

OUR “LANGUAGE DIVERSITY” CAMPAIGN

WHAT LIES BEHIND IT?



LANGUAGE DIVERSITY

It's never too late...



www.language-diversity.eu

Language Diversity – a European campaign to raise awareness for multilingualism and linguistic diversity in Europe.

www.language-diversity.eu
info@language-diversity.eu

f Facebook: www.facebook.com/languagediversity
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A European project of the

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www.fuen.org



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- » Authors: Madlena Kowar, Judith Walde, Susann Schenk, Éva Péntzes
- » Translation: Frank de Boer
- » Layout and print: visuellverstehen GmbH



Lifelong
Learning
Programme

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Team Brixen 2013

Our “language diversity” campaign

WHAT LIES BEHIND IT?

Rooted in the region, active throughout Europe, diverse in our languages!

Our aims. Language diversity is our European campaign dedicated to raise awareness for multilingualism and linguistic diversity in Europe.

Following the European objective of multilingualism – each European citizen should at least speak two foreign languages additionally to his mother tongue – we want to motivate people to learn more languages and inform them about the advantages of multilingualism. We focus especially on enhancing the reputation of regional and minority languages and thus contribute to the preservation of linguistic diversity in Europe.

The core of the project is to develop and to provide tools and products for specific contexts and specific groups in order to raise awareness and to give information. We rely

on the latest scientific results about the positive effects of multilingualism.

The language diversity team supports existing events with a regional, national and European impact in the cultural, sports and youth sector with our awareness raising campaign under the auspices of the Federal Union of European Nationalities (FUEN, www.fuen.org). We open eyes and ears, convince local people of the value of linguistic and cultural diversity: we give information and advice, we provide a network and contribute to the survival of languages!

We resort to the opportunities of social networks and social campaigning in the Internet, especially Facebook and YouTube.



Language diversity pursues the following objectives:

- » **Sensitization** for multilingualism and language learning in a European context
- » **Awareness raising** for multilingualism and motivation for language learning
- » **Creating a positive image** for multilingualism and linguistic diversity, taking into account the languages available in the region, by increasing the recognition of the European value of the regional and minority languages
- » Establishment of **language-friendly environments** and making a sustainable contribution to the preservation and the positive use of linguistic diversity in Europe
- » **Public visibility** of multilingualism and linguistic diversity

Our campaign, under the motto “IT’S NEVER TOO LATE ...”

What do we do and where have we been?

Our language diversity team has been travelling all over Europe. For example:

- » to sports and culture events;
- » on the occasion of the annual European Day of Language on 26 September;
- » to schools and universities, for consultation meetings and information events;
- » on the requests of people who want to know more about multilingualism and linguistic diversity;
- » supporting European events organised by minorities and also by the majority population;
- » with presentations around conferences and seminars;
- » at youth and family events in multilingual European regions;

- » at scientific conferences or in cooperation with our scientific focus group;
- » with presentations at political events and policy meetings;
- » at Open Days of ministries, institutions and organisations;
- » etcetera, etcetera...

Be welcome and invite us to come to you! We very much like to come and promote multilingualism and linguistic diversity in Europe, especially focusing on the regional and minority languages. We work for a colourful Europe, we work hard to convince every European citizen that it is only natural to speak more than one language from an early age on, and to be open to learn a third or fourth language – according to one’s own abilities.

We like to work with partners and other organisations and with institutions: it is not so important whether they are scientists, politicians, NGOs or schools. For us it is important that we have the chance to inform people in Europe about diversity.

Therefore, don’t hesitate and contact us! We would like to help you and support you in enhancing your activity and to enthuse your participants. Because ... according to our motto: **“It’s never too late!”**

Dat is nii to loot ...

Még nem késő ...

Nikoli ni prepozno ...

Es ist nie zu spät ...

Dydy byth yn rhy hwyr ...

It's never too late ...

Et as uler tu lääś ...

Det er aldrig for sent ...

Morse n'eo re ziwezhat ...

Il n'est jamais trop tard ...

Igl ei mai memia tard ...

Никогда не поздно ...

Non è mai troppo tardi ...

Nikada nije pre kasno ...

Koskaan ei ole liian myöhäistä ...

Njejo žednje pšepózdže ...

Hi gah zu rahr ...

Hiç bir zaman geç değil ...

Nigdë nie je za pózno ...

Njeje ženje přepózdže...

Nu easti vărăoară amămatu ...

Language diversity online **STRONG NETWORK**

Why and how are we using the social media?

When our language diversity team is on the move and visits you in your region, town, school or working place, we want that Europe knows about it. There is little knowledge about the small languages and the multilingual regions in Europe.

Who knows about the Sorbs in the region of Lusatia, the smallest Slavic people without a kin-state who live in Germany? Who knows the German-Danish border region and its abundance of local languages? Who knows the towns of Eupen and Malmedy in the German-speaking Community, which is one of the three communities in Belgium, where you can hear both German and French, and which has an autonomous education system of its own?

Did you ever hear about the Kashubians or the Yenish? Why on earth are there pogroms against Roma and where do people speak Ladin?

We consider it as our task to provide information about these topics.

We use our social media channels in particular. Our main target group – youth and young adults – can be addressed very well with these channels.

Independently of the platform: on our website, on Facebook and YouTube we give information in the form of reports, photos, questions and facts to tell you about the richness of languages and regions in Europe. Your support is very important for us.

With your active participation and your answers to questions, for example when we want to know how you say “thank you” in your language, you support us in achieving our task to bring knowledge to our followers.

We would like to thank you very much for your contributions!

Our YouTube-channel

Pinterest

Our Facebook-page has more than 1600 followers

Our homepage in nine languages

An overview with examples of the past years

OUR CAMPAIGN

Rooted in the region, active throughout Europe – the language diversity team on the move.

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Football inspires

EUROPEADA 2012

European Football Championship of the autochthonous, national minorities.

In the same period as the European football championship of UEFA, the EURO 2012 in Poland and in Ukraine from 16-24 June 2012, the championship of the autochthonous, national minorities of Europe took place at the Lusatian Sorbs in Germany. Our language diversity team was there during the whole week.

During the football matches short films were made, promotion materials were distributed, the matches were commented upon in several languages for the livestream, and promotion actions, flashmobs and interviews were undertaken.

Next to football, our team focused in particular on youth and children. We visited Sorbian schools to introduce the school pupils in a playful way to the subject of multilingualism and linguistic diversity. Over the week the whole region got to know us, which was the reason why again and again we were asked to come back to the region of Lusatia.



You are not alone

EUROPEAN CITIZENS INITIATIVE “MINORITY SAFEPAK”

One million signatures for diversity in Europe.

The language diversity team supports the European Citizens’ Initiative “Minority SafePack” and especially its proposals in the field of regional and minority languages. For that reason we were at the official start of the initiative in June 2013 and organised an unforgettable and colourful event on the market square of Brixen in South Tyrol, Italy.



**MINORITY
SAFEPAK
INITIATIVE**

YOU ARE NOT ALONE. ONE MILLION
SIGNATURES FOR DIVERSITY IN EUROPE

www.minority-safe-pack.eu



It's never too late ... make your language famous!

MILAS-LANGUAGE COMPETITION 2014

Show us how beautiful your language(s) are!

In spring 2014 we organised the Europe-wide online-competition MiLaS for youth and young adults for the very first time, under the motto It's never too late ... make your language famous!

"Show us how beautiful your language(s) are! Show us in a relaxed, cool, funky or emotional way, using self-written poems, sketches or songs, what you are capable of and how beautiful your language(s) are!" – that was our call.

MiLaS

With this competition we would like to promote multilingualism and increase the attractiveness and the image of languages in Europe. It is important for us that – apart from the major languages such as English or German – in particular also the regional and minority languages become more visible in the public sphere. Many of them are seriously endangered.

In total 30 contributions in 25 languages from 10 countries were submitted. The final with the five best contributions took place in Sønderborg, Denmark.

All the videos that were submitted can be found at the Facebook and YouTube-page of language diversity:

www.milas.language-diversity.eu

www.youtube.com/user/languagediversity



26 September EUROPEAN DAY OF LANGUAGES

Celebrating diversity: Hi, hallo, zdravo, ciao, moin, witaj, labas & hoi!

The European Day of Languages is being celebrated on 26 September each year, on the initiative of the Council of Europe. The language diversity team uses this day to promote multilingualism and linguistic diversity both at schools and in the European Parliament.

- » 2012: language diversity visiting the Sorbian School and Meeting Centre in Bautzen/Budyšin
- » 2013: The language diversity team in the European Parliament, in discussion with Members of the European Parliament.

Day of Languages Bautzen 2012

Day of Languages Brussels 2013



Berlin



Copenhagen


It's never too late ... Get to know more about languages!

OPEN DAYS

Many institutions, organisations and government departments hold open days once a year. We used these days and were there with our actions:

Berlin, August, Open Days of the Ministries: our language diversity team visited a number of ministries and talked with and gave information to visitors about linguistic diversity in Germany and in Europe. Furthermore the team supported the Minority Secretariat of the four autochthonous national minorities in Germany.

We also were invited to come to Copenhagen, where the Cultural Night in the Danish Parliament took place. With a language quiz we tried to motivate the visitors to learn additional languages and to get to know more about this subject.



At the grand finale of the folklore programme the language diversity team, supported by Sorbian school students from the bilingual region of Lusatia sent 450 colourful balloons into the sky, as a symbol for diversity.

It's never too late ... Join us!

FOLKLORE FESTIVAL “ŁUŽICA/LAUSITZ/LUSATIA”

Sorbian dancing and folklore groups invited 10 ensembles from around the world to come to Lusatia.

In July 2013 the 10th International Folklore Festival “Łužica/Lausitz/Lusatia” took place in the German region of Lusatia, with 10 groups from all over the world and just as many groups from the region itself, who offered a very diverse and colourful programme to the 18,000 visitors. The language diversity team made sure that there was also enough attention for linguistic diversity, next to all the dancing power. We came with a post office, from where everyone had the chance to send multilingual greetings from Lusatia. With a quiz we tested the knowledge of the

visitors about linguistic diversity. The persons who were not able to tell how many languages there are in the world or which language is the oldest in Europe received a flyer with facts about linguistic diversity and the benefits of multilingualism.





Our team on the move in German and Danish schools in the border region during the Christmas period.

The language diversity team VISITING SCHOOLS AND UNIVERSITIES FOR CONSULTATION AND INFORMATION EVENTS



Seminar for teams of educators at the ethno-cultural language camp of the Germans in Russia in Udelnaja/Moscow District, Russia: educators learn together with our team how by using creative ideas they can teach their students about multilingualism and linguistic diversity.



Flensburg University: language diversity teaching 40 students of the minority department about linguistic diversity in Europe.



Project week of the Lower Sorbian Grammar School in Cottbus/Chóšebuz, Land of Brandenburg, Germany: Active for multilingualism: school students exercise together with us for the creative competition that we were preparing, by shooting multilingual video-clips.



The language diversity team in action in Friesland, the Netherlands; visiting Afûk – promotion of the (West) Frisian language (www.afuk.nl)



Forum on language planning for minorities, with a focus on status planning: how can the status or image of a language be improved – based on the example of the region of Lusatia, Germany.



Autumn Seminar of the Youth of European Nationalities (YEN) in Pécs/Fünfkirchen, South Hungary: language diversity and members of YEN visiting schools and institutions together.



In Namur, Belgium, at the Conference on Bilingualism. Visiting professor Jeroen Darquennes and discussion about language policy in minority and multilingual regions.

... on tour!

PARTICIPATION IN EUROPEAN EVENTS, PRESENTATIONS AT CONFERENCES AND SEMINARS



Family afternoon



School in the countryside

It's never too late ... Learn more languages!

YOUTH AND FAMILY EVENTS

In multilingual regions in Europe.

Family afternoon. Young families from the region of Lusatia come together for a Sorbian family afternoon in Crostwitz/Chrósćicy: our quiz by language diversity with great prizes.

School in the countryside. September 2013: school in the countryside; students of the Sorbian secondary school in Radibor/Radwor are learning from us during their project week

Cooperation with our scientific focus group

ACADEMIC CONFERENCES



LIMA Final Conference 2013: Multilingual Individuals and Multilingual Societies in Hamburg: Discussion with linguists.



Conference on European Language Policy for Regional and Minority Languages in Bozen/Bolzano, South Tyrol, 2012.



European Conference on Language Policy: Substance and Practice of European Language Rights Cottbus/Chóšebuz, Lusatia, in December 2013: conference with scientists, politicians and representatives of minorities.

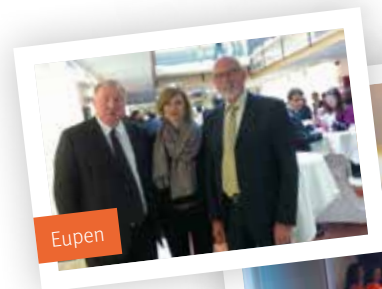
Presentations at political events ... AND POLICY MEETINGS

It's never too late ... Create a network!

Eupen. Language diversity at the reception of the Prime-Minister of the German-speaking Community in Belgium in February 2014 on the occasion of 40 years of autonomy of the German-speaking Community; conference "Small is Beautiful"

Brussels. Language diversity at the European Parliament in Brussels, Belgium, for a discussion with Members of the European Parliament

German Parliament. At the German Federal Parliament (Bundestag): participation in the meeting of the Home Affairs Committee of the Parliament with the Minority Council of Germany and the German Commissioner for Matters Related to Ethnic German Resettlers and National Minorities, Hartmut Koschyk (MP)



Brussels



German Parliament (Bundestag)



Language diversity together with representatives of minorities and the Prime Minister of the Land of Schleswig-Holstein, Germany, on the occasion of Europe Day 2014 in Sønderborg/Sonderburg, Denmark, during the FUEN Congress 2014.

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IT'S NEVER TOO LATE ...

