

LIND Expert Group Work Programme 2024-25

Introduction

The 2025 Work Programme strategically aligns with the overarching goals of promoting industry engagement and its cooperation with the academia, boosting the visibility of the profession and enhancing translator training. Through collaborative efforts and strategic initiatives, the LIND expert Group aims to contribute to an environment where talent can thrive, and the value of language professionals is universally recognized. The 2025 Work Programme for the LIND Expert Group reflects the commitment to advancing the language industry professionalisation and the cooperation between the language industry and the academia by focusing on four pivotal entities: *Traineeship Promotion, Train the Trainer, Visibility of the Profession, and Knowledge Centre on Translation and Interpretation*. Through strategic partnerships, targeted projects, and a timeline (see annex), we aim to foster the development of the language professions and drive cooperation among its key stakeholders.

Description of the work programme per activity:

1. Traineeship Promotion

Objective: To enhance industry engagement and skill development by promoting and providing comprehensive traineeship opportunities and best practices.

Key Initiatives:

- **Traineeship Platform Development:** Establishment of a robust platform connecting trainees with industry opportunities, in collaboration with the European Masters in Translation (EMT)
- **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.
- **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.

2. Train the Trainer

Objective: To enhance the capacity and effectiveness of trainers within the language industry, academia included, ensuring the delivery of high-quality education and skill development.

Key Initiatives:

- **Capacity Building Workshops:** Develop a comprehensive 'Train the Trainer' model in collaboration with EMT, focusing on innovative teaching methodologies,

technology integration, and AI topics. Objective: Increased proficiency of trainers in incorporating new technologies and methodologies.

- **Pilot Programmes and Evaluation:** Implement pilot programmes and conduct evaluations to refine content and delivery methods, preparing for wider implementation in the subsequent years.

3. Visibility of the Profession

Objective: To elevate the profile and perceived value of careers within the language industry, fostering greater understanding and appreciation among stakeholders.

Key Initiatives:

- **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. Objective: Increased awareness and interest in the language industry as a viable and attractive career path
- **Content Refining:** Localise the material developed for the visibility campaign, in collaboration with the EMT
- **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.

4. KCTI – Knowledge Centre on Translation and Interpretation

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:

- **Optimisation of content:** Initiate inventory on competitor sites that will help optimising KCTI ranking on the web.
- **Content Creation:** Create content (news, profiles, resources, data) from industry stakeholders to be published on KCTI.
- **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.

LIND WP 2024-25 timeline

December 2024

- **Meeting Date: 16/12**
 - **Content:**
 - Kick-off of the Language Industry Survey 2025 with partners like EUATC, GALA, ELIA, FIT, LIND, EMT, COTSOES to gather data on industry trends and internships.
 - Introduction to the key topics for collaboration with academia (PODs): Visibility of the Profession, Promoting Traineeships, and Train the Trainer.
 - Introduction of Knowledge Centre on Translation and Interpretation (KCTI).
 - **Deliverables:**
 - State of play report for all PODs and next steps.

January 2025

- **Online meetings with PODs 14/1, 21/1:**
 - **Content:**
 - Strategies for visibility enhancement of the profession.
 - Discussions on promoting traineeships and the Train the Trainer program.
 - Mapping of localisation needs of the visibility campaign.
 - **Deliverables:**
 - State of play report for all PODs and next steps.
 - Draft timeline and team setup for traineeship platform, Train the Trainer, and visibility initiatives.

February 2025

- **LIND Meeting: 14/2 in Brussels**
 - **Content:**
 - Report on the state of play for all PODs and establishing next steps. Assigning LIND experts for each action, set a timeline.
 - **Deliverables:**
 - State of play report for all PODs and next steps.
 - Draft timeline and team setup for traineeship platform, Train the Trainer, and visibility initiatives.
- **Joint LIND-EMT Meeting: 14/2 in Brussels**
 - **Content:**
 - Agile Brainstorming on the following topics: Traineeships, Train the Trainer, Visibility

- **Deliverables:**
 - Updating of the draft questionnaires and fine-tuning them with the ELIS survey results. Plan for promotion on existing and future platforms. Concept of a training session, outline of the platform mentioned above for knowledge sharing and practical insights directly from industry stakeholders. Strategies and steps to localise the visibility campaign material.

March – April 2025

- **ELIS Report and Webinar: 18/3**
 - **Content:**
 - Release of the ELIS report and targeted survey with EMT covering industry trends and traineeships.
 - Data dissemination for better decision-making in promoting traineeships and enhancing the visibility of the profession.
 - **Deliverables:**
 - ELIS report and findings.
 - Webinar to share insights from the report.

May 2025

- **LIND Meeting: Online (Date TBD)**
 - **Content:**
 - Mid-term review of work program and individual PODs.
 - State of play of ongoing initiatives:
 - Promoting Traineeships.
 - Train the Trainer.
 - Enhancing visibility for the profession.
 - Roll-out plan review for KCTI and feedback on the new platform.
 - **Deliverables:**
 - Mid-term review report.
 - Feedback and roll-out plan for KCTI.

June 2025

- **EMT network meeting in Warsaw, 2-3 June**
 - **Content:**
 - Presentation of a train-the-trainers pilot programme
 - Participation in dedicated sessions with relevance for industry collaboration
 - **Deliverables:**

- Concrete proposal of a train-the-trainers initiative, that could serve as a blueprint for similar initiatives with other universities.

September 2025

- **LIND Meeting: Online (Date TBD)**
 - **Content:**
 - Presentation of each POD with detailed and concrete projects.
 - Planning for autumn activities and initiatives.
 - **Deliverables:**
 - Project presentations for each POD.
 - Autumn activity plan.

October 2025

- **LIND Meeting: Online (Date TBD)**
 - **Content:**
 - Review and update of the state of play for WP 2025 and WP 2026.
 - Finalization of the Traineeship Entry Package and refinement of trainee platforms.
 - Guidelines for the visibility campaign's localisation for universities.
 - Content creation for the KCTI Career section.
 - **Deliverables:**
 - Updated WP 2025 and draft WP 2026 reports.
 - Finalized Traineeship Entry Package.
 - KCTI Career section content.

November 2025

- **LIND Meeting back-to-back with TEF: 7 November 2025**
 - **Content:**
 - Update on PODs and feedback from TEF.
 - **Deliverables:**
 - State of play report for all PODs
 - Feedback report from TEF.

December 2025

- **LIND Meeting: TBD**
 - **Content:**
 - Review of the 2025 Work Programme.
 - Preparation of the 2026 Work Programme.
 - **Deliverables:**
 - Year-end review report.
 - Draft for the 2026 Work Programme.

