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TERMNET AND SOCIAL MEDIA

TERMNET PUBLISHER
Training – Qualification – Certification. These were the most vibrant activities of TermNet in 2010-2012.

ExcellenceTerm, TermNet’s International Centre of Excellence for Terminology with focus on Research, Technologies and Services, builds the framework of these activities:

Based in Austria and Canada to serve the European, International and Latin American markets, ExcellenceTerm was established and further developed in 2010-2012 with financial support by the Austrian National Foundation for Research, Technology and Development.

Since TermNet has launched the ECQA Certified Terminology Manager - Basic Certificate within the framework of the European Certification and Qualification (ECQA) in May 2010, there is an ever-growing interest of people from all over the world - and from all vocational backgrounds and professions – to qualify for this job role and additional competence so much needed in the modern globalised societies and economies.

Quality – Terminology – and the language industry fit together well:

The services and international clients of LICS – The Language Industry Certification System – are ever-growing as well: Capacity building, train-the-trainer-trainings, expert pools and a global network of LICS Certified Enterprises represent a strong and reliable network of people and organisations committed to quality services in translation, community interpreting, tool development and translation quality evaluation.

Terminology projects for business clients – TermNet launches companies in Austria and Canada:

To become independent from public funding, TermNet is continuously preparing and performing terminology projects for business clients together with its members. These activities require commercial structures, leadership and entrepreneurship. A new challenge and pleasure for TermNet. Revenues from commercial activities are re-invested in people and organisations of the terminology community world-wide.

Thank you so much!

Many thanks to TermNet members and cooperation partners for their support and untiring dedication to terminology and quality.

The international impact and success of TermNet was made possible by the long support of the former Austrian Federal Ministry of Economics and Labour (now: Federal Ministry of Economy, Family and Youth). We will always be grateful for this support and Austria’s commitment to share knowledge and expertise made in Austria with the world.

In 2013, we’ll celebrate the 25th Anniversary of TermNet. You are most welcome to join our activities to celebrate 25 years of serving the terminology and language industries.
ABOUT TERMNET
MISSION STATEMENT

TermNet, the International Network for Terminology, is an international co-operation forum for companies, universities, institutions and associations who engage in the further development of the global terminology market. The products and services of this market are considered and promoted by TermNet as integral and quality-assuring parts of any product and service in the three broader areas of

- information & communication,
- classification & categorization
- translation & localization.

TermNet Members co-operate with a view to:

- Developing and marketing terminology products and services,
- Planning and implementing joint research and innovation projects, market development.
- Organizing practice-oriented training and summer schools,
- Networking and promoting own products and services at conferences, workshops and other joint activities,
- Developing high-end consultancy services on application-oriented terminology.

TermNet was founded on the initiative of UNESCO, with the aim to establish a network for co-operation in the field of terminology. In 1988, TermNet was registered as a non-profit organization being allowed commercial activities for the benefit of its members.

As accorded in the last General Assembly, TermNet has founded a limited company (TermNet Business Ltd.) to manage commercial projects and products with the industry. Additional funds coming from the company can be used for sponsoring young researchers, studies and other useful means for the promotion of the terminology work world-wide. TermNet Business Ltd. currently focuses primarily on the German speaking market. An English/French Branch was founded with TermNet Americas in Canada.

DID YOU KNOW?

that Eugen Wüster - the industrialist who became the godfather of terminology science, is also an ancestor of TermNet?

Wüster, who was born 1898 in Wieselburg, Austria, initiated the founding of Infoterm in 1971.

Wüster supported the organisation until his death in 1977. In 1988 Infoterm founded TermNet to become its commercial and application-focused branch.

Over the years TermNet has evolved as an independent association with a strong focus on the language and terminology market even beyond Wüster’s doctrine.
During the 22nd Meeting of the TermNet Assembly, held at Dublin City University on 14th of August 2010 the new Executive Committee was elected. It confirmed Frieda Steurs as President for the upcoming period.

Frieda Steurs
President
Head of the Department of Applied Language Studies, Lessius University College

Klaus-Dirk Schmitz
1st Vice-President
Head of the Institute for Information Management (IIM), Cologne University of Applied Sciences

Nicole Sévigny
2nd Vice-President
Director of the Standardization Strategies Division at the Terminology Standardization Directorate of the Translation Bureau of Canada

Rosa Colomer
Member of the Executive Committee
TERMCAT

Gabriele Sauberer
Executive Secretary

Further Board Members:
Gerhard Budin
Christian Galinski
Janet Lluxton
Judit Múrath
Bodil Nistrup-Madsen

During the 22nd Meeting of the TermNet Assembly, held at Dublin City University on 14th of August 2010 the new Executive Committee was elected. It confirmed Frieda Steurs as President for the upcoming period.

Blanca Nájera
Deputy Director
Products

Alexandra Kotai-Bontus
Office Management

Diana Brändle
Consultant for Products and Projects

Barbara Inge Karsch
Consultant for Products and Projects

Silvia Cerrella-Bauer
Consultant for Products and Projects

Anja Drame
Communication
TermNet Publisher

Debora Russi
Social Media and Networking

Aliyou Mana Hamadou
Projects

Karin Czermak
Projects

Dina Yanni
Projects
The Eugen Wüster Prize (EWP) 2010 has been awarded to Prof. Sue Ellen Wright Ph.D. and Prof. Dr. Klaus-Dirk Schmitz.

The prize is one of the most prestigious awards in the field of terminology and awarded every second year by a consortium of institutions to outstanding individuals of our profession. It is named in honour of Eugen Wüster, the leading figure and pioneer of terminology science. This year it went to two of the most well-known terminology scientists who have both individually as well as in joint efforts advanced study as well as applications of terminology management in research, teaching and economy.

In his laudatio, Prof. Dr. Gerhard Budin highlighted some of the most outstanding of the numerous achievements of the laureates:

Sue Ellen Wright is Professor of Modern and Classical Language Studies at the Kent State University Institute for Applied Linguistics. As a recognized international terminology expert, she is active in the national and international standards community. In addition to the standardizing activities, her publications include numerous articles in the field of terminology management and translation studies, edited books in these areas, and Volumes I and II of the Handbook of Terminology Management, compiled together with Prof. Dr. Gerhard Budin of the University of Vienna, Austria.

Prof. Klaus-Dirk Schmitz, long-term president of the Infoterm Executive Board (2001-2009) started his academic career in ambitious research projects on Machine Translation and Translator’s Workbenches. Prof. Schmitz is Vice-President of the German Association for Terminology (DTT), Secretary-General of the Association for Terminology and Knowledge Transfer (GTW – of which he has been President from 1991 to 1997).

He was also President of the Council for German-Language Terminology (RaDT – 1994 to 2004). Being an expert of terminology theory and applications, metadata, ontologies, localization (of software, catalogues etc.), database design and data modelling methods and techniques, his teaching and research activities focus on terminology theory and terminology management as well as on software localization and computer tools for translators. As a frequent organizer of and participant in terminology management and software localization seminars, workshops and road shows, he has been able to considerably enhance the role of terminology and its applications in education, business and many other fields, throughout the world.

The Prize is awarded on behalf of Infoterm, the Center for Translation Studies of the University of Vienna, the Department of Planned Languages and Esperanto Museum. It is co-sponsored by the City of Wieselburg and the International Institute for Terminology Research.

For more information about the prize, please see http://infoterm.info/activities/terminology_awards.php
**TERMNET MEMBERS…** *strong partners in a strong network.*

<table>
<thead>
<tr>
<th>American Translators Association</th>
<th>International Federation of Language Teacher Associations (FIPL)</th>
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<td>Association for Terminology and Knowledge Transfer</td>
<td>International Institute for Terminology Research</td>
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<td>Austrian Association of Materials Management, Purchasing and Logistics</td>
<td>Iranian Information and Documentation Centre</td>
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<td>Austrian Commission for UNESCO</td>
<td>Korea Terminology Research Center for Language and Knowledge Engineering</td>
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<td>Austrian Computer Society</td>
<td>Language Industry Association of Canada</td>
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<td>Austrian Society for Documentation and Information</td>
<td>Lessius University College, Antwerp</td>
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<td>Basque Centre for Terminology and Lexicography</td>
<td>Matej Bel University, Banská Bystrica</td>
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<td>BIK Terminology Barbara Inge Karsch</td>
<td>Multi-Languages Corporation</td>
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<td>Centre for Terminological Information and Research, “Politehnica” University of Timișoara</td>
<td>MultiLingual Computing Inc.</td>
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<td>China National Institute of Standardization</td>
<td>National Language Service, South Africa</td>
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<td>Cologne University of Applied Sciences</td>
<td>New Zealand Society of Translators and Interpreters</td>
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<td>Copenhagen Business School</td>
<td>Paradine TKS</td>
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<td>D.O.G. Dokumentation ohne Grenzen GmbH</td>
<td>Public Works and Government Services Canada</td>
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<td>Danish Centre for Terminology</td>
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<td>dbterm terminologiservice Diana Brändle</td>
<td>Terminology Association of Hong Kong</td>
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<td>Dewan Bahasa Dan Pustaka, Malaysia</td>
<td>TERMplus ApS</td>
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<td>eCl@ss e.V.</td>
<td>translingua</td>
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<td>European Academy Bolzano</td>
<td>Translators Association of China</td>
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<td>European Academy for Standardization</td>
<td>University of Leipzig</td>
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<td>European Association for Terminology</td>
<td>University of Pécs, Faculty of Business Economics</td>
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<td>European Central Bank</td>
<td>University of Southern Denmark</td>
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<td>European Multimedia Forum</td>
<td>University of Vienna</td>
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<td>German Qualifications Federation</td>
<td>Yasar University - Department of Translation and Interpreting</td>
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<td>Hacettepe University, Ankara</td>
<td>Zurich University of Applied Sciences</td>
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<td>Indian Translators Association</td>
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<td>Innovation Network Austria</td>
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<td>Institute for Museum Research</td>
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<tr>
<td>International Information Centre for Terminology</td>
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ISO TC 37, Terminology and other Language and Content Resources is responsible for the development of Standards on terminology and other language and content resources, and other related documents (such as Technical Reports).

The 2010 Annual Meetings were held in Dublin, Ireland from August 16th to 20th, 2010 in the NSAI head office at 1 Swift Square, Northwood, Santry, Dublin 9. The Schedule included the time-tabling of parallel meetings of ISO TC 37 Subcommittees (SCs) and Working Groups (WGs) where standards and guidance documents are developed in the field of terminology and other language and content resources.

**ISO/TC 37 Workspace**
http://www.iso.org/tc37

**The meetings were organized by:**

![NSAI Meetings Website](http://www.nsai.ie/Our-Services/Standardization/ISO-TC37-Annual-Meeting-2010/)

**Foras na Gaeilge**

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**TKE 2010**

**Quality, standards and certification issues to be debated during TKE 2010**

11-14 August 2010 Fiontar at Dublin City University

TermNet organized a Workshop on quality in the language industry during TKE 2010 in Dublin

Can quality be assured in the language industry? How can standards and certification improve performance of the language sector and how everybody can contribute and benefit from it? These are questions TermNet will ask and answer together with the participants of a full day workshop during the International Conference on Terminology and Knowledge Engineering on 11 August 2010 at Dublin City University.

Certification has become one of the buzzwords of the language industry. While the demand and the market is steadily growing worldwide, many professionals are still unaware or uneasy about this new direction. Lack of knowledge may be one major reason for this. The workshop will familiarize participants with the status quo in certification and introduce recent issues.


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**YEAR IN PICTURES**

**JULY**

TKE Dublin
Eugen Wüster Prize
ISO/TC 37 Dublin
TermNet General Assembly

**AUGUST**

LICS Training in Malaysia

**SEPTEMBER**

ECQA Days

**OCTOBER**

TermNet staff meeting in Vienna
The Council for German-language Terminology, better known as RaDT, has again met twice in 2010-2011. TermNet is a member of this strategic planning think tank of ca. 25 terminology experts from the German speaking regions of Europe.

RaDT has been founded on the initiative of the UNESCO Commissions in the respective countries with the aim of strengthening the role and position of German in technical and professional communication through the promotion of terminology work.

In 2010, RaDT published its latest series of papers, called Knowledge, Brands, Customer Loyalty. These documents target managers and other decision-makers in industry and business who are traditionally rather non-experts in terminology. The publication explains in their language the important role of terminology for overall success.

RaDT meetings:

33rd Meeting: 19–20 November 2010 Luxemburg
34th Meeting: 2 April 2011 Bozen
November 2010, TermNet set its professional foot for the first time on the Asian-Pacific region by attending the Biennial National AUSIT Conference and exhibition (5-6 November) in Fremantle, Western Australia. While sporadic contacts with members of the Australian and New Zealand language industry have persisted for quite a few years now, this conference was the opportunity to officially showcase our network’s activities down under. AUSIT is the Australian Institute of Interpreters and Translators, Inc. More than 300 representatives from a wide range of applied language professions, educational institutions, government organisations and the corporate sector were expected to attend this year’s event. A great opportunity for extensive visibility and many new contacts from this - in terms of terminology - so far largely uncharted region.

More information about the event: www.ausitconference.org

EAFT SUMMIT 2010

TermNet member, the European Association for Terminology (EAFT) celebrates its 5th Terminology Summit from 12 - 13 November 2010 at the Károli Gáspár University in Budapest, Hungary

“We all know that we are living in a very economically, socially and environmentally troubled and changing world where the media play a leading role. Every day we can see the emergence of new ways of communicating although their attendant issues and functioning may not yet be clearly identified. Some would consider that “the Community” is the only owner of knowledge, and especially communicative and linguistic knowledge. So, one could wonder how terminologists could grasp the quality flag in order to command respect regarding their know-how and their practice and be recognized as the real base of all knowledge in our global and multipolar society.”

TermNet will be represented with the topics terminology, industry and business.

More information about this conference, program and registration at: talknyelvport.nyud.hu/summit-2010
TERMNET WAS REPRESENTED IN 2010, 2011 AND 2012 IN...

<table>
<thead>
<tr>
<th>Event/Conference</th>
<th>Date(s)</th>
<th>Location</th>
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<tr>
<td>Migrations: Interdisciplinary Perspectives</td>
<td>1 – 3 July 2010</td>
<td>Vienna, Austria</td>
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<tr>
<td>Terminiology and Knowledge Engineering</td>
<td>10 – 14 August 2010</td>
<td>Dublin, Ireland</td>
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<tr>
<td>ISO/TC 37 Annual Meetings</td>
<td>15 – 20 August 2010</td>
<td>Dublin, Ireland</td>
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<td>EuroSPI</td>
<td>31 August – 4 September 2010</td>
<td>Grenoble, France</td>
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<td>ATA Conference</td>
<td>27 – 30 October 2010</td>
<td>Denver, U.S.A.</td>
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<td>AUSIT Conference</td>
<td>01 – 07 November 2010</td>
<td>Fremantle, Australia</td>
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<td>EAFI Terminology Summit</td>
<td>02 November 2010</td>
<td>Budapest, Hungary</td>
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<td>Tekom</td>
<td>03 – 05 November 2010</td>
<td>Wiesbaden, Germany</td>
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<td>33rd RaDT Meeting</td>
<td>19 – 20 November 2010</td>
<td>Luxemburg, Luxembourg</td>
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<td>Toronto Autoshow</td>
<td>22 – 24 February 2011</td>
<td>Toronto, Canada</td>
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<td>34th RaDT Meeting</td>
<td>2 April 2011</td>
<td>Bolzano, Italy</td>
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<td>MemoQ Fest</td>
<td>10 – 16 April 2011</td>
<td>Budapest, Hungary</td>
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<td>Tekom Spring Meeting</td>
<td>14 – 15 April 2011</td>
<td>Potsdam, Germany</td>
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<td>NZSTI Conference - Reflections on Language and Technology</td>
<td>4 – 5 June 2011</td>
<td>Auckland, New Zealand</td>
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<td>Human Computer Interaction</td>
<td>6 – 12 June 2011</td>
<td>Orlando, United States</td>
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<td>ISO/TC 37 Annual Meetings</td>
<td>12 – 26 June 2011</td>
<td>Seoul, South Korea</td>
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<td>EuroSPI</td>
<td>27 – 29 June 2011</td>
<td>Roskilde, Denmark</td>
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<td>FIT Congress</td>
<td>1 – 4 August 2011</td>
<td>San Francisco, United States</td>
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<td>6th ECQA Days</td>
<td>22 – 23 September 2011</td>
<td>Timisoara, Romania</td>
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<td>International Medical Interpreters Association Conference</td>
<td>30 September – 2 October 2011</td>
<td>Boston, United States</td>
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<td>Tekom Annual Meeting</td>
<td>18 – 20 October 2011</td>
<td>Wiesbaden, Germany</td>
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<td>ATA Conference</td>
<td>26 – 30 October 2011</td>
<td>Boston, United States</td>
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<td>Innovation Forum</td>
<td>2 – 3 November 2011</td>
<td>New Brunswick, Canada</td>
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<td>Canadian Language Industry Showcase</td>
<td>3 – 4 November 2011</td>
<td>Gatineau, Canada</td>
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<tr>
<td>EAFI Summit &quot;Terminology Training&quot;</td>
<td>3 – 4 November 2011</td>
<td>Bucarest; Romania</td>
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<td>35th RaDT Autumn Meeting</td>
<td>11 – 12 November 2011</td>
<td>Vienna, Austria</td>
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<td>Com&amp;Tec event</td>
<td>23 March 2012</td>
<td>Bologna, Italy</td>
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<td>36th RaDT Autumn Meeting</td>
<td>23 – 24 March 2012</td>
<td>Bern, Switzerland</td>
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<td>Atelier Assurance Qualité</td>
<td>23 March 2012</td>
<td>Aix-en-Provence, France</td>
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<td>Deutscher Terminologie-Tag e.V. - Symposium 2012</td>
<td>19 – 21 April 2012</td>
<td>Heidelberg, Germany</td>
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<tr>
<td>ISO/TC 37 Annual Meetings</td>
<td>24 – 29 June 2012</td>
<td>Madrid, Spain</td>
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<tr>
<td>EuroSPI</td>
<td>25 – 27.06.2012</td>
<td>Vienna, Austria</td>
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ECQA CERTIFIED TERMINOLOGY MANAGER

EU-wide certification scheme for terminology managers

TermNet’s involvement in the European Certification and Qualification Association (ECAQ, www.ecqa.org) was intensified over the period covered in this report. It all started with the new job role Certified Terminology Manager, which up to the time of writing this has seen

- 300 registrations at the ECQA online platform for this job role,
- 140 certificates issued until now in
- 30 countries
- 9 ECQA certified trainers and
- 7 European universities on board.

Certified Terminology Manager – in short CTM - had participants from all over the world. In 2011 it was decided to split the certificate into a Basic version and an Advanced version. ECQA Certified Terminology Manager - Basic is especially suited for professionals who work as

- INFORMATION & COMMUNICATION PROFESSIONALS: ICT experts, information and knowledge managers, etc.
- EXPERTS IN CLASSIFICATION & CATEGORIZATION: e-Business, Semantic Web, libraries and archives, etc.
- LANGUAGE INDUSTRY PROFESSIONALS: Translators, interpreters, localisers, technical writers, etc.

Further specialized versions, like CTM Health and Medical are planned for the future. TermNet will continue to promote the formation of Job Role Committees and be involved as a network of experts.

TermNet is also acting as a training partner to ECQA. As such the organization has offered various trainings, some in cooperation with other training institutions, mostly members from our network. A list of trainings held in 2012 is provided below.

This certification can be regarded as specialized professional qualification.

ECQA is the result of a number of EU supported initiatives in the last ten years where in the European Union Life Long Learning Program different educational developments decided to follow a joint process for the certification of persons in the industry.

Through the ECQA it becomes possible to attend courses for a specific profession in one country and perform a Europe-wide agreed examination at the end of the course. The certificate will be recognized by European training organizations and institutions in 18 member countries.

- ECQA is a non-profit association, joining institutions and thousands of professionals from all over Europe and abroad.
- ECQA provides a world-wide unified certification schema for numerous professions.
- ECQA brings together experts from the market and supports the definition and development of the knowledge (Skills Sets) required for professions.
- ECQA defines and verifies quality criteria for training organisations and trainers to assure the same level of training all over the world.
- ECQA promotes all certified professionals.
# ECQA CERTIFIED TERMINOLOGY MANAGER - CTM

The ECQA job profile "Certified Terminology Manager - Basic" combines and bundles the various competences of professionals active in these areas.

### Understanding Terminology Management
- What is terminology
- Why terminology management
- How terminology work is embedded in my organization and work environment

### Terminology Management Skills
- How to search and collect terminology
- How to store and retrieve
- How to coin terms
- How to manage monolingual and multilingual terminology
- How to manage terminology projects

### Terminology Strategies for Business Processes
- How to present the business case for terminology projects
- How to calculate and argue costs & return on investments
- How to involve relevant stakeholders
- How to collaborate with relevant organizational units

### Team Working & Communication Skills
- How to organize team communication
- How to manage distributed and diverse teams
- Why Conflict Management
- How to train and motivate your team

### Application Scenarios

### Standards and Legal Issues
- Which standards are relevant
- How to deal with copyright issues in terminology management
- What about product liability

This certification scheme has been developed within the framework of the European project EUCERT: [http://www.eu-certificates.org](http://www.eu-certificates.org)


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## ECQA CTM TRAININGS IN 2012

**ECQA Certified Terminology Manager - Basic**
Politehnica” University of Timisoara, Romania
10 – 14 September 2012

**ECQA Certified Terminology Manager - Basic**
University of Pécs, Faculty of Business and Economics, Terminology Documentation Centre, Hungary
2 - 6 October 2012

**ECQA Certified Terminology Manager - Basic**
Università Cattolica del Sacro Cuore, Milano, Italy
22 - 25 October 2012
TERMINOLOGY SPRING SCHOOL 2011 IN OTTAWA: TRAIN-THE-TRAINER-EVENT

9-13 MAY 2011
UNIVERSITY OF OTTAWA IN CANADA

A training for experts in terminology interested in becoming trainers in terminology management.

TermNet Trainers:
Silvia Cerrella Bauer (CH)
Barbara I. Karsch (US/DE)
Hendrik Kockaert (BE)
Gabriele Sauberer (AT)
Kara Warburton (CA)

UNIT 1: UNDERSTANDING TERMINOLOGY MANAGEMENT
HOW TO EXPLAIN:
- What is terminology
- Why terminology management
- How terminology work is embedded in my organisation and work environment

UNIT 2: TERMINOLOGY MANAGEMENT SKILLS
HOW TO TRAIN PEOPLE:
- How to manage monolingual and multilingual terminology
- How to search and collect terminology
- How to store and retrieve
- How to coin terms
- How to manage terminology projects

UNIT 3: TERMINOLOGY STRATEGIES FOR BUSINESS PROCESSES
HOW TO QUALIFY PEOPLE:
- How to present the business case for terminology
- How to calculate and argue costs & return on investments
- How to involve relevant stakeholders
- How to collaborate with relevant organisational units
- How to select the right tools

UNIT 4: TEAM WORKING & COMMUNICATION SKILLS
HOW TO TEACH:
- How to organise team communication
- How to manage distributed and diverse teams
- Why conflict management
- How to train and motivate your team

UNIT 5: APPLICATION SCENARIOS
1 FULL DAY: SHARE YOUR EXPERIENCE
- Presentation of own projects in the form of max. 10 slides

UNIT 6: STANDARDS AND LEGAL ISSUES
HOW TO ARGUE:
- Which standards are relevant
- How to deal with copyright
INTERNATIONAL TERMINOLOGY SUMMER SCHOOL - 2011
COLOGNE UNIVERSITY OF APPLIED SCIENCES
11 -15 JULY 2011

Every July (with few exceptions) TSS is organized either in Vienna (2012, together with University of Vienna) or Cologne (2011, together with Cologne University of Applied Sciences).

TSS is a one-week, practice-oriented introductory training course for terminology management. TSS is for practitioners, students, scientists who are looking for a comprehensive, state-of-the-art introduction to terminology theory and practice.

INSTRUCTORS:
International renowned experts in terminology and terminology management covered the TSS topics but also took during the whole week to help participants with the most individual questions and problems.

During the TSS2011, following experts trained the different topics: Klaus-Dirk Schmitz, Sue Ellen Wright, Heribert Picht, Gerhard Budin, Petra Drewer and Silvia Cerrelia Bauer.

ECQA CERTIFICATION FOR TERMINOLOGY MANAGERS:
Since 2010 an intensified cooperation between TSS and ECQA Certified Terminology Manager—Basic means that TSS can be regarded as preparation seminar for the ECQA exam which is usually held shortly after the course.

SOCIAL NETWORKING AND SIDE EVENTS:
TSS gives the opportunity to the participants to:
• Network and discuss in a relaxed and resourceful environment with peers and colleagues during the side events planned for this purpose
• Enjoy the Terminology Breakfasts every morning before classes,
• Mingle in the "get to know each other" event on Monday after the first day of classes,
• Meet colleagues in the different "after school" events during the week.

All details about the TSS2011 at:
ELCAT

Innovative e-learning - content development of terminology management modules for the automotive industries: The ELCAT project

Goal of this project is the development of an e-learning course which offers a user-friendly and sound introduction to basic principles and methods of terminology management.

The target group is the automotive industry and will include management, sales and marketing, standardization, product development, technical documentation, terminologists, translators, language service providers and corporate communications. All these areas are important to involve in the terminology project cycle. The challenge is the lacking linguistic or terminological basis of the users who thus have to be introduced to the topic with care. It is the aim to expand the model later to other industries and as an introductory course for students at universities. The course is prepared in cooperation with members from the automotive and IT industry and will be offered in German and English.

The project, funded by the Federal Ministry of Education and Research and carried out by the Institute for Information Management (IIM) of the Cologne University of Applied Sciences, started in July 2008 and ended in December 2011. Project partners include TermNet, Audi Academy, Volkswagen AG, 2W Technische Informations GmbH, SDL Trados, acrolinx, IAI (Institute of the Society for the Promotion of Applied Information Sciences at the Saarland University), University of Vienna, University of Florida, Macquarie University (Sydney).
Since 2008, LICS® is run by the certifier AS+Certification, a subsidiary of the Austrian Standards Institute (www.as-plus.at/certification.html), together with TermNet as its international partner. The aim of LICS® is to offer to the language industry globally uniform and thus recognizable certificates about the standards conformity of their services, based on existing and future European and International Standards.

As the first certification body in Europe, LICS® has introduced a certification scheme for the European Standard EN 15038:2006 “Translation services - Service requirements” – and is successfully certifying Translation Service Providers in Europe and all over the world. So far, more than 50 Translation Service Providers have been certified against the European Standard.

The difficulty in translation is that there are no generally valid quality standards – either in terms of translator profiles or even in terms of the processes as to how items should be translated and reviewed. This problem is even graver because translations are fielded out from companies and translation companies to individual translators thus creating great differences in quality. Add to this that translations are often requested by customers via telephone for delivery in the next two hours and without a written agreement. Such “express” jobs are par for the course – the consciousness that translation is a qualitatively higher service and not a commodity is only slowly coming to the fore.

In light of the ever increasing demands placed on technical literature and the above-mentioned increasing product liability, quality assurance in translation is also gaining in importance.

LICS is a virtual organization which serves to implement this standard as a certification agency. Through its international contacts, TermNet has provided for the creation of a network of certifiers. Any organization accredited as a certifying body has the right to become a LICS certification partner.

According to the Austrian Standards Institute, there is a great need for certification in this sector, yet there often is a lack of reviewer training. Here too, TermNet has assumed an important role in training reviewers.

TermNet is equally important in spreading certification: Helpful here are contacts in the world of translators, partially through TermNet itself, and partially through TermNet members. As with eCl@ss, this is a further example for the fact that “TermNet is not always on the label of everything where there is TermNet inside.”
LICS® offers conformity assessments, audits and auditor’s trainings for:

**Translation Service Providers**
Comply with the European Standard EN 15038 for translation services. Assess the quality of translations, based on the industry standard SAE-J2450.

**Interpretation Service Providers**
Comply with international requirements for Community Interpreting Services in the health, social and other public sectors.

**Standard for Project Management Tools**
Test the conformity of your project management software with respect to EN 15038 requirements.

More information at: www.lics-certification.org

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**LICS AUDITORS’ TRAININGS PURSUANT TO EN 15038:2006**

**LICS Trainings: Kuala Lumpur, Hamburg, Vienna**

3 LICS® Auditor’s Trainings pursuant to EN 15038:2006 Translation Services – Service Requirements were conducted by TermNet between July 2010 and June 2011.

- **Kuala Lumpur, Malaysia**
  20 July – 2 August 2010

- **Hamburg, Germany**
  31 January – 2 February 2011

  His training targeted specifically the German market for auditors. The training was jointly organized by TermNet and TermNet Member Loctimize.

- **Vienna, Austria**
  5 – 7 September 2011

  The LICS certification scheme and the training is based on ISO 19011:2002, but limited and specially targeted to the EN 15038 standard and to the translation business.
SAE-J2450

While European standard EN 15038 and the certification process that is based on it standardize the work process and regulate translation service agencies, SAE-J2450 checks the final product, namely the translation itself. The Society of Automotive Engineers (SAE) developed this metric standard in 2005, under the strong influence of European automotive groups and translation agencies.

The automotive industry in particular finds itself increasingly responsible for the quality of technical documentation – especially of user manuals. A tragic accident involving a Volvo which led to a successful liability claim against the automotive manufacturer was initially attributed to a translation error in the French user's manual. While it turned out that this was not the case, it still led the sector to see an increased need to recheck their translations. In the automotive industry – as in most other sectors – translations for most languages are outsourced to translation agencies. Frequently there is no internal proofing of the translations, above all in less common languages. In particular there has been no procedure to assess translation quality.

TermNet assists automotive manufacturers in implementing this standard. Thus, a project was implemented with a leading German automotive manufacturer. In an interview held as part of this evaluation with an employee in the language service department it appeared that the company had previously not had a translation proof reading system so the quality of the translations was often not satisfactory. TermNet is ideally suited to this task, given its content competency and experience.

With TermNet’s assistance a profile was created of what the company expected from the reviewers they planned to hire. Then TermNet posted advertisements through its partner organizations to find reviewers for 4 languages. The group’s aim was to employ two reviewers per language and, in future, to have access to a pool of trained experts. TermNet then reviewed and assessed the applications that were received.

The goal is to establish a standard process for all languages used in the company and to implement the standard for all languages by 2013. The future plan is to require that translators obtain EN15038 certification.
Montific - ECQA Joint Conference 2010: A success in presenting and disseminating ECQA CTM results and strategy for the future


The topics of the conference days were going around the relevance of good governance and innovation practices necessary for survival in turbulent economic conditions. Highly reputed experts from many different domains, representing wide range of organizations from public sector to automotive industry, from large companies to small enterprises met for 2 productive days of panels, conferences and round tables where outcome and results were presented.

The ECQA (European Certification and Qualification Association) is the result of a number of EU supported initiatives in the last ten years where in the European Union Life Long Learning Program different educational developments decided to follow a joint process for the certification of persons in the industry.

TermNet cooperates with ECQA developing the professional ECQA Certified Terminology Manager, an EU-wide recognized person certification. Through the ECQA it becomes possible to attend courses for a specific profession and perform a Europe-wide agreed examination at the end of the course. The certification scheme and skill card for ECQA CTM has been developed by TermNet together with a consortium of international terminology experts, including TermNet Members Institute for Information management (IM, Cologne University of Applied Science), the Centre for Translation Studies (University of Vienna) and Universitatea "Politehnica" din Timisoara.

On the 1. October with occasion of the Montific - ECQA Joint Conference 2010, TermNet presented the last results and future perspectives in the ECQA CTM developing strategy and cooperation plan, reporting about the first certificates issued, the feedback received from the international community and the future plans for other products (ECQA CTM - Advance and further modular specific courses and certification schemes adapted to relevant sectors, as for example, the automotive sector, health services or military applications).

More information about this conference at: http://www.conference2010.ia-manager.org/

EXCELLENCETERM

Establishing an International Center of Excellence for Terminology: Research, Technologies and Services

With the start of 2010 TermNet had embarked on a new mission. Over three years, until 2013, the network – with financial support by the Austrian National Foundation for Research, Technology and Development (Nationalstiftung für Forschung, Technologie und Entwicklung) - will establish an International Center of Excellence for Terminology.

Through research-based development of new technologies and services TermNet will address specifically and systematically those industry clusters which have a particularly high demand for terminology management: the automotive industry, mechatronics, and information and communication technology (ICT). These three sectors have been selected as focal areas of this project. They include transport in general, air- and space technologies, and electro technical industries. Their potential affinity to terminology results from the high complexity of processes, parts and components and tools. These sectors are also subject to globalization as few others. Hence, aspects of quality assurance in technical documentation, translation and localization as well as product classification are very important for them. The new centre ExcellenceTerm will develop trainings, certification schemes, and a network of professionals and specialists in the field.

The project will concentrate on two regions: Europe and North America. TermNet will coordinate activities from its old headquarters in Vienna as well as a new branch office in Canada. From there, it is planned that terminology-related activities and projects will be coordinated that will reach beyond the northern hemisphere and target Central and South America as well. TermNet Americas will establish a close network of partners and members who work with the aim of developing, facilitating and promoting the terminology market in the entire region.
North Americans see terminology primarily as localization issue

By Barbara Inga Karsch, BII Terminology

As Terminus Goes, so Goes ExcellenceTerm—North America

In fall of 2011, the ExcellenceTerm team started research into the market demand for terminology services and technologies in North America. The focus is on the automotive, the mechanical and the information and communication technology (ICT) sectors. One approach chosen was an electronic survey. It was to provide basic market data of at least one of the sectors and one of the countries which would then be used to conduct more qualitative research.

The survey was launched in November and promoted through LinkedIn forums, Multilingual Computing, the new Freelance Hub online magazine for freelance translators, and through personal invitations. 148 communication professionals participated in the survey, 81% completed all mandatory questions. Most of them reside in the United States or work for US companies, either as freelancers, at language service providers, or in-house, and not surprisingly, most service the software industry.

Not surprisingly either, terminology is looked at as a localization topic. Even upon personal invitation, several of those who exclusively communicate in one language did not feel competent to answer questions about communication and terminology and declined to participate. Those who felt qualified are focused largely on “terminology lite,” e.g. glossary management.

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Corporate language as a distinguishing factor for a brand is not recognized widely, and “terminology management” means nothing to those who create new terms, etc.

Time investment is viewed as a major hurdle to proper terminology management, with lengthy discussions to come to agreement mentioned as the prime nuisance. Poor source content quality was mentioned extremely often, though. Instead of preparation and planning at an earlier stage (e.g. through managing source terms) quality is achieved through numerous reviews.

To some, the speed of production and change is so high that terms are too volatile to be managed. Despite a declared reluctance to change, many participants were in support of introducing terminology management processes in their company or at their clients.

What did the survey show us about the market need? The lack of skills and therefore the need for more training was explicitly stated. Events, such as the Terminology Spring School in Ottawa, can only be the tip of the iceberg, though. Education through more publications and presentations might be an easier way to reach more than the “first layer” of translators and project managers. Another obvious area is tools that make terminology accessible to all stakeholders.

But they must also promote prescriptive terminology and provide a collaborative, but guided environment so that lengthy discussions are minimized. Tools that integrate with machine translation would also find a ready market in the gnomophile US. On the linguistic level, a disassociation of terminology from localization might be called for. More suitable language could help in bringing terminology issues closer to decision makers particularly in industries, such as the life sciences, high tech, or transportation.

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**ECL@SS**

eCl@ss is a system for categorizing goods and services, developed and administered by the association eCl@ss e.V. in Cologne. In 2007, an eCl@ss branch, run by TermNet, was established in Austria. eCl@ss is a hierarchical system for grouping materials, products, and services according to a logical pattern that can be standardized. Search terms and synonyms make it possible to conduct targeted querying of products and services within the classification. The goal of eCl@ss is to ensure that people mean the same thing when they use a certain term. eCl@ss is currently offered in 14 languages, 30% of the downloads are from outside the German speaking world. TermNet significantly contributed to eCl@ss’s internationalization. Especially successful in this case was the anchoring in the East-Asian markets – an eCl@ss branch was even established in China.

While much is still needed in terms of awareness work – for example through concrete awareness events as well as reviewing of the eCl@ss-Austria website the first steps have been taken to spread eClass in Austria. Currently, eCl@ss is being implemented in Austria by AT&S, a leading printed circuit board producer, and by the Austrian military. Once again, in both cases it was not TermNet that was active, but rather the Austrian eCl@ss office and a TermNet member. The latter was Paradine GmbH, a producer of software for product classification which advised and technically supported both institutions.

Paradine TKS is a leading provider of solutions for Inbound Supply Chain Management, which ensures businesses immediate savings in the development and design field. In companies component data are often compiled redundantly, because the connection between design knowledge and economic data is frequently missing. eptos™, Paradine’s component and supplier management software, combines these two fields. www.paradine.at

Events where TermNet, acted as eCl@ss Austria

eCl@ss Workshop
10 May 2011 in Vienna
http://bit.ly/mZHUgu

Austrian Logistics Day
Österreichischer Logistik-Tag 2011
8 June 2011 in Linz
http://www.vnl.at

Downloads in different languages: www.eclassdownload.com
A terminology day was organized by TermNet on the occasion of the ODK Conference. Representatives and Members of TermNet presented and discussed various aspects of policies, management and applications of terminology and information. TermNet contributed also to the issue of information competence. Terminology competence is a very fundamental part and of information literacy and terminology management facilitates the dealing with information and the management and exchange of knowledge through communication in one or across languages. Information professionals therefore need to be familiar with knowledge and awareness for the strategic importance and the management of terminology.

ODOK is the joint conference of the VÖB (Vereinigung österreichischer Bibliothekarinnen und Bibliothekare, Association of Austrian Librarians) and the ÖGDI (Österreichische Gesellschaft für Dokumentation und Information, Austrian Society for Documentation and Information). The conference is held every two years and dealt mainly with the financing, development and management of electronic media as well as relevant developments in information and knowledge society. Held from 22-24 September 2010 at the Montan University of Leoben, its motto was "Access to knowledge and information literacy for all?".

**Welcome! Dear colleagues!**

The conference theme of ODK 2010 – "Wissenszugang und Informationskompetenz für alle?" ("Access To Knowledge And Information Competency For Everyone?") – is a central issue of and a topic of major interest to the Austrian Society for Documentation and Information (ÖGDI). How can we enable access to content, knowledge, know-how and expertise, what are the challenges for information specialists and where do we stand in Austria when it comes to information literacy and terminologies? These topics represent focal points in the work of the Austrian Society for Documentation and Information and surveys as well as project results are already available from ÖGDI member institutions.

Use the opportunity at ODK 2010 in Leoben to discuss with experts from the German speaking countries. Share your knowledge and experience with us and the colleagues of the Austrian Association of Librarians (VÖB) with whom we organize ODK 2010.

We are looking forward to seeing you and listening to your contribution at ODK 2010!

Gabriele Sauberer, Chairwoman of the Austrian Society for Documentation and Information
TERMINOLOGY AND DIVERSITY
Our societies become ever more diverse and heterogeneous, not in the least due to migration for a variety of reasons. This is a global as well as a national challenge. Austria’s public sphere in the last years has become increasingly dominated by topics related to migration and integration. Therefore, on the occasion of the International Year of Rapprochement of Cultures in 2010, the Austrian Commission of UNESCO, together with financial and ideological support from the European Integration Fund (EIF), the Austrian Federal Ministry for the Interior (BM.I), and TermNet has launched an advocacy and outreach campaign to stimulate public debate.

Go4Diversity constituted a series of events which each concentrates on one focus theme:

- Diversity of Languages and Cultures
- Fairness and Anti-Discrimination in Sports
- Diversity in Science and Security
- Information and Integration

The Go4Diversity project was funded by the European Integration Fund (EIF) and the Austrian Federal Ministry for the Interior (BM.I). Accepted in December 2009, it ran through the entire year 2010.

For TermNet, the main initiator, this project was another step towards its positioning as an interdisciplinary, international partner for multilingualism and linguistic and cultural diversity. The project management was handled by the Austrian Commission for UNESCO in close collaboration with TermNet, who contributes with its expertise in training coordination and in the development of a small glossary on the topic of migration „Migrant - What is that supposed to mean?“.

One follow-up to the project that is already in preparation - a new job profile for the ECQA Certification System, the “Diversity Manager”. Furthermore, an interactive Internet platform has been developed.
COMMUNITY HEALTH INFORMATION DAYS

Marked fourth in the series of the Go4Diversity project events, the Health Information Days 2010 took place on the 13 and 14 November 2010 respectively with the Turkish, Serbian and Chinese communities in Vienna. The aim of these events was to raise awareness among communities on relevant health topics and to introduce the Austrian health system. Highly appreciated by the participants was the consultation and advice on personal health issues in their native language. On 13 November 2010, the Go4Diversity team organized the Health Information Day with the Turkish and Serbian communities at the Youth Centre (Schlachthausgasse) in Vienna.

The opening speech was held by Ms. Gabriele Eschig, General Secretary of the Austrian Commission for UNESCO. In her speech she stressed the importance of promoting a positive discourse on diversity and thereby contributing to an amicable coexistence of different cultures within one society. Further, Mrs. Eschig highlighted the necessity for migrants to be acquainted with the Austrian health system in order to receive the possibly best medical care. Then, Dr. Norbert Vetter from the “Sozialmedizinischen Zentrum Baumgartner Höhe Otto-Wagner-Spital und Pflagezentrum” held an interactive presentation on lung diseases, smoking, asthma and snoring. He answered numerous questions from the very interested audience and advised the participants on personal health issues. Ms. Christa Bauer from FEM Süd spoke about the important topic of “Depression.” She explained the causes of depression; spoke about how family members could best support patients and gave tips for prevention and treatment. After her presentation, Ms. Bauer answered in detail numerous questions of participants and advised on Viennese institutions that supported families and patients. The Health Information Day with the Turkish and Serbian communities ended with a delicious buffet, dance and music.

On 14 November 2010 the Go4Diversity team organized the Health Information Day with the Chinese community at the Schulschiff in Vienna. This colorful event was opened with a drum performance by the Chinese Women Association. The opening speeches were held by Dr. Zuo Qiyong, chairman of the “European-Chinese Society of Medical Communication”, Dr. Eva Nowotny, President of the Austrian Commission for UNESCO, and H.E. Mingde Shi, Chinese Ambassador in Vienna. In his speech, Dr. Zuo Qiyong mentioned the particular importance for older migrants to receive information and advice in their mother tongue.

Dr. Eva Nowotny spoke on the UNESCO Convention on cultural diversity which came into force in 2007 and aimed at inviting states to find a balance between safeguarding their own cultural expressions and creating spaces for cultural diversity in their own countries. Health and medical sciences being part of a broader concept of culture are thus part of a country’s heritage. In this context, the event would like to serve as a bridge between the Traditional Chinese Medicine (TCM) and the western medicine. (Watch Dr. Eva Nowotny's speech) H.E. Mingde Shi, Chinese Ambassador in Vienna, spoke about living together in a multicultural society in which migration represents a very important aspect. H.E. Mingde Shi particularly welcomed the idea of organizing such an event that provides Chinese immigrants with information about health topics in their native language. (Read Ambassador Shi's Speech here!)

After the opening speeches, the Taiji group of the Chinese language training center performed Taiji and Jin Tang performed Chinese Wushu. Mr. Fung Yu, accompanied by the saxophone music from Martina Süss and David Xing, wrote two sayings about health issues in Chinese calligraphy. Subsequently, Chinese and Austrian doctors gave presentations on numerous health topics including traditional Chinese medicine. The sessions of medical consultations that followed the presentations offered numerous participants an excellent opportunity to receive personal counselling in German or Chinese.

The great interest in the Health Information Days 2010 demonstrated both, the existing need for information on health issues, and the appreciation of information materials available in the native language.

Diversity and Global Understanding

After the success of the 2010 Workshops on Diversity and Global Understanding, which were organized by TermNet in cooperation with the UN Studies Association (UNSA), a selection of the papers and presentations have been published in the first volume of a new TermNet Publisher series.

In addition to the presentations held during the Workshops, the publication has been enriched with reports from practitioners from the field. The publication is in English and German and available from TermNet website:


UNESCO – TermNet study on Information literacy in Austria

In cooperation with the Information Literacy IFAP Working Group of the Austrian Commission for UNESCO, TermNet carried out a study on the state of information literacy in Austrian schools. Questionnaires inquiring about behaviour and beliefs with regard to the use of the Internet were sent to pupils of various age groups, their parents and teachers.

Almost 700 of these questionnaires were returned completed. The survey results show that the Internet is already an integral part of information gathering, particularly among students. However, all three target groups show considerable uncertainties in dealing with it. The detailed project results were published in October 2010 in German with the support of Bertelsmann AG. They are circulated free of charge.
Go4Job is a project co-financed by the European Union with the main aim to provide young migrants and Europeans with migration background with useful and attractive information and tips about how to succeed in getting good education and finding good jobs. The project started with 4 countries (Austria, Germany, Italy and Romania) and will continue to grow in the years to come.

TermNet together with its member, the Centre for Translation Studies, recorded and published a series of video interviews and statements from students and teachers of the University of Vienna, showing the different ways of successful work and study in a foreign country and a multilingual, multicultural environment.

The Go4Job website is meant to be a modern platform for the exchange of good advice and role models from young people for young people.

More information at: http://www.go4job.eu/
TERMNET AND SOCIAL MEDIA
TermNet uses several social media channels to maximize and improve communication for all people interested in the world of terminology.

TERMINOLOGY BLOG

The Terminology Blog was born in 2009 and gives different authors the opportunity to share their thoughts about terminology and what it means to them. The blog contains reviews about new books, special trainings, realities of languages and so on. And obviously, terminology is a very broad and varied field touching upon almost anything one can think of.

TERMINOLOGYBLOG.WORDPRESS.COM

FACEBOOK

TermNet has also a Facebook page for the latest news as well as subgroups for events like the International Terminology Summer School or other interesting events.

WWW.FACEBOOK.COM/PAGES/TERMNET/132285196903210

TWITTER

The TermNet Twitter account contains postings which are a mixture of short messages about news, articles or forthcoming events or updates about interesting new books etc.

TWITTER.COM/TERMNET

TermNet is also connecting with the people through YouTube, Xing and LinkedIn with the aim to reach as many interested people as possible and give them the kind of service that will make them better informed about the world of terminology.

(CCLICK ON THE VIDEO IN YOUTUBE FOR 30 SECONDS OF NOSTALGIC FUN)
Encouraged by the success of “Was heißt hier Migrant?”, TermNet decided to develop a new product series of educational and informational booklets.

These booklets are produced for or in cooperation with partner institutions.

In 2012 we finalized “Was heißt hier Partnerschaft für Prävention” which we developed with and for AUVA – the Austrian Workers’ Compensation Board, the Austrian social insurance for occupational risks (“What do you mean by … Working together for Risk Prevention”). The occasion is the current EU campaign of the same name.

Another publication is in preparation together with Plenum, a large Austrian company for Sustainable Development Projects and Trainings and supported by the Austrian Federal Forests. The title “Was heißt hier nachhaltig?” (What do you mean by … sustainability?) will be published in early 2013 to mark 300 years of sustainable forestry.

Further booklets planned and in preparation for 2013 include “Was heißt hier Diversity?” (What do you mean by … diversity?) and “Was heißt hier Terminologie?” (“What do you mean by … terminology?”)
diversity and global understanding
proceedings on the workshops
31 may - 2 june 2010, vienna

AVAILABLE FREE OF CHARGE FOR DOWNLOAD AT:
www.termnet.org/downloads/english/products/publisher/
DGU_Proceedings_31may-2June2010-Vienna_ebook.pdf