking, networking of the many different and often isolated initiatives within Turkey.

And TermTurk is doing well in achieving these goals: Turkish standards institute is now actively participating in ISO/TC 37 standardization projects, a series of well-attended trainings, conferences and workshops foster dialogue and knowledge transfer, quality assurance and service certification (LICS) take root, training material is obtained, translated and produced at high speed.

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.. (full text available in The Terminology Blog)

# 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 will end December 2010. 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).

# INTERNATIONAL TERMINOLOGY SUMMER SCHOOL 2009

### *Cologne University of Applied Sciences, Institute for Information Management*
### *6-10 July 2009*

Despite the economic recession that hit many industries hard in 2009, the International Terminology Summer School 2009, held in Cologne from 6-10 July 2009 in cooperation with the **Institute for Information Management (IIM),** was well attended with 58 participants from 21 countries.

Some innovations were introduced to the programme: The demand to facilitate interaction and networking among participants was basis for three differently themed "Terminology Breakfasts" in the morning, as well as the "Stammtisch" or "Happy Hour" after class. These daily informal and voluntary gatherings were intended for question and answer sessions, exchange of experiences, 1-on-1 tutoring and more, and were well received and will be a regular feature of the programme from now. A further introduction was the Terminology Blog, through which TermNet reported from the sessions and discussions.

In parallel, a training seminar on terminology and intercultural dialogue for 25 selected students from universities in Turkey, Romania, Austria and Germany, organized by the TermTurk project, took place at the same location. Part of the lectures and all the social and networking side events were attended by participants from both. (insert logo TermTurk,
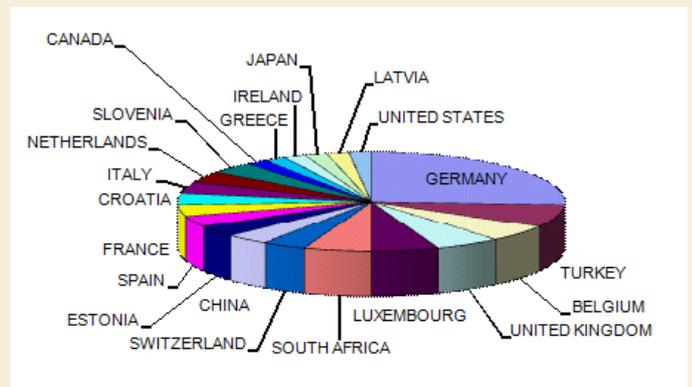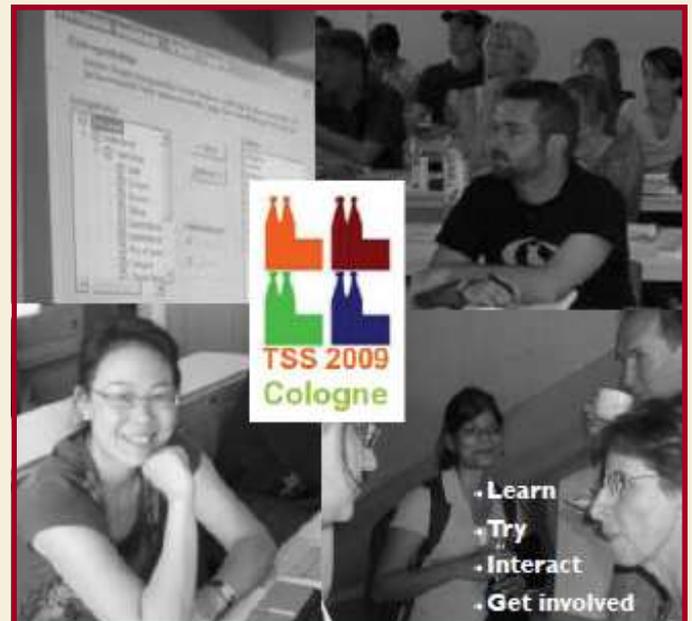
**More information about TSS at:**

**http://www.termnet.org/english/events**

**IIM:  http://www.f03.fh-koeln.de/fakultaet/iim/**

# THE TERMS THEY ARE A-CHANGING

*A piece of poetry for the frustrated terminologist.*
*Inspired by Bob Dylan.*
*From the Terminology Blog.*

**The Terms They Are A-Changin'**
Come gather 'round people wherever that you roam
And admit that the concepts around you have grown
& accept it that soon the translators'll moan
that their time to them is worth savin'
Then you document terms or you'll sink
like a stone for con — cepts they are a-changin'
Come technical writers who compose with your pen
And keep your eyes wide the chance won't come again
And don't speak too soon for the text's still in spin
And there's no tellin' now what it's namin'
For the loser now will be later to win
for the terms they are a-changin'
Come PMs, localizers, please head the call
Don't stand in the doorway, don't block up the hall
For he that gets hurt will be her that has stalled
The translation formin' will soon shake your Windows
And rattle your walls
For the terms, they are a changin'
Come programmers & engineers throughout land
& don't criticize what you can't understand
Your code & your programs are beyond your command
your old road is rapidly agein'
So get out of the new one if you can't lend your hand
for the terms they are a-changin'
The line it is drawn, the curse it is cast,
the slow one now will later be fast
As the present now will later be past,
your bandwidth is rapidly fadin'
And the first one now will later be last
for the terms they are a-changin'.

# INTERNATIONAL TERMINOLOGY SUMMER SCHOOL 2010

*University of Vienna, Center for Translation Sciences*
*24-28 May 2010*

Although the 2010 International Terminology Summer School would have been better termed a Spring School, since it took place in May instead of July, the interest in participation was unbroken. Registration had reached its limit of 65 participants just before the Easter holidays and had to be extended to admit at least some of the further registrants. Eventually registration had to be closed at 75.

A novelty this year was the launch of the ECQA Certified Terminology Manager. Participants of TSS, had the unique opportunity to be the first to be certified and for a special rate, as they were also meant as usability testers for the test.



Professional background of the participants:
- Companies: 30%
- Organizations: 31%
- Universities: 39%
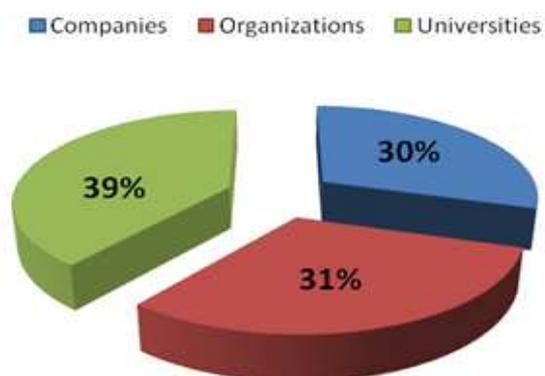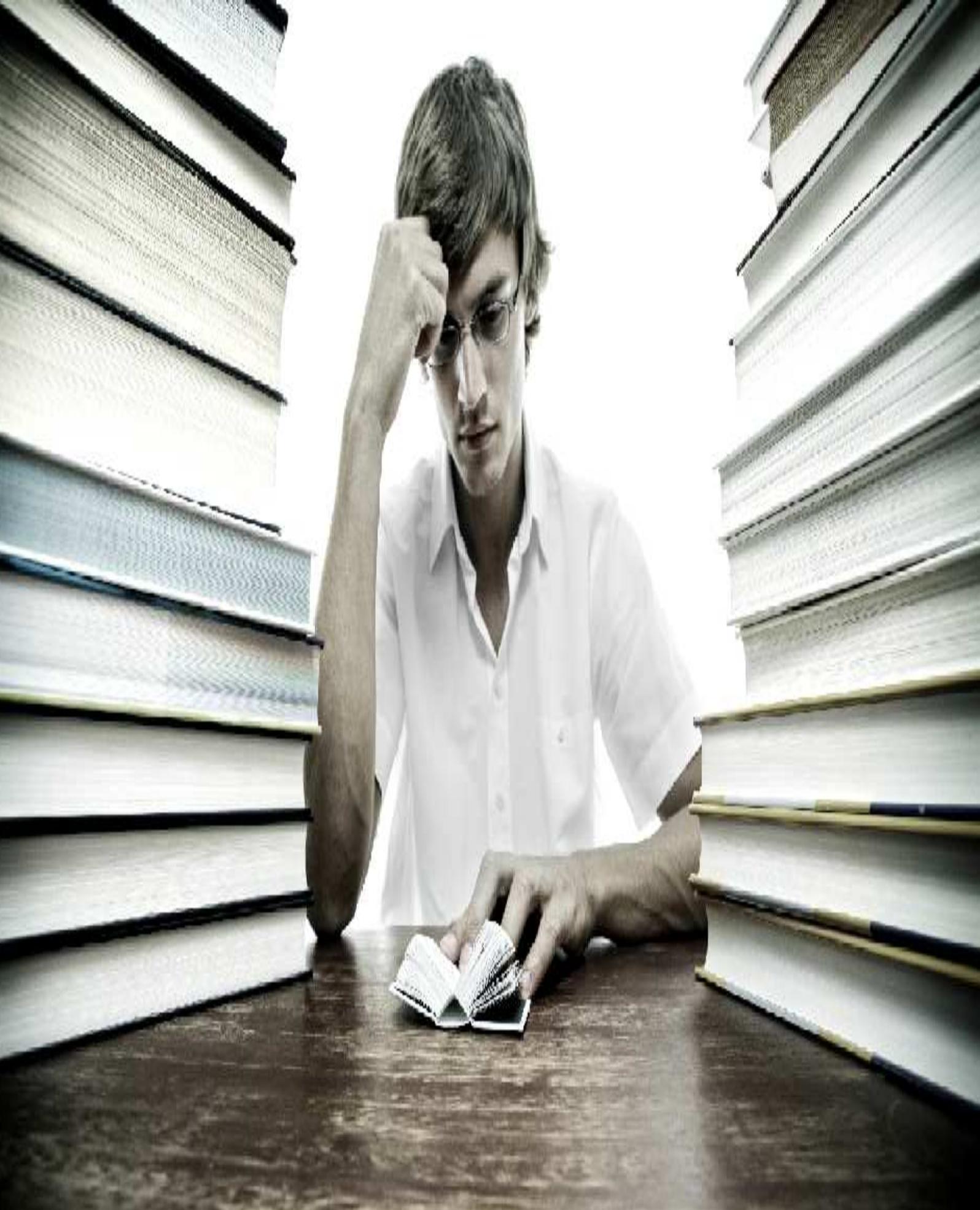
**Building capacities for the next generation.**

# 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**), 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. Also in light of the ever increasing demands placed on technical literature and the above-mentioned increasing product liability, quality assurance in translation is 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. The Austrian Standards Institute has confirmed the important role TermNet plays in developing, implementing and diffusing the certification process. TermNet's competencies in the standardization sector as well as in translation and terminology work contributed significantly to the development of this process. 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 eCl@ss below, this is a further example for the fact that 'TermNet is not on the label of everything that has TermNet inside.'

# LICS AUDITOR´S TRAININGS PURSUANT TO EN 15038:2006

## LICS Trainings: Berlin, Antwerp, Ankara

3 LICS® Auditor´s Trainings pursuant to EN 15038:2006 Translation Services – Service Requirements were conducted by TermNet between July 2009 and June 2010.

### Ankara, 26 - 28 August 2009
With this training at **Hacettepe University**, potential cooperation partners in Turkey were identified and trained.

### Berlin, 19 - 21 January 2010
This training targeted specifically the German market for auditors. For the first time a One Person Enterprise was audited outside of the own office, setting an example for the feasibility of group audits of more than one such enterprise on a fixed date and location, thus keeping expenses for the small businesses at a minimum. The training was jointly organized by TermNet and Member **Loctimize**.

### Antwerp, 3 - 5 February 2010
The training was conducted at **Lessius University College** Business Centre, which will become the first and so far only LICS cooperation partner fort the Belgian market.

**Find more information about these topics at:**

**LICS—Language Industry Certification System:**
http://www.lics-certification.org/

**LICS Certification Scheme:**
http://www.lics-certification.org/
downloads/01_CertScheme-LICS-
EN15038v30_2009-10-EN.pdf

**Hacettepe University:**
http://www.mtb.hacettepe.edu.tr/?q=en

**Loctimize:**
http://www.loctimize.com/

**Lessius University College**
http://www.lessius-ho.be/english/

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.

# 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.

# ECQA CERTIFIED TERMINOLOGY MANAGER - CTM

### *EU-wide certification scheme for terminology managers*

The ECQA Certified Terminology Manager (CTM) is an EU-wide recognized person certification. It pays tribute to the fact that terminology managers in today's companies and organizations not necessarily have a completed university degree in this field. Often, their job profile is not even exclusively that of a terminologist. More often, terminology management is an additional skill and task for professionals of varied backgrounds.

The certification scheme and skill card 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** for the renowned EU Cert programme.

The first certification exam took place successfully on 28 May 2010. with a run-up a month later, on 30 June 2010.  This scheme currently exists for the *Basic*  level. An *Advanced* certificate is planned for the near future.

# ECQA CERTIFIED TERMINOLOGY MANAGER - CTM

The new 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

Job Role Committee Members: Termnet, International Network for Terminology and the University of Vienna, Center for Translation Studies

This certification scheme is being 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

# ANNUAL MEETING OF ISO/TC 37

## ISO/TC 37 Terminology and other Language and Content Resources

From 8-14 August 2009 experts from the language industry committed to the development of standards within the framework of ISO/TC 37 meet in Bogotá, Colombia. The annual meeting week is traditionally scheduled in August, and takes place in varying locations, hosted by a different national standards organization every year. The meeting week comprised of project meetings to bring the standards in development a bit further towards publication, plenary meetings in which important general and strategic decisions are taken, advisory groups meetings to prepare these decisions through debate, and a number of side events, excursions, and networking.

On Friday, 15 August 2009 an open conference was organized, in which Colombian and South American language industry members met to discuss language industry standards, their benefit in their work and how to get better involved in their creation.
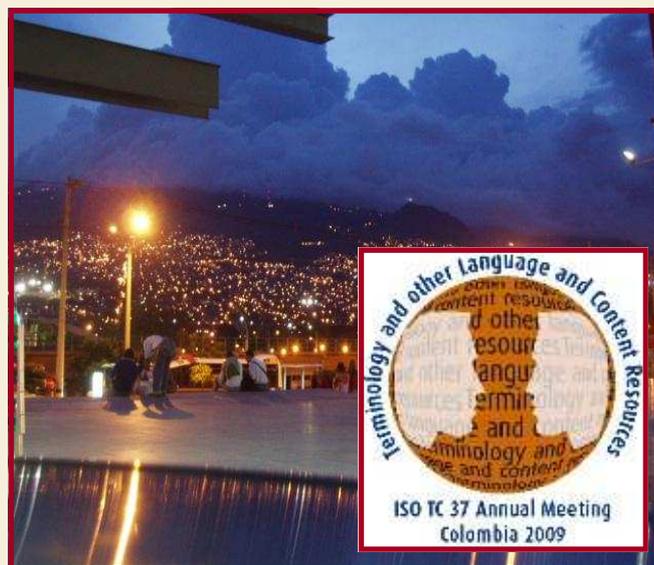
**Excerpt from the meeting Website:**

**The mission of TC 37 is to provide standards and guidelines to standardization experts, language professionals in all institutions and organizations creating and handling terminologies and other language and content resources (including ISO, other international standards developing organizations, national standards bodies, national government services, companies, non-governmental organizations, etc.) in order to enable them to prepare high-quality language resources and tools for a wide variety of applications in professional and scholarly information and communication, education, industry, trade, etc.**

**The official Website of the meetings: http://www.icontec.org/BancoConocimiento/T/tc_37_home/tc_37_home.asp?CodIdioma=ESP**

**ISO/TC 37 on Wikipedia: http://en.wikipedia.org/wiki/ISO/TC_37**


# TKE 2010

## Presenting terminology and knowledge engineering resources online: models and challenges

TermNet sponsors and is involved in the Organizing Committee of the 2010 Conference on Terminology and Knowledge Engineering *Presenting terminology and knowledge engineering resources online: models and challenges*, held at Fiontar, Dublin City University, Ireland on 12-13 August 2010. TKE is the flagship conference by TermNet Member **GTW (Association for Terminology and Knowledge Engineering/ Gesellschaft für Terminologie und Wissenstransfer)** at **Copenhagen Business School** and Fiontar. TermNet organised a pre-conference Workshop on Quality (Abstract) on 11 August.

**Title of the full-day Workshop organized by TermNet at TKE 2010:**

**'Can quality be assured in the language industry?' How standards and certification can improve performance of the language sector and how everybody can contribute and benefit from it.**

**http://www.dcu.ie/fiontar/conference/pdf/TKE%20Workshop%20Can%20quality%20be%20assured%20in%20the%20language%20industry.pdf**

**Making the difference.**

**Controlling processes guarantees quality.**

# 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**

**14 May 2009 - eCl@ss Workshop "eCl@ss-based product data management", Vienna, 25 participants**

**22 June 2010 - eCl@ss seminar „eCl@ss 2010 - the international standard in product classification", Vienna, 10 participants**

**Downloads in various languages: www.eclassdownload.com**

# MONTIFIC

*Multilingual ONTology for Internal FInancial Control*

This innovation transfer is implementing TermNet's terminology and ontology interoperability framework from Austria in Hungary, Spain, Romania and Ireland in an operating professional training environment (European Internal Financial Control Assessor). Here barriers of language localization issues were identified.

The impacts are the wider European language and geographical coverage of information systems supporting the EU Certification processes relevant for Europe-wide approval of the Internal Financial Control Assessor diplomas, and the wider number of regional and sectoral communities directly participating in work-place based elearning and knowledge sharing of internal financial control best practices.

# INTERNATIONAL MULTI-CONFERENCE ON COMPLEXITY, INFORMATICS AND CYBERNETICS

TermNet´s Paper *There is no knowledge without terminology. How terminological methods and tools can help to manage monolingual and multilingual knowledge and communication* was awarded Best Paper of the Session "Knowledge Generation, Communication and Management" during the International Multi-Conference on Complexity, Informatics and Cybernetics, in Orlando, Florida, (6-9 April 2010).

The paper, presented by Gabriele Sauberer on 8 April 2010, highlighted "10 good reasons for terminology" in any expert field and any language by discussing the areas of application in the public and the private sector as well as in science and education. It gave an overview on means and methods of assuring and improving the quality of knowledge generation, communication and management through terminology. The paper introduced the major standards, players and experts in the terminology community to an audience which is so far still largely uninvolved in terminology affairs. The proceedings of the conference, including TermNet´s paper, are available in electronic and printed form (ISBN-13:978-1-934272-89-3, ISBN-13:978-1-934272-87-9 (Volume I)).



# THE COUNCIL FOR GERMAN-LANGUAGE TERMINOLOGY

*Critical Success-Factor Terminology – Strategy Paper for Businesses*

**The Council for German-language Terminology (Rat für Deutschsprachige Terminologie (RaDT))** has published a new Strategy Paper for Businesses with active contribution by TermNet, which is a Member of RaDT. The Strategy Paper wants to address particularly the broad Information and Communication (ICT) Sector by stressing the role of terminology methods and principles in knowledge management, marketing and corporate identity as well as customer communication and branding.

RaDT was established by the national UNESCO Commissions in all German speaking countries and meets two times per year. Last meetings took place on 20-21 November 2009 in Eupen, Belgium and 19-20 March 2010 in Bonn, Germany.

**More information at: www.radt.org**

# EXCELLENCETERM

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

With the start of 2010 TermNet embarked on a new mission. For the coming 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 ExzellenzTerm 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. The Canadian office will be established in cooperation with our Member AILIA (www.ailia.ca) in Gatineau, near Ottawa. 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.

The major project partners are (in alphabetical order):

- **AILIA – Association de l'industrie de la langue / Language Industry Association** (Canada): http://secure.ailia.ca/
- **International Information Centre for Terminology (Austria):** http://www.infoterm.info
- **Lessius University College** in Antwerpen (Belgium): http://www.lessius.eu
- **European Multimedia Forum** (UK): http://www.e-multimedia.org/
- **European Association for Terminology** (Belgium): http://www.eaft-aet.net
- **Institute for Information Management, Cologne University of Applied Sciences** (Germany): http://www.f03.fh-koeln.de/fakultaet/iim/
- **Centre for Translation Studies, University Vienna** (Austria): http://transvienna.univie.ac.at/

Other strategic partners include **all TermNet Members**, especially in China and India.

**The bilateral research project with China (submitted in 2009 and accepted in March 2010) needs to be seen in close relation with ExzellenzTerm. This cooperation focuses on Methods, Tools and Skills for the Identification and Extraction of new Terms in Chinese Text Corpora.**

**Both the topic and the implementation of new research will be of benefit for the Austro-Canadian project as well. The Chinese-language community in Toronto alone makes up 10% of the total population of the metropolis. Economic and scientific cooperation between Canada and China are encouraged as well as manifold.**

**TermNet's project partner in China is one of the its oldest cooperation partners and Members as well: The China National Committee for Terms in Sciences and Technologies (CNCTST).**

Reaching out
to the industry
and business.

# TERMINOLOGY AND DIVERSITY

# IFAP - INFORMATION FOR ALL PROGRAMME OF UNESCO

Gabriele Sauberer, Executive Secretary of TermNet also has acts as Chair of the Austrian IFAP National Committee.

The IFAP National Committee went through a restructuring phase in early 2009 in order to better address challenges concerning IFAP at a national level. Working groups focussing on the IFAP priorities were established, new experts from a variety of fields (e.g. media education, university scholars) joined the several groups. In the beginning of 2009 a co-operation with „Reporters without Borders Austria" on the subject of press freedom was celebrated in the Austrian Parliament, for the first time under the umbrella of IFAP Austria.

In summer 2009 the initial project of the Working Group on Information Literacy turned out to be a huge success. Several students of Austrian UNESCO schools, their teachers, and parents participated in a survey on information literacy. The goal was to understand how kids conceptualize and operationalize research activities for school work and everyday life use and especially how they resolve issues of credibility and relevance in the digital age. The unforeseen high response rate as well as the great interest in the subject, articulated by students, teachers, and parents alike, proved the relevance of the subject of information literacy in schools. A publication of the project findings as well as other activites oriented on these insights are envisaged in 2010.

Information Preservation as well as the Memory of the World Programme remain to be strong focuses within the Austrian IFAP NC.

A meeting of national committees of the UNESCO Information for All Programme was held in Moscow on 7 - 8 December 2009. The meeting was organized by the Intergovernmental Council for IFAP, the UNESCO Secretariat, the Russian IFAP Committee and its working body – the Interregional Library Cooperation Centre of – with support of the Commission for UNESCO and the Ministry of Culture of the Russian Federation.

Taking part in the meeting were the chairs and representatives of 17 national IFAP committees – from Austria, Chile, China, Cuba, France, Germany, Israel, Ivory Coast, Jordan, Lithuania, Nigeria, the Philippines, Poland, Russia, Slovakia and Thailand, and of Moldova. English and Russian were the working languages.

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

Information
for All
Programme

# 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 serious 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/**

# 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* constitutes 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 is funded by the European Integration Fond (EIF) and the Austrian Federal Ministry for the Interior (BM.I). Accepted in December 2009, it will run through the entire year 2010. For TermNet, the main initiator, this project is another step towards its positioning as an interdisciplinary, international partner for multilingualism and linguistic and cultural diversity. The project management is 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 is a new job profile for the ECQA Certification System, the "Diversity Manager". Furthermore, an interactive Internet platform has been developed, and a number of publications (magazine, brochure, proceedings) are in preparation in July 2010.

**Website and interactive forum: http://www.go4diversity.eu**
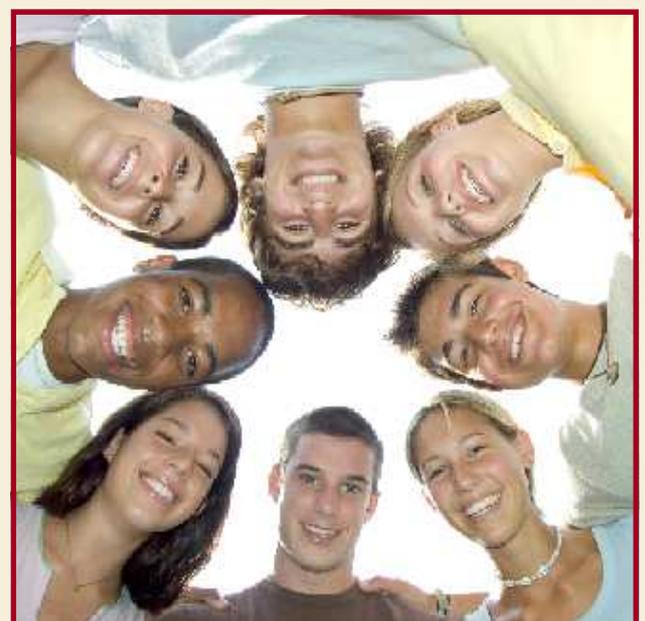
# GO4DIVERSITY: CALENDAR OF EVENTS
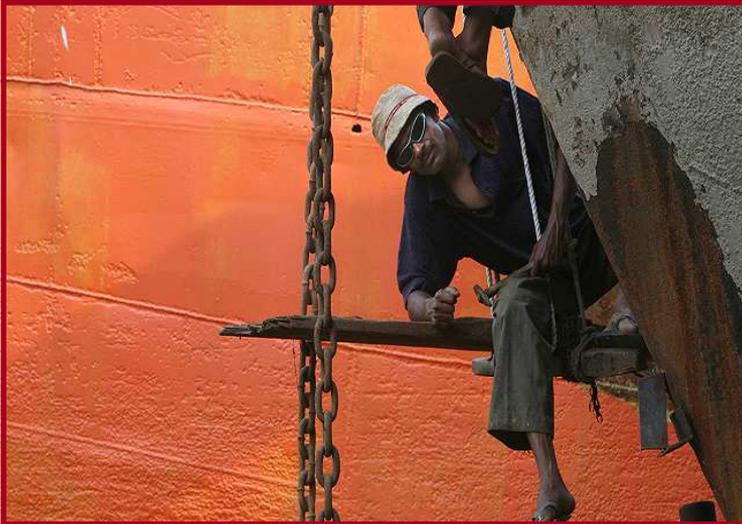






From February to November 2010 five events are planned to be carried out in Vienna, Eisenstadt und Graz.

### February 2010
### *Panel Discussion -"Migrant – what's that supposed to mean? The challenge of integration in Austria"*
Presentation of the Project / ORF Kulturcafe, Vienna
**Nowadays topics related to migration and integration have dominated the media and the Public opinion in Austria. What does it mean to live as a migrant in Austria? How do experts see the actual situation? A conversation over the perspectives and challenges for a positive discussion in Austria needs to be strenghtenened …**

### June 2010
### *Diversity and Global Understanding*
**Within the framework of a big conference to be held in the UNO – City in Vienna, TermNet and the United Nations Studies Association (UNSA) will organize a two-day pre-conference workshop series about "Diversity and Global Understanding".**

### June 2010
### *FairPlay. Against Discrimination in Sports*
**2010 is the year of the World Cup in South Africa. Within the initiative 'Fair Play' from VIDC (Vienna Institute für International Dialogue and Cooperation) Go4Diversity carries out activities against discrimination in Austrian football and sports and demonstrates strategies for migrants and locals on how to handle it. Both the Caritas Graz-Seckau auf den Africa Center rank among our project partners on site.**

### October 2010
### *Linguistic and Cultural Diversity*
**Following the successful conference held during the Year of Languages 2008 in Eisenstadt, this event shows points of contact with the International Year for the Rapprochement of Cultures and promotes a sustained linguistic and cultural diversity.**

### November 2010
### *Information Days on Health*
**A road show will be organized in cooperation with the MA 17, the Vienna Municipal Department in charge of Integration and Diversity Affairs, the KAV (Krankenanstaltenverbund - The Vienna Association of Hospitals) and the Department of Social policy and health from the Vienna Chamber of Commerce, aiming at informing both migrants and locals about issues related to migration and integration.**

# UNESCO CHAIR ON MULTILINGUAL, TRANSCULTURAL COMMUNICATION IN THE DIGITAL AGE

**TermNet Member the Centre for Translation Studies at the University of Vienna (ZTW) is host of a new UNESCO Chair on Multilingual, Transcultural Communication in the Digital Age.**

**The Chair's overall goal is to help promote global understanding and cultural diversity through linguistic, cognitive, and socio-cultural methods.**

**The ZTW is ideally equipped to fulfil the tasks that come along with recognition of this kind due to its wide, transdisciplinary orientation, its long history of international projects and large networks, and due to its engagement with UNESCO and other UN special agencies.**

**Among the tasks are the development and organization of summer schools and local courses, meetings, workshops and conferences. Furthermore, there will be a focus on awareness-raising and networking activities, collaborative international projects and capacity building in general.**

**The project mainly contributes to the following priorities of UNESCO:**

**- Education for sustainable development**
**- Media and ICTs**
**- Africa**

**TermNet was involved in the application for the awarding of the UNESCO Chair to its Member as well as in the endorsement process. It serves now as a partner and will be actively engaged in the various tasks.**

# WORKSHOPS ON DIVERSITY AND GLOBAL UNDERSTANDING

*31 May - 2 June 2010*
*Vienna, Austria*

Working in the context of the United Nations means experiencing cultural diversity and multilingualism. The workshops wanted to promote greater awareness of the importance of efficient communication tools and "a common language" spoken when people from diverse backgrounds work together. The Workshops looked into the realities of diversity in the UN system and beyond, as they manifest in the field. They explored the full range of what diversity means for the International Community's working procedure and the modes of diversity in real-life situations of working together on the ground.
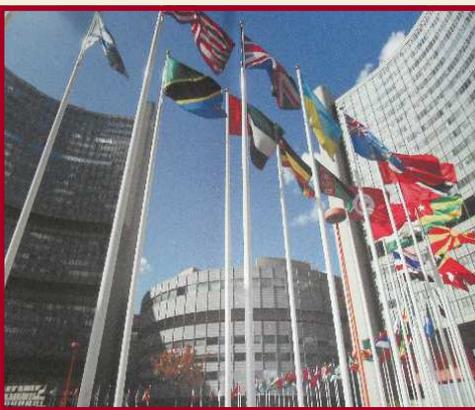
Since deficits in effective internal and external communication, intercultural competence and diversity management have been identified as problematic the question must be asked as to how specially targeted initiatives, tools and policies in this field have the potential to improve such communication and therefore the performance of the United Nations System and civil society in its support.

This series of workshops brought together researchers and practitioners from different fields and disciplines with an interest in the issues and challenges of diversity in global working environments such as the UN. The objective was to deepen the international debate on questions pertaining to cultural diversity, ranging from diversity management and terminology to global education and the use of new communication tools.

Thematically the focus was on the benefits of diversity management, terminology, education and shared communication tools.

**More information:**
**http://www.workshops-on-diversity.org/**

**Presentations and reports about the sessions:**
**http://www.workshops-on-diversity.org/content/reports-about-sessions**

**Background and topics:**
**http://www.workshops-on-diversity.org/content/background-topics**

**Monday, May 31, 2010 (location Austrian Federal Economic Chamber)**
6 pm - 8 pm                     Reception by the go4diversity Project

**Tuesday, 1 June 2010** (location United Nations, Vienna International Centre)

9 am - 9.45 am
Keynote speech - Gerhard Budin, UNESCO
Chair for "Multilingual, Transcultural
Communication in the Digital Age";
University of Vienna

10 am -12.30 pm
WORKSHOP I: Diversity and Diversity Management
*(Moderator: Gabriele Sauberer)*
Gabriele Sauberer: "Diversity, social responsibility
nd diversity management in the context of peace"
Esra Kilaf (MA17) „Integration and Diversity in Health
and Social Issues"
René Hudribusch (Ministry of Defense and Sport): „Gender aspects and UN Resolution 1325 in the Armed Forces)"
Lakshmi Kumar (The Orchid School): „Connecting worlds: raising intercultural insights for global-centric leaderships"

1.30 pm - 3 pm
WORKSHOP II: Go4Diversity: Global Education, Migration and Science
Aliyou Mana Hamadou – The Project Go4Diversity

3.30 pm-5.45 pm
WORKSHOP III: Terminology - its role in UN peace policy
*(Moderator: Anja Drame)*
Anja Drame: Introduction - Terminology policies and communication
Julia Hafensteller (UNSA): Potential and Role of Concepts in Organizational Policy
Mekki Elbadri (UNOV, Arabic translator) Translators and terminologists at the UN Vienna
Klaus Mak (LVAG, Austria): „ProTerm" and process-oriented knowledge management for the Austrian Armed Forces
Jürgen Kotzian (LVAG, Austria): Terminology Management at the Austrian Armed Forces Language Institute

**Wednesday, 2 June 2010**

9 am - 9.30 am
Keynote Speech  Yvonne Gimpel (Austrian Focal Point „UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions")  *UNESCO´s perspective on Cultural Diversity*

9.30 am - 12.30 am
WORKSHOP IV: Global Education
*(Moderator: Anja Drame)*
Reinhard Mitschke: Report about the COMSIC project (Collaboration Competencies for Media Supported Intercultural

1.30 pm - 3 pm
WORKSHOP IV, continued:
Kent Kille (College of Wooster): "Interactive Global Education: Active Learning and the Center of Diversity and Global Engagement."
Jamie Arbuckle (former Canadian UN Peacekeeper): „Intercultural communication among agencies: intra-agency

3.30 pm - 5.45 pm
WORKSHOP VI and Practical Training: Fostering global understanding through new ICT tools and ways of communication
*(Moderators: Henrike Paepcke)*
All about Wikis, social networks, Weblogs, Twitter

Practical Training, working with new ICT  - the Go4Diversity Website
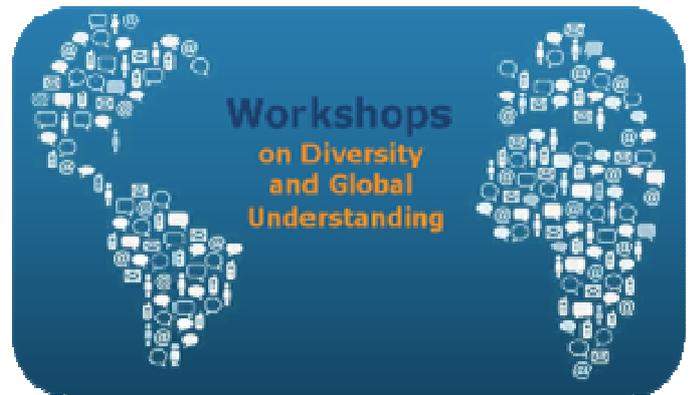
# ACUNS ANNUAL MEETING 2010

*New Security Challenges*
*3 - 5 June 2010*
*Vienna, Austria*

### Managing Diversity in the Global Arena

In view of the ever increasing imperative of recognition and management of linguistic, cultural and other forms of diversity within the international policy arena and the global agenda, TermNet expands its cooperation with organizations in this field. It has therefore become an organizational Member of the Academic Council on the United Nations System (ACUNS) in early 2010.

ACUNS is a professional association of educational and research institutions, individual scholars, teachers, and practitioners active in the work and study of multilateral relations, global governance, and international cooperation. ACUNS focuses special attention on the programs and agencies of the United Nations system and other intergovernmental and non-governmental organizations that play a role in managing common problems on the global agenda.

The Annual Meeting 2010 took place in Vienna from 3-5 June under the motto „New Security Challenges", and high-level panellists, including former UN High Commissioner for Human Rights Mary Robinson, Lakhdar Brahimi, Hans Blix, Dame Margaret Joan Anstee and Slovenian President Danilo Türk, who used his visit to Vienna to discuss topics related to multilingualism and multilingual roadsigns with the Austrian head of state.

**More information about this at: http://www.acuns.org/annualmeet**

# ACUNS CONFERENCE ROUNDTABLE

### Terminology, Diversity and the role of the UN

Terminology and Diversity were topics of a roundtable at the Annual Meeting of ACUNS „New Security Challenges". TermNet, among other notable persons of public importance, like the President of the Austrian Commission of UNESCO, Eva Nowotny, organized a panel discussion to raise awareness among an international crowd of scholars and politicians about the important role of terminology, diversity management and information and communication for global peace and security and the work of the United Nations. The roundtable *Cultural Diversity and the UN – Old implications and new challenges* took place on Friday, 4 June 2010 at the Vienna International Centre and was organized by TermNet and our cooperation partner the UN Studies Association.

**http://www.acuns.org/annual_meeting**
**http://www.acuns.org/archives/annualmeeting2010/am10panelsjune1pdf**

The future is in our hands!

# TERMNET PUBLISHER PUBLICATIONS

**You can find TermNet Publisher catalogue at:**
**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.**

**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
www.ergon-verlag.de

## Terminology Blog

**News, thoughts and reflections on terminology and beyond**
**http://terminologyblog.wordpress.com/**

## TermNet on Twitter

**Breaking news and announcements as they happen**
**http://twitter.com/termnet**

## And also...

**TermNet regularly publishes articles and places announcements in different industry publications, such as GALAxy, Multilingual, MDÜ, eDITion.**

**In special edition 2009 of the magazine CAS by the Chinese Association of Standardization, TermNet published an article on its work for the various sectors of the industry.**

**Download (pdf, 27 MB):**
**Chinese:**
**http://202.108.60.156:8080/cascn/ch/first_menu.aspx?parent_id=20100319110007001**

**English:**
**http://202.108.60.156:8080/casen/ch/first_menu.aspx?parent_id=2010032293600001**

## TermNet News

**Our association newsletter, appears roughly once per month and contains the latest news from the circle of our international network.**

**TermNet News last issues are available at:**
**http://www.termnet.org/english/products_service/TermNetNews.php**

http://www.termnet.org/english/about_us/annual-reports.php

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