

HITZARGIAK – Languages illuminating each other

Praat mar Frysk campagne

GENERAL INFORMATION

DATE: 17-03-2016

1	Name	Afûk
2	Language	Frisian
3	Working area (education, communication, teaching, leisure, administration...)	Language promotion
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DESCRIPTION OF GOOD PRACTICE

1	Description of the practices	Praat mar Frysk campagne
2	Brief description of the practices	<p>The Praat mar Frysk campagne is a general language promotion campaign for the Frisian language. It started in 2007. Main target groups are: young people, businesses, public sector (health care, government). The campaign makes use of ambassadors (famous Frisian people) and has an extensive social media strategy. A lot of products and projects are developed to keep the campaign fresh and inviting.</p> <p>With a sticker or placard "Do Frisian" or with the inflatable mouth of Doutzen Kroes (main and first ambassador of the campaign) in shops, a shopkeeper gives to know that in his shop Frisian can be spoken. Because very often Frisian speakers relate to each other in Dutch if they do not know that the other knows Frisian. The objective of the campaign then is to get to know that Frisian would be attended and to encourage speakers to use it.</p>
3	Precedents (reasons, needs...)	The image of the Frisian language needed a boost. The Frisian language had a bit of a 'dusty' and 'boring' image. We needed humor, fun, light heartedness, something different, to keep the language alive and interesting for young people
4	Objectives	To make people aware of the advantages of multilingualism and bring back the love of the language

5	Main and close working areas	<ul style="list-style-type: none"> We made the campaign with the help of a communication and marketing and then we just started Main and first ambassador: top model Doutzen Kroes
6	Collaborating entities and their working areas	Municipalities, community centers, festivals, markets, business centers, broadcasting companies, public transport companies, health care, social services, etc.
7	Implementation period	Pilot in nov.-dec. 2007, after that overall campagne

FILE FOR MORE INFORMATION ABOUT BEST PRACTICES

8	Expansion (number of influenced people, internal and external expansion...)	Through Social Media we reach more than 100.000 people a week
9	Investment (economic, time, people...)	150.000 euro a year (main team consists of two people, 1,5 fte)
10	Results	<ul style="list-style-type: none"> A more positive attitude towards the Frisian language and multilingualism. Visibility of the Frisian language on Social media Because of that the number of people that want to learn to write Frisian and can write Frisian are increasing
11	Documentation, reference material	http://www.praatmarfrysk.nl/downloads.php
12	Presentation video	https://www.youtube.com/watch?v=8Vx1xcpeHwE https://www.youtube.com/watch?v=BlIjdMaTdvG https://www.youtube.com/watch?v=27Ha3AVe8LQ
13	Other relevant information	http://www.praatmarfrysk.nl/hoedochikmei.php