

# LIND Expert Group Mid-Term Report: January-June 2025



## Introduction

The first half of 2025 has been a pivotal period for the LIND Expert Group Work Programme as it aligns with the overarching goals of the Language Industry Expert Group work and objectives carried out under the auspices of DGT. This report provides an overview of progress on key initiatives under the work programme pillars: Traineeship Promotion, Train the Trainer, Visibility of the Profession, and Knowledge Centre on Translation and Interpretation (KCTI). The report highlights work accomplished to date, key deliverables, and outcomes as outlined in the mid-term review conducted on **16 July 2025**.

---

### 1. Traineeship Promotion

**Objective:** Enhance industry engagement and develop skills by promoting comprehensive traineeship opportunities.

#### Key Initiatives and Deliverables:

- **Traineeship Platform Development:** Establishment of a robust platform connecting trainees with industry opportunities, in collaboration with the European Masters in Translation (EMT)
  - Structure for marketplace inserted on KCTI structure.
  - Discussions on private traineeship promotion ongoing.
  - Public service traineeships under discussions with COTSOES.
- **Data Collection and needs analysis:** Utilise the European Language Industry Survey (ELIS) report covering data on traineeships and establish a complementary survey targeted at EMT to analyse the traineeships requirements and needs across Europe.
  - Complementary survey on traineeships for language companies was conducted in May-June, with a response rate of 72. This survey allowed to detect trends on reasons for providing and not providing traineeships.
  - Outcomes from the survey: This response is being compared to a similar survey targeted at universities. The goal is to produce toolkits and guidelines promoting traineeships.
  - A social media campaign to promote traineeships is in development.
- **Traineeship Entry Package:** Based on the needs analysis, guidelines for both universities and potential employers will be drafted to enhance the traineeship experience on both sides. Also includes support documents to encourage companies to take trainees and universities to foster contacts with industry associations.

#### *Next Steps agreed:*

- Online meetings over summer to discuss the main components of the toolkit and a coordination meeting with EMT counterparts to align analysis.

---

## 2. Train the Trainer

**Objective:** Enhance the capacity and effectiveness of language industry trainers. Increased proficiency of trainers in incorporating new technologies and methodologies.

### **Key Initiatives and Deliverables:**

- **Capacity Building Workshops:** Develop a comprehensive 'Train the Trainer' model in collaboration with EMT, focusing on innovative teaching methodologies, technology integration, and AI topics.
  - A training module for universities has been developed in cooperation between LIND and IULM, an EMT member university. This training is scheduled for October.
- **Pilot Programmes and Evaluation:** Implement pilot programmes and conduct evaluations to refine content and delivery methods, preparing for wider implementation in the subsequent years.
  - The module is scalable, designed to be shared and used as a best practice within the EMT Network.

### *Next Steps:*

- The module template will be disseminated among LIND and EMT and discussed in an EMT network meeting and presented at TEF.

---

## 3. Visibility of the Profession

**Objective:** Elevate the profile and perceived value of language industry careers. Increased awareness and interest in the language industry as a viable and attractive career path.

### **Key Initiatives and Deliverables:**

- **Launch Visibility Campaign:** Initiate a visibility campaign based on a cohesive narrative promoting the importance and impact of language professionals in the global market, aiming at future students, their teachers and parents; establish guidelines and frameworks for effective outreach.
  - Material has been reviewed based on feed-back and reference added to the newest developments. Material has been shared with LIND experts and on KCTI.
- **Content Refining:** Localise the material developed for the visibility campaign, in collaboration with the EMT.
  - Efforts to boost translation profession visibility resulted in the creation of brochures in English (EN), Finnish (FI), French (FR), and German (DE). Translations into Spanish (ES), Greek (EL), Dutch (NL), Czech (CZ), and Slovak (SK) are ongoing.

- **Feedback and Innovation:** Conduct mid-term and year-end reviews on campaign effectiveness, gathering feedback from stakeholders and adjusting strategies as needed for future visibility efforts.
  - Material was reviewed by focus groups, teachers and students, and adjusted accordingly. New references were added.

*Next Steps:*

- Sustained promotion through social media with involvement from LIND member associations and EMT students. DTP support from DGT for the layout of further language versions and production of SoMe frames by DGT.
- 

#### **4. Knowledge Centre on Translation and Interpretation (KCTI)**

**Objective:** To tap into industry knowledge to enhance the content of the brand-new knowledge centre for translation and interpretation professions and to increase translation-related content with industry perspective.

**Key Initiatives and Deliverables:**

- **Optimisation of content:** Initiate inventory on competitor sites that will help optimising KCTI ranking on the web.
  - Inventory done, optimisation ongoing in July-August.
- **Content Creation:** Create content (news, profiles, resources, data) from industry stakeholders to be published on KCTI.
  - Language industry tab created, data to be added. Industry profiles added in search and content (KCTI Talks).
- **User Testing:** Conduct user testing for the KCTI and the translation-related content in particular with a view to enhancing user experience of the KCTI platform and thus making it more popular among the T&I community. Gather feedback from stakeholders and adjust strategies as needed.
  - First sessions organised in June and July. Feedback taken into account on Communities, News and Events.

*Next Steps:*

- Continue to flag relevant industry events and news through established channels on Teams.

---

## **Conclusion**

The LIND Expert Group has made substantial strides toward achieving its objectives in the first half of 2025. The group remains committed to fostering industry engagement, skill development, and the visibility of language professions. The collaborative efforts with EMT and other industry stakeholders continue to strengthen the programme's initiatives. The forthcoming months will be crucial for refining these strategies and ensuring successful implementation of the remaining work programme objectives.