

'Gnó le Gaeilge Q Marc'

Document For Public Comment

Submission period: 23 June 2008 – 1 August 2008



Prepared by: Mentor Gaeilge

Bóthar Uí Dhuinneacha,
Cill Áirne,
Co. Chiarraí.

Telephone: (064) 26486

Fax: (064) 26487

Website: www.mentorgaeilge.ie

Email: eolas@mentorgaeilge.ie

Contents	Page
1.0 Foreword	3
2.0 Terms and Definitions.....	3
3.0 Scope.....	4
4.0 Field of Application.....	5
5.0 Misuse of designation.....	5
5.1 Use of the award logo.....	5
6.0 Distinctive Characteristics of ‘Gnó le Gaeilge Q Marc’	6
6.1 General Requirements.....	6
6.1.1 Plan.....	6
6.1.2 Implement.....	6
6.1.3 Review.....	8
References.....	9
Appendices	11

Declaration of Specification Entitled:

‘Gnó le Gaeilge Q Marc’ as the all island of Ireland Standard Specification for the use of Irish in Business.

1.0 Foreword

What is ‘Gnó le Gaeilge Q Marc’?

The intention of the Gnó le Gaeilge Q Marc is to enable business organisations to evaluate, develop and capitalize on the use of the Irish language as a complementary business and marketing tool. This standard sets out the minimum requirements and evaluation methods in order to attain the award Gnó le Gaeilge Q Marc.

Enhancing indigenous characteristics or ‘Irishness’ the Gnó le Gaeilge Q Marc signifies an awareness and its commitment to: bilingualism in business, culture through language and a market leader in innovative customer service provision.

2.0 Terms and Definitions

For the purposes of this standard the following terms and definitions apply.

Business: Almost anything which is an occupation as distinguished from a pleasure - anything which is an occupation or duty which requires attention as a business. ¹

Contributor: Any individual, organisation or business wishing to implement this award.

SME: Small and Medium Enterprises (SME’s) (‘Micro less than 10, Small less than 50 employees, Medium greater than 50 employees).²

Corporate Body: A Corporate Body or Body Corporate is a body or collection of persons having in the estimation of the law an existence and rights and duties distinct from the individual persons who form it from time to time e.g. a company registered under the Companies Acts, a local authority, a body established by charter. ¹

Business Activity: A business process that is orchestrated by Management , or a business process that is a series of activities spanning multiple systems.

Business/commercial benefit: Financial Gain, Promotional/Marketing Opportunity.

Owner of the award: Public Sector Agency.

Awarding Body: An independent body, with extensive experience in dealing with business and standard implementation.

Skills audit: The systematic evaluation of an individuals language skills in relation to the Gnó le Gaeilge Q Marc and expectations.

Social capital: The stock and shared meaning and trust in a given community. Social capital is a prerequisite for co-operation and organised human behavior, including business. Social capital may be transformed, consumed or replenished, as can financial capital. ³

3.0 Scope

3.1 This standard specifies:

- (1) Geographical area covered by the award scheme.
- (2) Businesses eligible for the award.
- (3) Performance requirements/criteria necessary to obtain the Gnó le Gaeilge Q Marc.
- (4) Certification method.

3.2 This standard defines:

- (1) The recipient of this award and the steps necessary to achieve the distinctive characteristics of the Gnó le Gaeilge Q Marc.

4.0 Field of Application – To whom does the ‘Gnó le Gaeilge Q Marc’ apply?

4.0.1 This all island standard applies to all private business throughout the island of Ireland, who notify in writing or electronically (unless otherwise stated by the owner of the award) the awarding body that they wish to be inspected under the award scheme.

- 4.0.2 The 'Gnó le Gaeilge Q Marc' is applicable to all business, whether prior use of Irish has or has not been formally incorporated into business activities in the past.
- 4.0.3 The process shall focus on areas of business where there is a business/commercial benefit toward the use of Irish.
- 4.0.4 Emphasis shall be placed primarily on bilingual usage, rather than the monolingual use of Irish.
- 4.0.5 Where a requirement of this standard cannot be applied due to the nature of the activity or product, it may be considered for exclusion. Exclusions are limited to the requirements of section 6.0.

5.0 Misuse Of The Designation 'Gnó le Gaeilge Q Marc'

- 5.0.1 Subject to the provisions of this all island standard and current product/award/labeling/copywrite regulations the designation 'Gnó le Gaeilge Q Marc' shall not be used (whether on its own or in conjunction with other words) to describe the business/achievements of any organisation that has not achieved the distinctive characteristics of 'Gnó le Gaeilge Q Marc' and which does not comply with this all Island standard. ⁴

5.1 Use of the award logo

- 5.1.1 The award shall be awarded by the awarding body following a submission from the contributor, assessment against the standard criteria and/or a site visit.
- 5.1.2 The criteria for the use/designation of the logo are set out in section 6.1 of this document.
- 5.1.3 The owner of the award shall define:
- the of use of the logo, for example on certificates, on products or other documentation.
 - method of removal of the logo from use when the award is discontinued or criteria are no longer met.
 - the size, style and design of logo to be used.

6.0 Distinctive Characteristics of ‘Gnó le Gaeilge Q Marc’.

6.1 General requirements

- Plan
- Implement
- Review

6.1.1 Planning

Aim: to make participants aware that bilingualism must be implemented on a step-by-step basis, to determine the resources available and the resources needed to achieve the objectives.

The contributor shall:

- Plan for engagement with the language as a complementary business and marketing tool from top management level, and endeavor to become a market leader in innovative bilingual customer care provision.
- Establish a committee and assign responsibilities.
- Resolve to establish a language policy.
- Develop and implement a communications plan designed to win the support of employees, clients and the entire community.
- Assess and monitor the current situation within the business thus recognising the necessary steps required to proceed towards award attainment*.
- Assess language-training requirements.

*To be repeated as part of a process review.

6.1.2 Implementation

Aim: to adopt key structures, processes and activities necessary and relevant to your business working towards bilingualism.

6.1.2.1 Marketing and Promotion and Advertising

The contributor shall:

- Develop and implement ‘Q Marc Gnó le Gaeilge’ guidelines (see appendices) applicable to the business – Create a bilingual image.
- Display a ‘sense of cultural awareness’ as part of the company culture throughout the business.

6.1.2.2 Learning and Staff Development

The contributor shall:

- Adopt work related language training/bilingualism as part of the business training policy where applicable.
- Identify prior language skills of employees, through a skills audit.
- Make provision for language training onsite or offsite where applicable.
- Review language learning at intervals to be specified by the contributor to ensuring, a positive outcome for all.
- Other Opportunities*

* At the discretion of the business.

6.1.2.3 Involvement and Empowerment

The contributor shall:

- Designate bilingual positions.
- Designate bilingual persons/contacts.
- Hold meetings in both official languages where applicable.
- Produce bilingual documentation where applicable.
- Embody the Irish language and cultural events within Sports and Social Club activities.
- Provide bilingual services where possible and necessary.
- Adopt an all-inclusive approach to language awareness, cultural awareness and bilingualism within the business.

6.1.3 Review

Aim: To assess progress and plan the next steps.

6.1.3.1 Measure performance and effectiveness of implementation within the business.

The contributor shall:

- Evaluate business planning – monitor and assess the current situation having implemented the plan.
- Evaluate increased social capital.
- Monitor and assess current level of service provision ****.
- Identify weaknesses and suggest corrective measures.
- Identify empowerment of staff/clients.
- Promote the success and positive impacts of the process.

6.1.3.2 Continuous Improvement

- Self assessment – ‘The role of language in the Strategic Plan of the business’.

Draft For Comment Only

References

This document incorporates by dated or undated reference, provisions from other publications. These references are cited at the appropriate places in the text and the publications/agencies are listed hereafter.

1. Henry Murdoch, A dictionary of Irish Law, 4th Edition (Tottel, Sussex 2004)
2. Jim Curran, Head of research, ISME.
3. Jargon Buster, Source Rebecca Collings, Business in The Community, UK, http://www.bitc.org.uk/resources/jargon_buster/index.html (2007-01-10)
4. Canadian Heritage, 'Making your Organisation Bilingual', Guide and Practical Tools, http://www.pch.gc.ca/guide/contactez_nous_e.html accessed (2007-12-06)
5. NSAI, Draft For Comment, Irish Standard 417, 1988
6. NSAI, Draft For Comment, Irish Standard 355, 2005
7. Investors in People Northern Ireland.

Bodies Consulted during research

1. FÁS - Excellence through People Award
2. Investing in People Northern Ireland
3. NSAI - The National Standards Authority of Ireland.
4. EIQA – Excellence Ireland Quality Association.
5. BITC - Business in the Community Ireland
6. BITCNI – Business in the Community Northern Ireland.
7. Chambers Ireland
8. Enterprise Ireland
9. Entertrade Ireland.
10. IBEC – Irish Business and Employers Confederation.
11. SFA - Small Firms Association.
12. ISME – Irish Small and Medium Enterprise.
13. Department of Enterprise Trade and Investment Northern Ireland
14. Department of Culture Arts and Leisure Northern Ireland.
15. Department of Enterprise Trade and Employment
16. Údaras na Gaeltachta
17. An Coimisinéir Teanga
18. Roinn Gnóthaí Pobail Tuaithe agus Gaeltacht
19. Gaillimh le Gaeilge
20. Forbairt Feirste
21. Forbairt Feirste Thiar
22. An Ceathrú Gaeltachta

Appendices



Draft For Comm