

BUSINESS LANGUAGE CHAMPIONS

a project supported by the DfES through CILT

Inspiring young people to embrace language learning

We must change our cultural attitude. We are an island race but must embrace the world and speak its languages if we want to be in the pole position for business. These issues must be tackled by government, teachers, careers advisors and companies – we cannot allow it to blight the UK's future economic success.

Sir Digby Jones, Former Director General, CBI

Business Language Champions aims to highlight the growing concern for the availability and level of language skills in the UK, by inspiring companies to actively engage in partnerships with schools that are focussed on language learning. Its primary goals are to:

- help students understand the importance of languages as a practical and critical workplace skill;
- help teachers grasp the business need for language skills to succeed in international markets;
- help companies understand how home-grown language skills can enhance competitive advantage.

By combining learning from previous individual pilot projects, CILT (the National Centre for Languages) and Business in the Community are working together, in collaboration with the Regional Language Networks and the Comenius Networks throughout England, bringing together our respective expertise in languages learning and a network of 750+ corporate members, to develop a nation-wide programme that will encourage exciting and innovative partnerships and show-case best practice.



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Language skills are becoming increasingly desirable in applicants for a wide range of jobs. For an international organisation, linguistic and cultural skills are vital in communicating effectively with overseas partners and customers.

Jane Varley, MET Office

We are seeking businesses and organisations from across the UK who can inspire, influence and spend time with young people, demonstrating how language skills are an essential business tool.

How will your company benefit from getting involved?

- Gain a higher media profile, both locally and nationally, from participating in a nation-wide programme;
- Develop your Corporate Social Responsibility Programme in an innovative way, which will impact directly on your recruitment drive in the immediate and more distant future;
- Broaden your firm's culture, thus encouraging staff to be more aware of each other's cultures and traditions;
- Harness the language skills and enthusiasm for languages among your employees;
- Promote an awareness among young people of the relevance of languages in the workplace.

What can you do to get involved?

- Talk to schools about how languages are important to your business;
- Receive students and teachers for visits to your business;
- Act as languages mentors to students in a local school(s);
- Provide access to foreign language documentation;
- Act as a languages mentor to other businesses in your area;
- Participate as a good practice example in business training programmes.



To find out more: contact the Business Language Champions national team on:
Tel: +44 (0) 20 7395 0849 (CILT) or +44 (0) 20 7566 8736 (BITC) or visit www.cilt.org.uk/blc



The Business Language Champions programme is supported by the Department for Education and Skills. It is co-ordinated by CILT the National Centre for Languages, and BITC (Business In The Community).