

# BUSINESS LANGUAGE CHAMPIONS

a project supported by the DfES through CILT

## Inspiring young people to embrace language learning

*By taking part in the Business Language Champions programme we hope to spread the message to the region's children that languages are an essential tool for today's businesses, whatever sector you work in.*  
David Woolcock, Paradise Park Wildlife Sanctuary, Cornwall

Businesses increasingly need employees with language skills to succeed in international markets. Early exposure to practical experience of using languages at work is not only vital to the learning process for school and college students, but it can also make languages fun and relevant to their future career path.

Business Language Champions aims to:

- help students understand the importance of languages as a critical workplace skill;
- help teachers grasp the business need for language skills to succeed internationally;
- 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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*The development of links between schools and business is beneficial to both sides and gives real meaning to students' language learning. They gain valuable insight into business practice, as well as discovering practical ways of applying the knowledge and skills they have acquired during their language courses.*

**Bernadette Challinor, Modern Foreign Languages Consultant, Leicestershire Learning Authority**

By matching your school or college to a local business with an international dimension, Business Language Champions aims to bridge the gap between business and education and to help students to make that connection for a brighter future.

### How will your school/college benefit?

- Connection with a local business that uses languages;
- Access to authentic learning materials, to help develop project-based activities;
- A chance to see languages in action in the workplace;
- In-school visits from employees and business representatives;
- Opportunities for work-related learning and student placements;
- Media coverage of your school's involvement in the programme;
- Business attendance at local language festivals and events hosted at schools and colleges.



### What can you do to get involved?

- Encourage and release students and teachers to spend time with local businesses learning about what they do and how they use languages;
- Support appropriate language-related project activities designed by students or staff, e.g. email and phone conversations prepared using work-related materials;
- Encourage staff and students to enter their activities into the BLC Awards competition.



**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](http://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).