



International Network for Terminology

International Network for Terminology ♦ Réseau international de la terminologie ♦ Internationales Terminologienetz

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SUMMARY

"CREATION OF AN
INTERNATIONAL
TERMINOLOGY
SERVICE CENTRE
FOR BUSINESS"

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SUMMARY AND OUTLOOK

The project "Creation of an international terminology service centre for business" (referred to hereafter as "service centre") has run very positively in terms of both its content and its organization. The work plan and schedules were implemented in due course without any notable changes.

The main achievements of the project exceeded expectations in terms of both quantity and quality. They are as follows:

1. the training initiative [eQual®] - Multilingual eContent Management for SMEs, a product developed by international experts which now comprises a range of innovative consulting and qualification measures that go far beyond eContent management. It includes modules such as "Multilingual Catalogues in eBusiness," "eTerminology & eKnowledge Management," as well as "European and International Project Management" and "International Business Expansion for SMEs";
2. the long-term networking of key persons and organizations in the areas of terminology, information and knowledge management focusing on "Training, Consultation, Solutions and Standards in eContent and eBusiness" into an international hub for the development and marketing of future-oriented products and services, including the creation of an online trainer pool;
3. the organization of high-level terminology events such as the TAMA (Terminology in Advanced Management Applications) series, the dissemination of project results, as well as the increase of awareness of terminology applications as critical success factors in the globalized economy and the multilingual information and knowledge society. At far more than 100 events, workshops and conferences (co-)organized or attended by TermNet, thousands of participants were reached all over the world; and
4. the successful project strategy, which involved the careful coordination of new projects, especially in terms of content, and the generation of synergies with current projects at the national, EU and international levels. The projects include training and user projects such as eTTEC (European Training Tools for eContent Start-ups and SMEs' Expansion) and WISE (Women Integration and Skills for Entrepreneurship); feasibility studies such as SME-Net (Pan-European NETwork for the intelligent provision of content and interactive services to SMEs); and standardization and certification projects on the topics "Multilingual eCataloguing and eClassification in eBusiness" and "Certification of Key Qualifications and Soft Skills in the Multilingual Information Society and e-Business".

The TermNet website, which was redesigned as part of the project, reflects these focal points of TermNet activities and their results: see <http://linux.termnet.org>, with examples of projects under "Projects."

The above four main achievements, which are described in detail in the corresponding sections of the final report, have not only fulfilled the main requirements originally listed under Point 4.3 of the project contract, but in many cases have exceeded them considerably.

The planned implementation of the project results in Austrian companies turned out to be rather difficult, as did the efficient implementation of the results in general. Nevertheless, it was possible to achieve the planned results through the service centre and its activities in spite of the stagnating economic situation and

the saturated EU market for training sessions and seminars. However, the further expansion and refinement of the service centre is crucial for the long-term efficient implementation of the project results.

The following strategic missions of the service centre could be initiated and moved forward, primarily through the test phase of the developed consulting and training initiative **[eQual®]** and through the results of current and successfully completed **EU and international projects** that have been continually incorporated into the range of services offered by [eQual®]:

- indicating the business sector's increasing need of terminology products and services in view of the EU enlargement
- demonstrating that terminology management systems reduce costs and boost efficiency, as well as enhancing awareness of the issues related to the costs and benefits of multilinguality
- developing new products and services in the area of terminology as well as stimulating and promoting the terminology market all over the world

Examples:

- The training initiative [eQual®] is the first focused set of service products that consists of practice-oriented modules dealing with the most important areas of terminology applications in business. The individual modules – which can be adapted to match the needs of different target groups – can be used both as in-house consulting and advanced training measures (focusing on SMEs) and as a qualification and training package for students and in adult education.
- The consulting units were primarily tested within the EU project eTTEC, in which approximately 45 European SMEs from the eContent industries were supported and advised as they formulated concrete business plans for tapping the common European market (business expansion). Among the participants in the project were Eastern and Western European service providers from the IT and multimedia sectors, the localization sector, and the eCommerce. The main topics included the cost-benefit aspects of terminology and multilinguality, the presentation of best practices, and the implementation of international, European and national standards. The eTTEC project was also used for the worldwide promotion of the new multimedia forms of terminology products on CD-ROM or through access via the Internet.
- Together with its members and cooperation partners, TermNet conducted a series of information and awareness-raising events focusing on the significance and relevance of terminology and multilinguality in business. The topics included the role of terminology and project management in translation projects (one-day seminars such as "Structured Routes Toward Multilinguality," March 2005); the significance of terminological data and methods for the localization and requirements of system design from the perspective of multilinguality in Europe, Africa and the world (including the TAMA conferences in 2004 and 2003); and multilingual product data management in ERP systems (including the SAP Business Breakfasts at the SAP Business School in Klosterneuburg, Austria, in July and November 2004).

A further strategic target of the service centre – cooperating on the development and promotion of European and international standards (e.g. product classifications such as eCl@ss) – was achieved primarily through the expert forums (the so-called "workshops") organized by TermNet. These workshops

dealt with multilingual product catalogues and core skills in the multilingual information society, as defined in the Information Society Standardization System of the European Committee for Standardization (CEN/ISSS). The activities of the workshops included:

- the initiation and exemplary implementation of eBusiness-related new standardization projects at the European and international levels, such as the workshop "Multilingual eCataloguing and eClassification in eBusiness" and its subprojects, "Global Multilingual Product Description and Classification for eCommerce and eBusiness" and "Generic Product Description and Classification";
- consultancy to eCI@ss with regard to internationalization (of classification as well as global operations) and keeping localization aspects in mind in the classification itself and by initiating cooperation with UNSPSC and other major players in the area of product description and product data management.

The good results of these activities are helping to create a secure investment climate in particular for Austrian companies that aim to do business in the new EU member states and throughout the world. However, in spite of the initial successful achievements, the implementation of the project results in Austrian companies still requires a great deal of information and awareness raising as well as increased cooperation with associations that represent the interests of SMEs and practice-oriented training institutes such as the Austrian universities of applied sciences and private educational institutions.

As a result of the current internationalization, innovation and qualification initiatives of the federal and laender governments to strengthen the Austrian economy and reduce the rate of unemployment (through the promotion of growth and employment), some of the initiatives and tools developed within the service centre could be implemented and expanded.

Examples:

The planned "More efficient use of eBusiness and global markets by Austrian companies" was kicked off primarily by the practical [eQual@] and eTTEC training sessions, as well as the inclusion of innovative Austrian companies such as Paradine in the European expert forum "Multilingual eCataloguing and eClassification in eBusiness" and its subprojects.

Above all, Austrian companies are profiting indirectly from the results of EU projects and standardization activities that TermNet is distributing and using in its consultation and training sessions. For example, the committees involved could be persuaded to improve existing standards (through revision) and begin the process of creating new international methodological standards for eBusiness and the corresponding certification systems. This result was achieved, *inter alia*, by the consultancy provided to software developers and service providers by TermNet and its members especially by pointing out the multilinguality of the international markets.

Both the direct and indirect benefits for Austrian companies – especially for SMEs – must continue to be systematically communicated and demonstrated through specific training programmes, information events and subsequent consultation

sessions. This time and work-intensive approach has ultimately turned out to be fruitful, and it should be continued.

The last three strategic missions of the service centre include the concrete implementation of best practice models and project results in Austrian companies, investment by Austrian firms in the area of terminology, and an increase in the percentage of Austrian companies taking part in international projects dealing with multilinguality. One quantitative indicator of the service centre's positive results in these three areas is the fact that there were several hundred Austrian participants in the events conducted as part of the creation of the service centre.

Examples:

Around 50 multipliers and representatives of SME interests participated in the SME-Net workshop at the BMWA in 2003, which aimed at the concrete application of project results at the national and EU levels. At [eQual®] and eTTEC training sessions, approximately 70 Austrian SMEs were advised and informed about the "hidden" costs of inconsistent terminology; the investment security and potential savings resulting from terminological methods in information, knowledge and content management; the positive effects on corporate identity of uniform company-wide terminologies; the avoidance of liability cases; more efficient company management, and other topics. The information events organized by BIT (Bureau for International Research and Technology Cooperation) and WKÖ (Austrian Federal Economic Chamber) were regularly attended by hundreds of participants from Austria. Here too, TermNet was able to reach an increasing number of Austrian target groups through its project presentations.

The first successful and promising implementation of the content of [eQual®] in Austrian educational institutions took place on completion of the project in the first half of 2005. This was primarily due to the pilot projects carried out in cooperation with Austrian universities of social sciences, such as the compact course "Internationalization" conducted by TermNet in June 2005 for the course of study "Careers in the Information Sector" at the Burgenland University of Applied Sciences in Eisenstadt, Austria, or the two-semester university course "EU and International Project Management" that was designed in cooperation with the St. Pölten University of Applied Sciences and is expected to begin in January 2006.

OUTLOOK

On account of the remarkable achievements of the International Terminology Service Centre for Business, a continuation of its activities – ideally in the form of a three-year project – seems desirable in order to make the best possible use of the project results.

The planned content and goals of this project will build on the previous positive results of the service centre, whose potential is far from being exhausted and is gradually developing. Within the framework of the project, the following activities

should be carried out: 1.) The previous consulting and training activities as well as the corresponding project and event series should be further expanded through activities that further enhance their contents; and 2.) New areas of emphasis should be defined, such as the establishment of a certification office – in cooperation with Austrian institutions and a planned TermNet advisory board – for qualification measures, training and advanced training measures in the area of the new "key qualifications" and "core skills" in the multilingual information and knowledge society. These qualifications and skills, which are recognized as "key skills" at the EU level, thanks in large part to TermNet, are on the same level as specialized knowledge and professional qualifications and skills. They are being increasingly recognized as the core activity areas of TermNet and Infoterm, because they represent the keys to success in terminology, content, project, information and knowledge management and their applications, e.g. in localization, translation, technical documentation, in-house and external communication and product data management.

Conclusion

Together with its worldwide network of members and cooperation partners, TermNet has achieved the main goals of the project – in spite of the stagnating general economic situation and the saturated market for consulting and training projects in the EU.

However, if the project results are to be efficiently implemented in the long term, the further expansion and targeted development of the service centre is absolutely crucial.