



Transnational Report

The implementation of the European Language Label



The Funding Programme



Lifelong
Learning
Programme

The Transnational Report on the implementation of the European Language Label was created in the framework of the [NELLIP project](#) . The project is funded in the Framework of the Lifelong Learning Programme – Key Activity 2 Multilateral Networks action.

The European Language Label (ELL) is awarded to the most **innovative** language learning initiatives developed throughout Europe



The Context: The European Language Label

Projects that were awarded the European Language Label were assessed by experts of the National Agencies as **quality language projects** in Europe.

The Transnational Report

The transnational report on the *Implementation of the European Language Label* is one of the NELLIP project deliverables.

The transnational report is based on the results of [national reports](#) on Implementation of the European Language Label at national level in 18 EU member states.

Top-Down:

Cooperation, involvement and support of the National Agencies and of the European Commission

Bottom-Up:

Active involvement of the promoters of awarded projects

European Criteria to award the ELL

- European criteria to award the ELL
 - Comprehensive approach
 - Added value in terms of quality and quantity
 - Fostering students motivation
 - Innovation and creativity
 - European dimension
 - Transferability

The European annual priorities in 2012-2013 are:

- Language learning based on the new technologies
- Multilingual classrooms

National priorities may also be established every year in each country by the National Agencies.

Label Campaign: Timing

Label Campaigns are organized in different periods of the year in each of the member states.

So the deadlines to apply for the ELL are different.

Participation may be opened to institutions and/or individuals

The information channels used by the NAs include:

- Brochures
- Newsletters
- Web pages dedicated specifically to the ELL
- Organization of / Participation in fairs and conferences
- Publication of volumes, surveys and yearly reports
- Advertisements and press releases
- Organization of preparatory seminars

Label Campaign: Selection

Applications are assessed by the National Agencies through the following procedure:

- check of the eligibility criteria for the candidatures
- appointing of Evaluation Committees
- organization and management of assessment days
- drafting of the final minutes
- creation of list of the winning projects.

Awarding of the ELL

The Label ceremony is usually held between September and December

In some countries the awarding ceremony is celebrated in the framework of the main language related event.

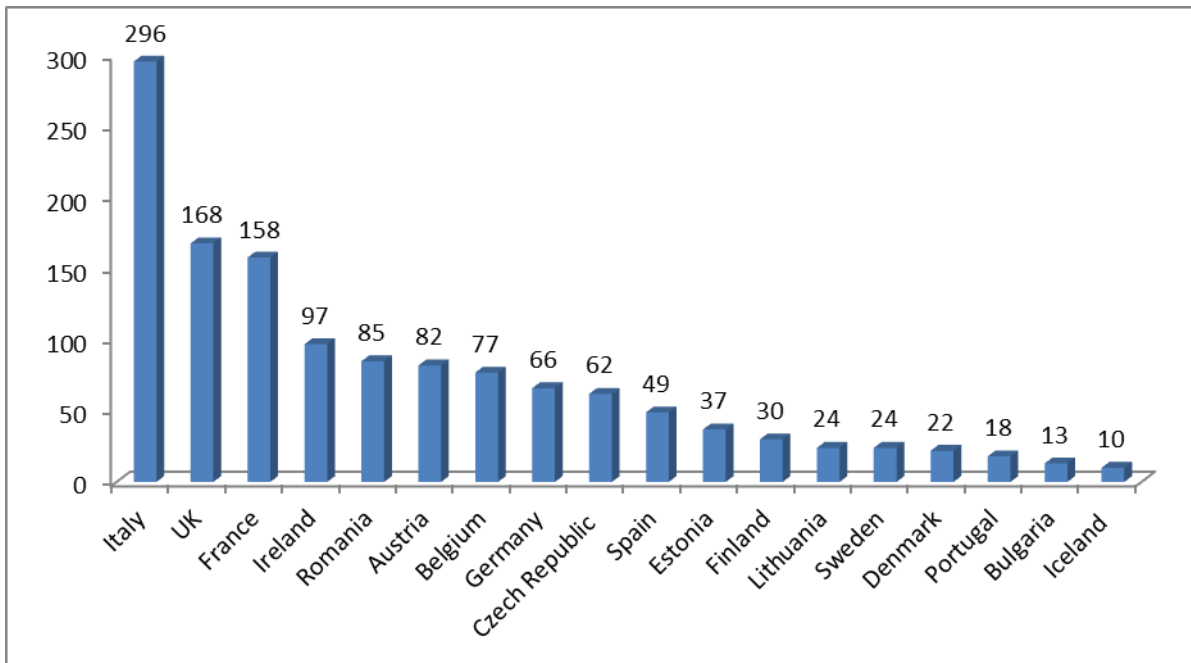
All promoters of the awarded projects receive:

- an official certificate
- the right to display the logo of the European Language Label

In some countries, the award of the Label is combined with national prizes.

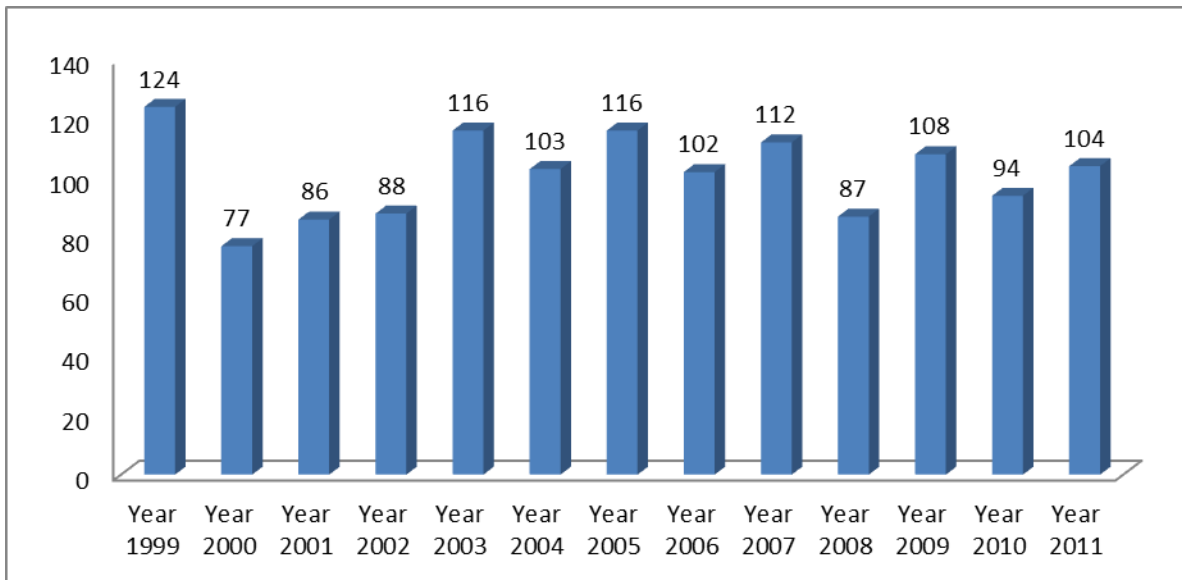
Statistical Data in 18 countries

Number of awarded projects



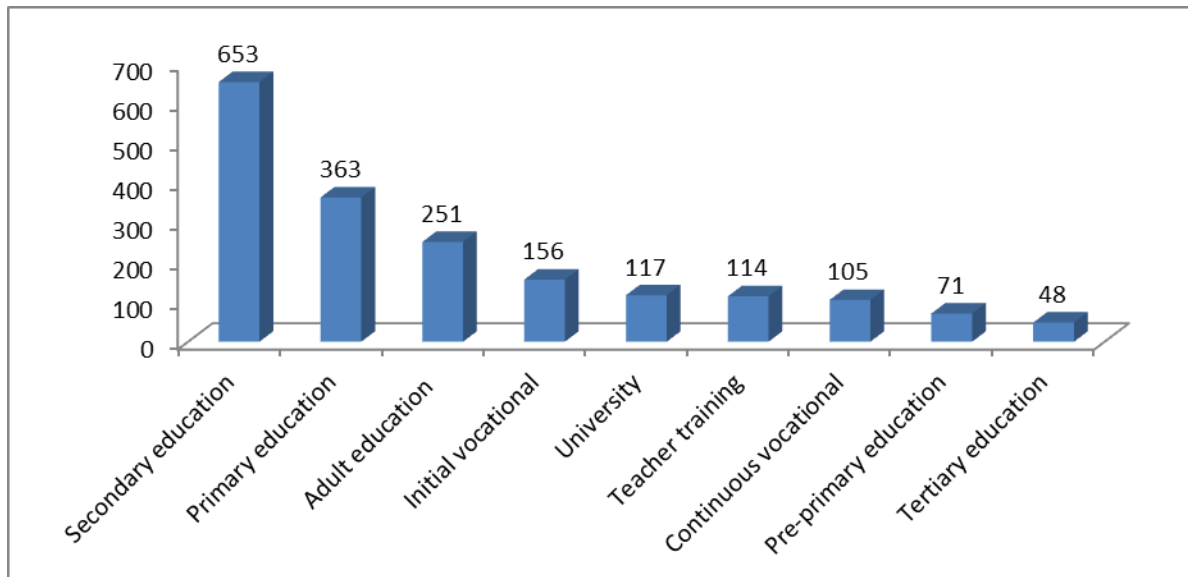
Statistical Data in 18 countries

Number of projects per year



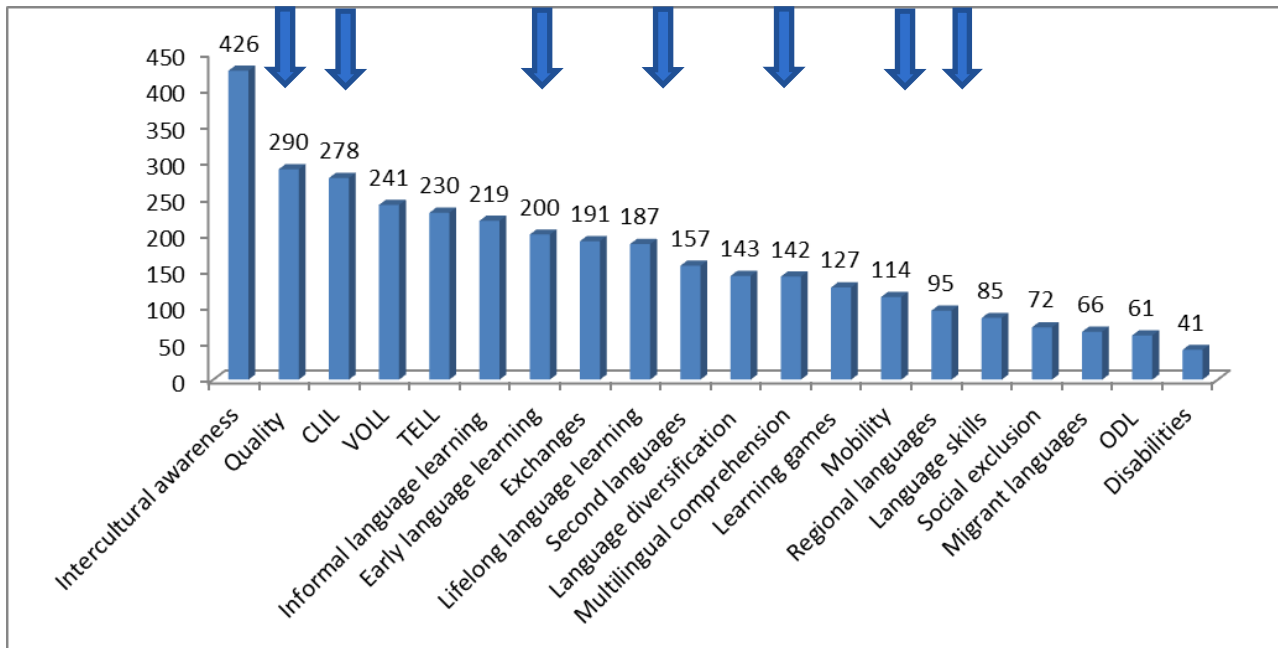
Statistical Data in 18 countries

Sectors



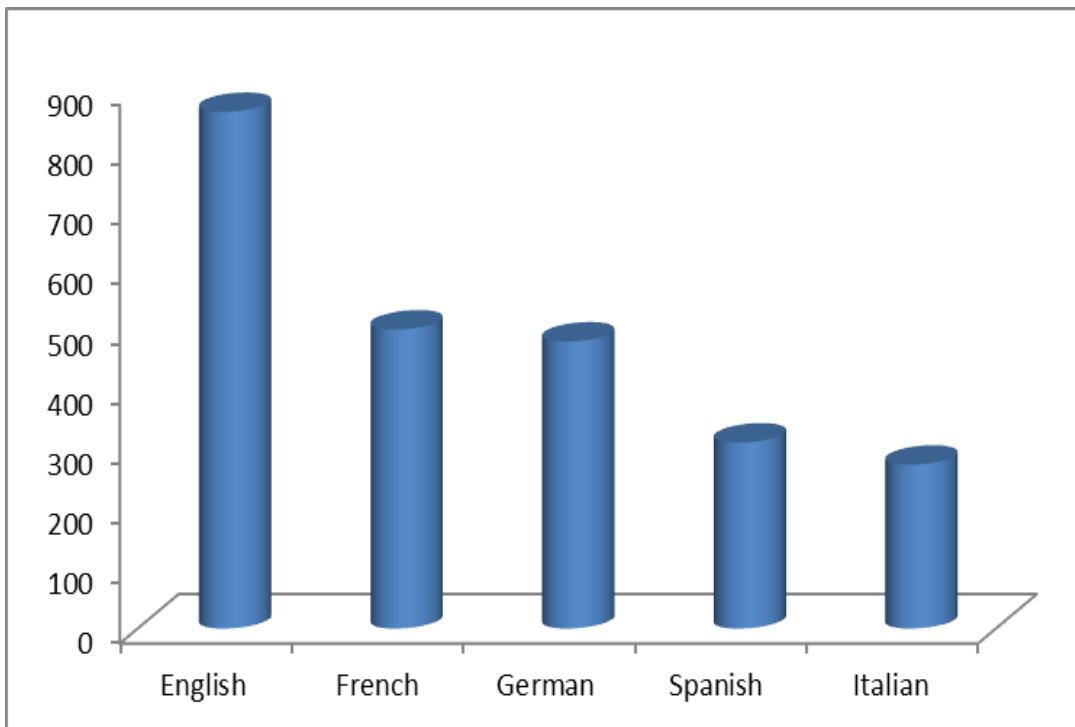
Statistical Data in 18 countries

Thematic areas of awarded projects and consistency with EU political priorities in language learning as in 2012.



Statistical Data in 18 countries

Target Languages



Motivations of project promoters

Why

applying for
the ELL?

- obtain official and European recognition if the project's quality
- greater visibility to the project / promoting institution
- increase motivation of the staff involved
- enhance the project's sustainability
- share a good practice
- create transnational partnerships

Recommendation for Quality

by awarded project promoters

Quality issues to be taken into account in the project development:

- direct **involvement of the target group**
- take into account what **exists already**
- concentrate **on innovative aspects**
- take into account **criteria used to award** the Label in the project planning
- **clear description** of the product or method for the benefit of the end users.
- **test the deliverables** produced and implement corrective actions
- Involve organizations to support the **project's sustainability**.

Strenghts of the ELL

according to the awarded project promoters

Strenghts of the ELL are:

- official and **European recognition** if the project's quality.
- greater **visibility** to the project and the promoting institution,
- **motivation** of the project promoters
- **sustainability** of the awarded projects
- **sharing** of good practices

Weaknesses of the ELL

according to the awarded project promoters

Weaknesses of the ELL are:

- **not sufficiently known** not even among language learning providers and experts.
- **the label's logo is not recognized**
- **benefits** of receiving the European Language Label **not clear**
- **limited opportunities to create transnational** partnerships.

Recommendations 1/2

of the awarded project promoters

Promotion of the visibility of the European Language Label among, first of all, language learning providers and experts, through:

- a **targeted information strategy** (conferences, press)
- provide **more visibility** to ELL on the **web site of the European Commission**
- including the ELL in main menus on the **National Agencies' website**
- **organizations winning the ELL** should **link to the ELL page** from their website
- **only one single logo** should be used for the ELL at transnational level.
- develop an **ELL Library** at European level with the most relevant awarded products that are still used

Recommendations 2/2

of the awarded project promoters

- rising **awareness** on the European Language Label's **meaning and impact**
- identification of strategies to make the **acquisition** of the European Language Label **more appealing** for Language Learning experts
- offering further **opportunities for transnational networking**, exchanges and sharing

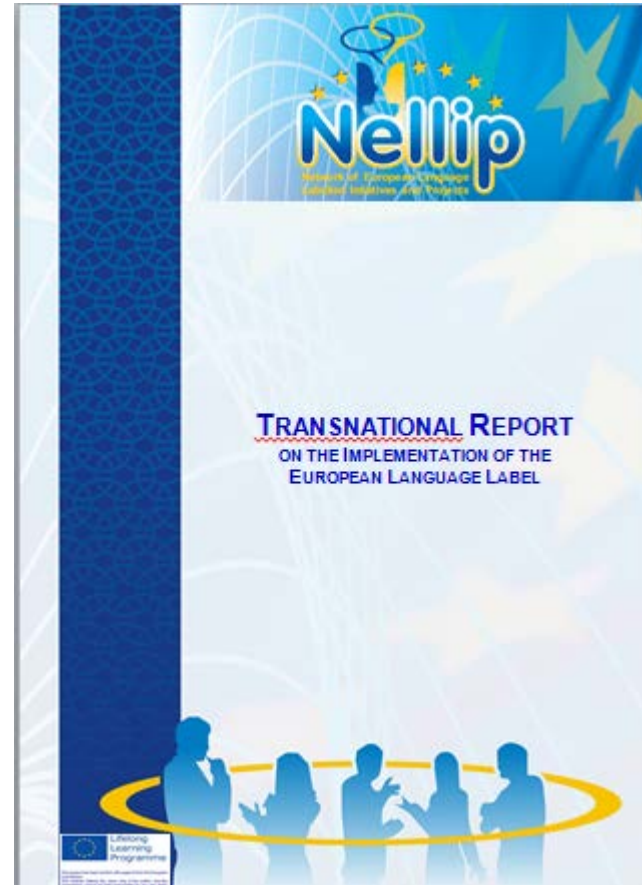
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The Transnational Report online

The Transnational Report on the *Implementation of the European Language Label* is available on the [NELLIP web site](#) in eight different European Languages





Thank you for the Attention

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