

# LIND Expert Group Year-End Report: January-December 2025



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## Introduction

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 year-end review conducted in December 2025.

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### 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.
    - Private traineeship promotion launched.
    - Public service traineeships launched 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. Align the analysis with similar, academic survey launched by EMT.
    - 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: The results of the survey were aligned with the EMT survey and fed in the LIND traineeships package.
    - Traineeship section was published on KCTI.
  - **Traineeship Entry Package:** Based on the needs analysis, guidelines for both universities and potential employers were drafted to enhance the traineeship experience on both sides. Also included was support documents to encourage companies to take trainees and universities to foster contacts with industry associations.
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## 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:** A comprehensive **Training model** was developed in collaboration with IULM, an EMT member university, focusing on innovative teaching methodologies, technology integration, and AI topics, that also serves to 'Train the Trainer'. This training was launched in 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.
  - The **module template** was disseminated among LIND and EMT and discussed in an EMT network meeting and presented at TEF.
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## 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:** A visibility campaign launched 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; guidelines and frameworks for effective outreach were established.
  - Material was finalised based on feed-back and reference added to the newest developments. Material was shared with LIND experts and on KCTI.
- **Content Refining:** The material developed for the visibility campaign was localised, in collaboration with the EMT.
  - Efforts to boost translation profession visibility resulted in the creation of brochures in English (EN), Finnish (FI), French (FR), German (DE), Dutch (NL) and Polish (PL). 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.

- Sustained promotion through social media with involvement from LIND member associations and EMT students was launched. DTP support from DGT for the layout of further language versions and production of SoMe frames by DGT are ongoing.
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#### **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 done in August.
  - **Content Creation:** Content (news, profiles, resources, data) from industry stakeholders were published on KCTI.
    - Language industry tab created; page crated with links. 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. Gathering feedback from stakeholders and adjusting strategies as needed.
    - First sessions organised in June and July. Feedback taken into account on Communities, News and Events.
  - Continuous flagging of **relevant industry events** and news with support from LIND Experts through established channels on Teams.
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#### **Conclusion**

The LIND Expert Group made substantial strides toward achieving its objectives in 2025. The group remained committed to fostering industry engagement, skill development, and the visibility of language professions producing visible and tangible results. The collaborative efforts with EMT and other industry stakeholders continued to strengthen the programme's initiatives and effective completion. Towards the end of their term in 2025 efforts were made to refine these strategies and ensure successful implementation of the remaining work programme objectives.