

Proposals to the European Commission and the National Agencies for the Future Implementation of the European Language Label

In the framework of the production of the Transnational Report, that is available on the NELLIP portal (http://nellip.pixel-online.org/RP_trasnational.php), NELLIP partnership developed some proposals for the future implementation of the European Language Label. At the end of the project life cycle, the proposals contained in the report have been further developed and integrated. The following recommendations are addressed to the European Commission and the National Agencies in charge of the European Language Label.

Recommendations' targets

According to the analysis carried out at national level and discussed at transnational level, the NELLIP partnership decided to address its recommendations to the following targets:

- European Commission
- National Agencies

Recommendations to the European Commission

According to the NELLIP partnership, in order to guarantee the future development of the European Language Label, the European Commission should:

- Increase the visibility of the European Language Label among, first of all, language learning providers and experts. This could be done with, among others, through:
 - a targeted information strategy, based on, for example, presenting the ELL in international events on language learning
 - publication of articles on the ELL on specialized press both on paper and online etc.
 - including the ELL in main menus on the National Agencies' website
 - asking organizations which have won the ELL to include a link to the ELL page on their own websites
 - only one single logo should be used for the European Language Label at transnational level
 - making use of the social networks developed specifically by/for language learning providers
 - developing an ELL Library at European level with the most relevant products that are still used by the institutions that developed them and/or by other institutions or target groups; (it would involve defining what a is a "relevant" product, checking at least what websites of the awarded projects are still functional)

- Identify several strategies to make the acquisition of the European language Label more appealing for Language Learning experts
- Raise awareness on the European Language Label's meaning and impact. In order to do so the information about the European Language Label should also include:
 - a clear description of the quality meaning of the label
 - the benefits related to awarding. In order to do so, the case studies developed by the NELLIP Network might be used to present best practices as far as the benefits of the European Language Labels are concerned.
- Develop the offer to the coordinator of projects that were awarded the European Language Label, focusing on opportunities for transnational networking, exchanges and sharing. This can be done, for example, with the annual organization of transnational events where the sharing of best practice developed by the awarded projects is promoted as well as transnational networking among the project promoters. The NELLIP network is also contributing to this objective as it is currently implementing a transnational network of promoters of projects that were awarded the European Language Label.
- Raise awareness in the Language Learning industry (e.g. specialized publishers) about the quality meaning of the European Language Label so as to encourage them to contribute with private funds to the further development of the awarded.
- Improve funding, and ensure that every EU member state runs the European Language Label in a similar way
- Pursue a greater harmonization of the European Language Label award through tighter criteria, and tighter procedures and improved transparency for the selection of proposals
- Provide clearer specifications of the kinds of projects that can be submitted for consideration, and restrictions on national variants such as the 'individual award' option, the 'first', 'second', 'third' place option
- Distinguish between projects resulting from EU funds and projects that were developed with internal funding
- Create an international advisory board to oversee the implementation of the scheme
- Invest more in training the staff assigned to coordinate the ELL activities at national level and also promote cross-country cooperation in the ELL area

- Publicize and use the findings of the NELLIP project
- Compel ELL winning labels to publish a certain number of articles or dissemination events such as courses in teacher training centers, conferences, etc, including the results of their projects in specialized educational magazines.
- Provide clearer and more transparent rules about what type of organisations are eligible to participate, what kind of projects (already completed or still ongoing), etc

Recommendations to the National Agencies in charge of the European Language Label

According to the NELLIP partnership, in order to guarantee the future development of the European Language Label, National Agencies should:

- Publish information about the annual priorities, criteria and deadline for submission of proposals well in advance, not only on their websites but also through emailing, newsletters, etc.
- Provide feedback with the evaluators' comments in case a proposal was not selected for the ELL
- Reinforce the activities following the award of the ELL, so as to disseminate more widely and continuously the awarded best practices and thus boost the attractiveness of the award. Activities to be organized could include, for example, the organisation of events to exchange best practice among the coordinators of awarded projects
- Organize training sessions / workshops for future language learning project applicants, aiming at improving their initiatives. They can be organised by the National Agencies together with other experts – e.g. project coordinators having previously been awarded the ELL, NELLIP experts, etc.
- Create a link from their websites to NELLIP main tools (database, reports, guidelines, etc.)
- Involve non-educational institutions in the ELL process – eg. as end-users of the projects' products, as beneficiaries (eg. companies, entrepreneurs, official institutions and authorities etc. - they can express their needs in terms of foreign language skills)
- Create an advisory board to assist the coordination of the awarded projects in the dissemination, exploitation and sustainability of the projects themselves.