

# HITZARGIAK – Languages illuminating each other

## Name of the practice: Bilingualism for businesses

### GENERAL INFORMATION

DATE: 14-03-2016

1	<b>Name</b>	Colm Ó Baoill
2	<b>Language</b>	Irish
3	<b>Working area</b> (education, communication, teaching, leisure, administration...)	Community & Business
4	<b>Email and phone number for contact</b>	cobaoill@forasnagaeilge.ie +353 74 9558126
5	<b>Social networks</b> (Webpage, Facebook, Twitter...)	www.gaeilge.ie @ForasnaGaeilge @gnoasgaeilge Facebook.com/forasnagaeilge

### DESCRIPTION OF GOOD PRACTICE

1	<b>Description of the practices</b>	Bilingualism for businesses
2	<b>Brief description of the practices</b>	<p>Foras na Gaeilge is delighted to bring you the first in a series of guidebooks on Bilingualism for Business. Here you will find the tools you will need to ensure your Irish language signage is user-friendly and maximises the benefits Irish can bring to your marketing strategy so you can:</p> <ul style="list-style-type: none"> <li>● Stand out from competitors</li> <li>● Reinforce your brand's Irish identity</li> <li>● Tap into the feel-good factor associated with linguistic identity</li> </ul>



In addition to the Design Toolkit presented here, Foras na Gaeilge invites you to contact our Business Support Unit to avail of our expert advice at any stage of your project. We are here to help and, translation and proof-reading are free of charge! If you are already using Irish in some way, please let us know so that we can showcase your business and share customer feedback.

3	<b>Precedents</b> (reasons, needs...)	To maximize the benefits of using Irish language as a marketing tool
4	<b>Objectives</b>	Making business people aware of the advantages of using the Irish Language as a powerful marketing tool. Stand out from competitors Reinforce the brand's Irish identity Tap into the feel-good factor associated with linguistic identity
5	<b>Main and close working areas</b>	Business sector
6	<b>Collaborating entities and their working areas</b>	Údarás na Gaeltachta. Promoting the Irish Language and Economic Development within the Irish Speaking Gaeltacht Regions
7	<b>Implementation period</b>	Ongoing. Due to launch the second in the series of bilingual best practice guidebooks and it will focus on bilingual use on Packaging

## FILE FOR MORE INFORMATION ABOUT BEST PRACTICES

8	<b>Expansion</b> (number of influenced people, internal and external expansion...)	The guidebook is being circulated amongst business people both electronically and in hardcopy. It is being promoted by the network of Irish Language Officers who are employed under the Irish Language Community Scheme and also by Glór na nGael the organization which is core funded by Foras na Gaeilge and who have been given the remit of promoting the Irish Language through Business and Economic ventures
9	<b>Investment</b> (economic, time, people...)	The guidebook took about 18 months to research develop and to finalize. It cost about €5k in total and 1 Foras na Gaeilge employee working with an independent contractor were assigned to the production of the guidebook
10	<b>Results</b>	We have received very positive feedback at any of the workshops where we promoted the guidebook. Our business support scheme which provides matched funding to applicants who wish to use Irish Language on their business signage and in their business promotional material has been over subscribed for the past 2 years
11	<b>Documentation, reference material</b>	<a href="http://www.gaeilge.ie/wp-content/uploads/2014/12/Bilingual_Signage_Treoir_Guide_FnaG.pdf">http://www.gaeilge.ie/wp-content/uploads/2014/12/Bilingual_Signage_Treoir_Guide_FnaG.pdf</a>
12	<b>Presentation video</b>	---



13	<b>Other relevant information</b>	<a href="http://www.gaeilge.ie/gno-means-business/case-irish-business/?lang=en">http://www.gaeilge.ie/gno-means-business/case-irish-business/?lang=en</a> <a href="https://twitter.com/gnoasgaeilge">https://twitter.com/gnoasgaeilge</a>
----	-----------------------------------	--

