

PREPARING FOR THE FUTURE

THE ONLY CURRENCY IS NEW IDEAS

The notion that bust follows boom may not be so important in the future, writes **Haydn Shaughnessy**

The Irish Times, 15 October 2007, Rohit Talwar and Josephine Green (Philips)

Rohit Talwar is an internationally renowned **futurist, award winning inspirational speaker, consultant and change agent**. His core talent lies in **motivating teams to think differently, act fast and be FIRST to the FUTURE**. Rohit is a **personal advisor to CEO's of global corporations**, innovative start up companies and governments.

From Edge Perspectives to [Edge](#). Edge is an online forum for the world's leading thinkers. In the spirit of the above, every year the [Edge World Question Center](#) sends out the so-called Edge question to its members. In 2006, the question was "[What's your most dangerous idea?](#)"

"The history of science is replete with discoveries that were considered socially, morally, or emotionally dangerous in their time; the Copernican and Darwinian revolutions are the most obvious. What is your dangerous idea? An idea you think about (not necessarily one you originated) that is dangerous not because it is assumed to be false, but because it might be true?"

The western-centric, short-term ROI-focused, **"what's in it for me"**-oriented mainstream localisation industry is **history**. Future localisation will be collaborative, it will be *for*, and it will be controlled and executed *by us*, the people.

<http://iplot.typepad.com/iplot/brainjamming/>

Technologies for Translation Conference

Forli, Italy, 9-10 October 2009

Advanced School of Modern Languages for Interpreters and Translators ■ University of Bologna ■ Forli

Developments in Localisation

What is moving in L10N?

Reinhard.Schaler@therosettafoundation.org



As you might have guessed, I am not a native Irish – my name kind of gives that secret away, AND I am not a native English speaker – which is why my children have told me NEVER to tell a joke in English. I will try not to be funny during my presentation, acknowledging the difficult task of the interpreters: trying to make something a German says in English sound funny in Italian....

Fortunately, for me AND the interpreters, and above all, for you – the subject of my talk, localisation, is relatively dry, not very exciting.... boring really.

So, I would like to thank you in advance for staying with me - awake - over the next 30 minutes or so.

When I thought about the topic and prepared the presentation, I felt that there are really two options: one quite short – this would have the advantage of leaving lots of room for discussion; I could not make up my mind, so I have two versions of this presentations – one nice and short, the other also nice (hopefully), but a bit longer.

Here is the first version: What are the developments in localisation, what is moving in Localisation?.

<http://tetra.sslmit.unibo.it/?section=&locale=en>

Not much really...
Nothing worth mentioning...

There are really no major developments in localisation – none worth a special mentioning at least, none of any great importance, none since the appearance of TMs – which is, in its essence one of the simplest inventions in translation “technology”, one that does probably not even merit the “technology” part in “translation technology”

So, this is the short version.

What comes next is the longer version, which involves, unfortunately for those amongst you who are already familiar with localisation, a bit of background and history.

What do we know about “localisation”? Do we have a common understanding of what it is? Where did it all begin?



What do we know about Localisation?

What is it?

Has anyone been involved in localisation?

What is it like?

Large quantities

Highly repetitive documents.

Many languages.

Thousands of source files

All coming in dozens of different file formats.

A large variety of media.

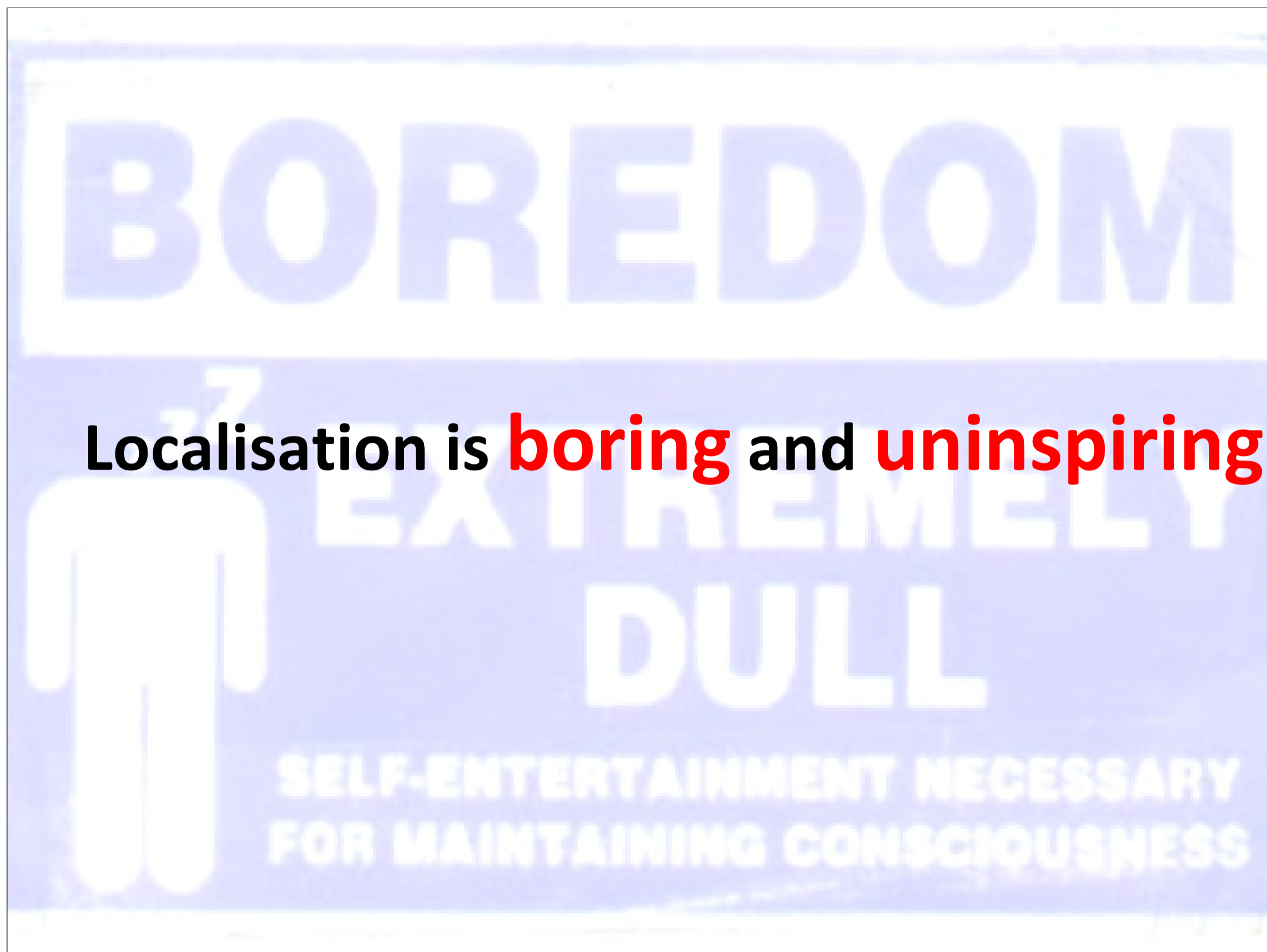
Huge time pressure.

High demands on quality – but few if any are really sure what “quality” means

Most problems best to be solved by technology.

Translators are not really appreciated – they are still necessary, “unfortunately”, for those bits and pieces that cannot be translated automatically.

Not a “nice place” to be in for translators, BUT one that pays well, AND one of the few where translators can make a living.



Localisation is **boring** and **uninspiring**

Most people don't know what localisation is. Is it translation? Is it software engineering? Is it marketing? Is it just a clever scheme by translation agencies to get more business?

How do you explain to your friends what job you are working in?

What is their reaction? – Do they show interest? Do they ask follow-up questions?

Is there ANYONE interested in localisation? – IS THERE? – WHY on EARTH?

Why are companies interested in localisation?

How did it all start and where is localisation today?

In the 1980, some US companies that had developed software for PCs were looking for new markets that could pay for the PCs and for their software. As people in these markets spoke different languages there was a need to adapt these systems and the software – that was the moment the localisation industry was born.

Since then, software and digital content have developed. Localisation is no longer adapting just spreadsheets or word processors but also computer-based training courses, computer games, and anything being made available on the world wide web.

How important is it?

- The industry is worth about US\$17b
- Many multinationals make >60% of their revenue from their international business
- L10N made Ireland the world's largest exporter of software, ahead of the USA

Today, localisation is no longer just about making technology more accessible – it is also, and probably principally, about facilitating access to information, such as online newspapers, online support sites, land registries, government information, health information, travel information, legal information, banking information.

Today, there is huge pressure on localisers to deliver larger volumes in more language faster – while maintaining an acceptable level of quality.

How and Why?

Short-term return on investment

- **IF**
 - there are markets rich enough to buy our product
- **THEN**
 - adapt our already developed products to the requirements of these markets (with a minimum effort)
- **AND**
 - sell them into these new markets for a similar price as the original product

A Business run by Accountants



How is it done:

(1) **Internationalise** – get the digital content ready for localisation:

- separate the content from functionality
- enable digital content to be manipulated in your language – independently of the language the content itself is in; EXAMPLPE: you can write a letter in Arabic using an English version of a word processor.

(2) **Reuse – Recycle**

- reuse as much as possible; digital content is generally not new in its entirety, it has most likely been adapted from a previous version; so there is no need to author it again, AND there is no need to translate it all over again.

EXPLAIN the difference between REUSE and RECYCLING

Overall - Localisation becomes a function of ONE very narrow aspect of Globalisation – and that is the financial aspect. Localisation is being done to sell more digital content in more languages into more countries – to make more money.

None of this is bad – except that if you happen to live in a “poor” country or if you speak a “minority” language, if you do not represent a “market”, you will not get access to the information available to those who DO have the money to pay for it.

There is another problem with the current mainstream localisation model: Money does not inspire



Problem: Money does not inspire

However – a business exclusively focussing on money does not really inspire - especially not these days...

This is why the localisation industry has an image problem – the reason why it feels unappreciated, unimportant and insignificant.

The news coming out of the industry reflect this. Have a look at this week's localisation news:

SDL news

Lionbridge news

GALA

LISA

Highlights by me

2009 Press Releases

What's up?

As the leader in Global Information Management, SDL continues to set the pace and make headlines. Find out what people are saying about us, and the conferences and seminars at which we've been sharing our knowledge and expertise.



SDL Demonstrates its Continued Commitment to Localization Quality with the Award of EN15038 Accreditation

~~Dates: 24/09/2009 09:00:00 Location: SDL Maidenhead - (Maidenhead), United Kingdom~~

SDL, the leading provider of Global Information Management (GIM) solutions and Language Service Solutions today announced that it has been awarded the EN 15038 standard for quality assurance. SDL adds the globally recognized standard to its ISO9001 accreditation to further demonstrate the company's commitment to providing total process and quality transparency to their prestigious customer base.

SDL Tridion Receives KMWorld Trend-Setting Product Award

~~Dates: 22/09/2009 09:00:00 Location: SDL Tridion, New York~~

SDL Tridion™, a best-in-class provider of enterprise Web Content Management (WCM) systems and solutions and part of the SDL Group, leader in Global Information Management (GIM) solutions, continues to demonstrate clear leadership in the WCM market with a Trend-Setting Product of 2009 Award from KMWorld, a highly-regarded publication dedicated to professionals in the content, document and knowledge management industry. The KMWorld award, SDL Tridion's second award from the publication, follows the company's recent leadership recognition from Forrester Research and The Gartner Group and underscores its solid reputation in the industry.

SDL Global Information Management Strategy will Help Keep Life Good for LG's Global Customers

~~Dates: 10/09/2009 09:00:00 Location: SDL Maidenhead - (Maidenhead), United Kingdom~~

SDL, the leading provider of Global Information Management (GIM) solutions is pleased to announce that LG CNS has selected SDL Translation Management System™ (SDL TMS™) to improve the quality and consistency of translated marketing and product collateral. It will also increase the efficiency of the processes used by LG Electronics operating units to deliver multilingual material to their global markets.

07 10 2009

<http://www.sdl.com/en/events/news-pr/>

In the News

- [Lionbridge Receives ISO 13485:2003 Certification for Quality Management](#)
- [Lionbridge Chosen in the Leader Category of "2009 Global Outsourcing 100" for Service Excellence](#)
- [Lionbridge Secures New Multi-Year Agreements Estimated to Generate \\$70-90 million in Revenue](#)

[View More](#) ►

<http://www.lionbridge.com/lionbridge.htm>

GALA in the News

- 🔍 **GALA 2009: Communities on the Web and Beyond**
- 🔍 **Back from GALA 2009 Review**
- 🔍 **GALA to Host First International Conference: "GALA 2009: The language of business. The business of language."**
- 🔍 **GALA Adopts the Intranews Networking Solution to Enhance Member Services**

Latest News

New!

Crowdsourcing – New LISA Industry Insights Report

How will you scale language/market coverage to engage customers in emerging markets, at the same time that you're struggling to contain costs? Crowdsourcing is one way – learn how your colleagues and competitors are already implementing it. [\[more...\]](#)

Membership/Forum Discounts

Save up to 56% off LISA membership and Forum attendance packages when you join LISA by October 31st. [\[more...\]](#)

Executive Roundtable: The Impact of Crowdsourcing on Global Enterprises (October 19–20, San Jose)

Crowdsourcing is radically changing how organizations meet their global requirements. Join us for an exclusive, invitation-only roundtable of key decision-makers discussing how crowdsourcing is impacting their businesses. [\[more...\]](#)

The Convergence of Software Development and Globalization Services – New LISA Industry Insights Report

Move ahead of your competitors by learning how to leverage the convergence between Global software product development and globalization services. Order today. [\[more...\]](#)

WHO – beyond the hardcore localisation community – would be interested in THESE “news”?
And we wonder, we REALLY do wonder, WHY people are not interested in localisation?



It can *never* be just about the money -- THE ONLY CURRENCY IS NEW IDEAS

When the money disappears, when there is a financial crisis, an freeze on hiring, interest disappears (even among students) and what remains are squeezed margins (everybody is complaining about them) and the famous "bottom line".

Even companies like Volkswagen and Mercedes, Microsoft and Oracle have realized this. (Are they smarter than us?)

Their slogans are -

Volkswagen:

Mercedes:

Microsoft:

Oracle:

Welcome to Volkswagen International.

BlueMotionTechnologies – taking responsibility for the future.

▸ More about eco-friendly technologies and products

BLUEMOTION
— TECHNOLOGIES —

taking responsibility for the future.

http://www.volkswagen.com/vwcms/master_public/virtualmaster/en2.html



Get
Microsoft®
Silverlight™





Sure, it happens **every day.**



Microsoft Digital Pipeline Learning Center
Through the Microsoft Digital Pipeline Learning Center program, Microsoft UK is working with the government of Kenya to improve rural education.

Microsoft Digital Pipeline Learning Center
Through the Microsoft Digital Pipeline Learning Center program, Microsoft UK is working with the government of Kenya to improve rural education.

<http://www.microsoft.com/about/corporatecitizenship/us/default.mspx>



So – is there *anything* inspiring about localisation?
Turns out this is not such a difficult question to answer.

In fact, it is so easy to answer that one could wonder *why no-one* in the localisation industry has come up with the answer before?

-- Very similar to the very very simple idea of translation memories 25 years ago that changed the way localisation is done. Only that this time it is not *just* about "technology", it is about technology too, but it is also about the realisation that any business will only survive long-term if it is conducted in a FAIR and INSPIRING way.

Which is, maybe, why the captains of the localisation industry, the captains that are so focussed on the bottom line -- on the revenues -- on the profit margins -- on greed have not realised what needs to be done to make their business viable not just this quarter, but over the foreseeable future.

We have learned over the past year or so what happens when businesses focus mainly and (maybe) exclusively on profit margins and make "maximising revenue" their credo.



Three ideas to make localisation interesting and inspiring

What could make localisation interesting and inspiring?

What should the localisation industry, and indeed, the localisation community focus on to make localisation interesting and inspiring?

Here are a three ideas.



Localisation preserves linguistic and cultural diversity – it also preserves political, ethnical and social diversity.

Languages not present in the digital world will not survive.

There are even people asking whether languages that cannot be machine translated will survive.

Let's look at some EXAMPLES

LAST OF THE AMAZON

BY SCOTT WALLACE • PHOTOGRAPHS BY ALEX WEBB

In the time it took to listen to this presentation, many more of the world's languages and cultures have come under threat of extinction.

The market forces of globalization are invading the Amazon, hastening the demise of the forest and thwarting its most committed stewards. In the past three decades, hundreds of people have died in land wars; countless others endure fear and uncertainty, their lives threatened by those who profit from the theft of timber and land. In this Wild West frontier of guns, chain saws, and bulldozers, government agents are often corrupt and ineffective—or ill-equipped and outmatched. Now, industrial-scale soybean producers are joining loggers and cattle ranchers in the land grab, speeding up destruction and further fragmenting the great Brazilian wilderness.

(Continued on page 49)

The world is experiencing a mass extinction of cultures, a crisis as profound as the loss of biological species.

Loss of traditional cultures means loss of knowledge.

The Penan in Borneo have one word for *he*, *she*, *it* and six words for *we*. What lessons could the Penan teach about social cooperation?

Any language that is not captured in this electronic world will soon become obsolete.

David Brooks, 1998

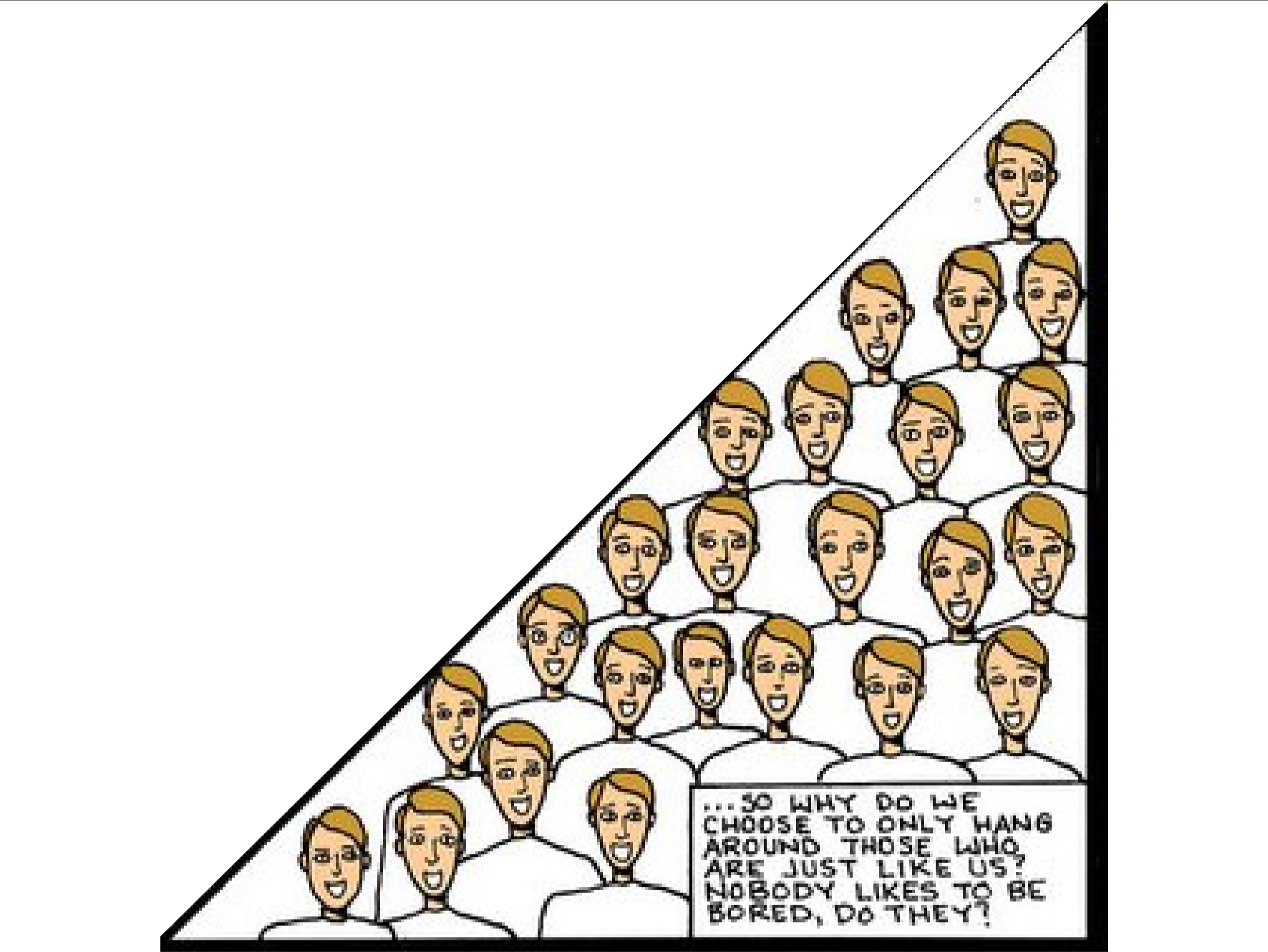
Diversity matters.

No culture can live, if it attempts to be exclusive.

Mahatma Gandhi

Which Language? The L10N Decision

- The official language of Denmark is Danish, spoken by 5 million people
- The first official language of Ireland is Irish, spoken by thousands and taught in every Irish school
- The official language of Ethiopia is Amharic, a Semitic language which is spoken by about 27 million people



alldifferent-allegal.info



**2 Access to information is
a **human right****

In your language – a human right



Language Rights as an Integral Part of Human Rights

The rights of minorities are often thought of as constituting a distinct category of rights, different from traditional human rights. Such a view fails to recognise that the use of descriptive expressions such as “minority rights” or “language rights” may be useful, but also imprecise. Most of what are widely recognised as minority rights are in fact the direct application of basic human rights standards such as freedom of expression and non-discrimination. This means that language rights are not collective rights, nor do they constitute “third generation” or vague, unenforceable rights: by and large, the language rights of minorities are an integral part of well established, basic human rights widely recognised in international law, just as are the rights of women and children.

Fernand de Varennes

http://portal.unesco.org/shs/en/ev.php-URL_ID=2731&URL_DO=DO_TOPIC&URL_SECTION=201.html

Kofi Annan

The new information and communications technologies are among the driving forces of globalization. They are bringing people together, and bringing decision makers unprecedented new tools for development. At the same time, however, the gap between information "haves" and "have-nots" is widening, and there is a real danger that the world's poor will be excluded from the emerging knowledge-based global economy.

http://www.unicttaskforce.org/sg_challenge.html

On 5th November 2002, the President of the United Nations, Kofi Annan, wrote in what was entitled *Kofi Annan's IT challenge to Silicon Valley*: **The new information and communications technologies are among the driving forces of globalization. They are bringing people together, and bringing decision makers unprecedented new tools for development. At the same time, however, the gap between information "haves" and "have-nots" is widening, and there is a real danger that the world's poor will be excluded from the emerging knowledge-based global economy.**

He continued to emphasise that Information technology is extremely cost-effective compared with other forms of capital. Modest yet key investments in basic education and access can achieve remarkable results. He quoted Estonia and Costa Rica as well-known examples of how successful IT strategies can help accelerate growth and raise income levels. But even some of the least-developed countries, such as Mali and Bangladesh, have shown how determined leadership and innovative approaches can, with international support, connect remote and rural areas to the Internet and mobile telephony.

Public tele-centers have been established in places as diverse as Egypt, Kazakhstan and Peru. Indeed, information technologies can give developing countries the chance to leapfrog some of the long and painful stages of development that other countries had to go through.

This UN initiative is continuing in the aftermath of the World Summit on the Information Society (WSIS).

(also see: United Nations Information and Communication Technologies Task Force http://www.unicttaskforce.org/sg_challenge.html)



NATIONAL LANGUAGE SERVICE CORPS

We are multilingual volunteers who bridge communities, interpreting and translating in time of need.

"We need your service, right now, at this moment - our moment - in history. I'm not going to tell you what your role should be; that's for you to discover. But I am going to ask you to play your part; ask you to stand up; ask you to put your foot firmly into the current of history."

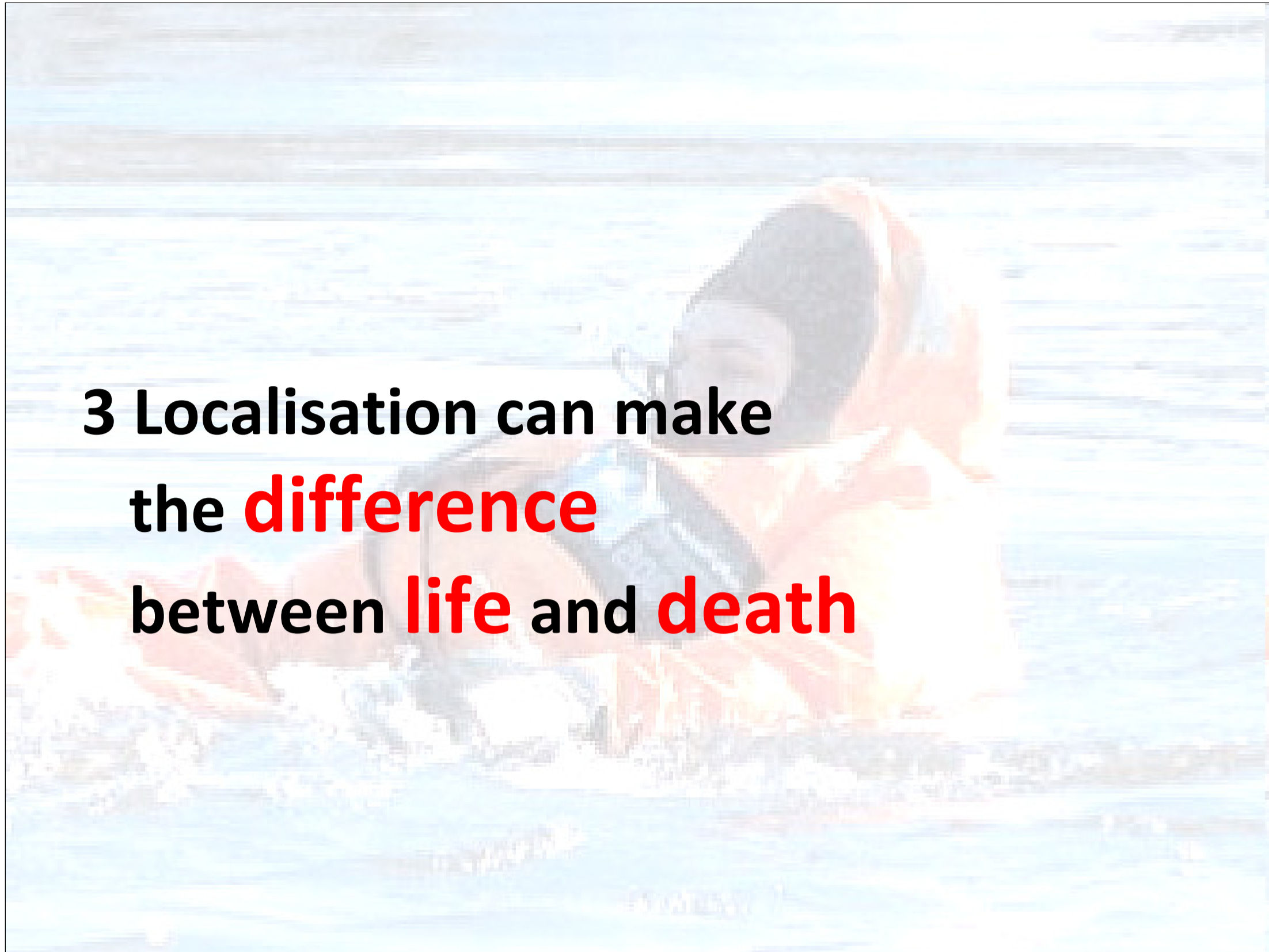
-President Barack Obama



The **National Language Service Corps (NLSC)** is a group of individuals who speak more than one language. We are united by the fundamental belief that diverse communities who can successfully communicate with one another have a tremendous impact on who we are, who we can be, and what we can do together. If effective communication can give us the power to understand one another, the NLSC helps to harness that

power to help our country gain a deeper understanding of all countries, cultures, and peoples. We believe that this will make the United States and the world safer, more just, and more prosperous.

http://www.nlscorps.org/Forms_Kernel/AboutUs.aspx



If SLIDE

Doctors without Borders video clip

Quote from UNICEF guy

Lack of Localisation can seriously damage your health, freedom and prosperity

- If
 - Localisation is needed to provide access to information and knowledge
 - Knowledge helps to address
 - Health care (hygiene, HIV info, ...)
 - Justice (legal, land registry, human rights info, ...)
 - Finance (market prices, banking, ...)
 - Information (weather, exchange rates, ...)
 - Research (search engines, libraries, ...)
 - Education (learning, studying, ...)
- Then
 - Lack of localisation can seriously damage your
 - Health
 - Freedom
 - Prosperity

The Effect

Lack of Localisation can seriously damage your health,

- **Lack of Localisation**
- **can kill**
- Prosperity

Healthcare for Poorest

Reliant on Paradigm Change

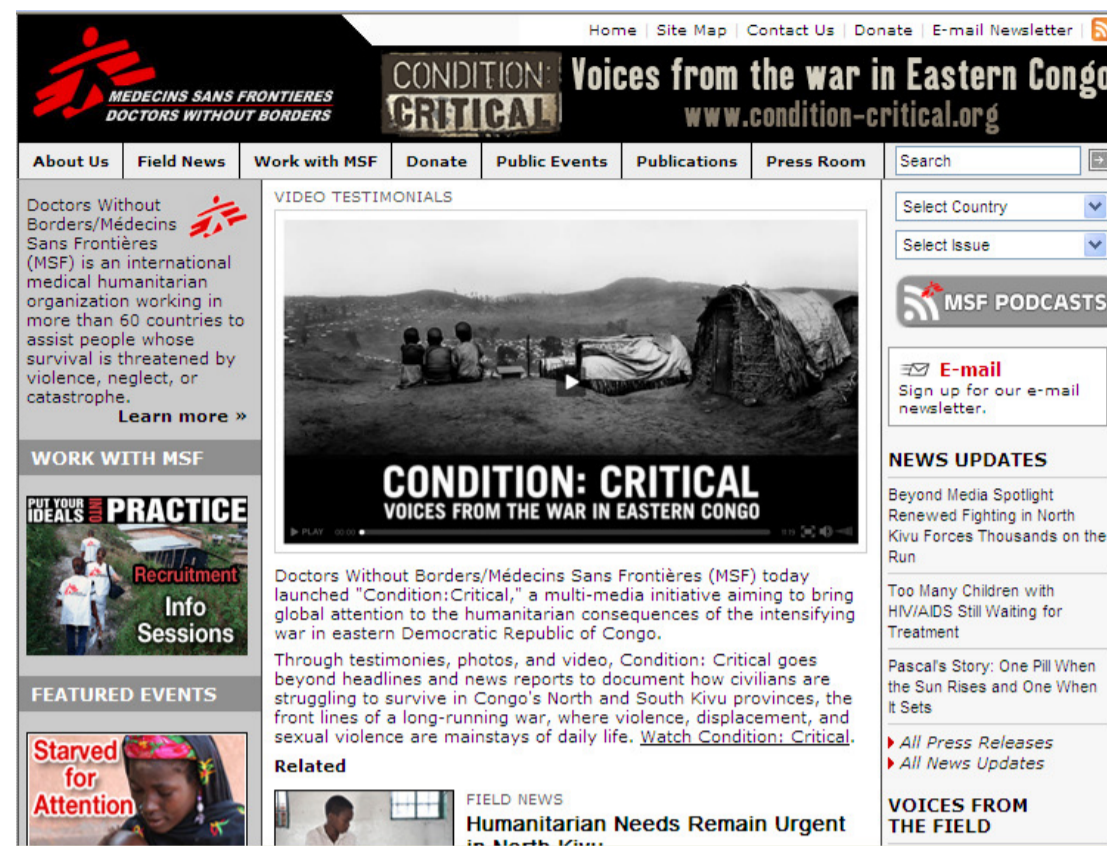
- Today, two billion people lack access to healthcare. As a result, **17 million die each year – 50,000 *each* day**
- *80% of these preventable deaths occur because of a **lack of access to healthcare information.***

James Grant (former director of UNICEF)

- Signs warning children in Afghanistan of land mines are written in English
- Information about preventing mother-to-child transmission of HIV is unavailable in local languages
- Foreign healthcare workers must orally translate surgery manuals so they can be understood by the local medical team
- Young rural mothers lack access to health and nutritional guidelines in their language so they can combat malnutrition in their children

The poorest today do not have access to healthcare information – and die

http://www.doctorswithoutborders.org/



MSF will not accept that good quality medicine is the reserve of rich people in developed countries.

Since they do not represent a profitable market patients in these (poor) countries interest neither the pharmaceutical research industry nor governments.

Our patients are dying not because their diseases are incurable but because as consumers they do not provide a viable market for pharmaceutical products.

Local connections (and translators) are vital to adapt projects.

D:\docs\RFS\Articles and Presentations\zMedia\Video clips

Show video?

About Doctors Without Borders Medecins Sans Frontieres.flv from 5:10 to 8:10

What is the response?

You have a point there.

Nice to look at this, especially if you are in academia

BUT – What is in it for us?



Here we are again, full circle, right back to “return on investment,” right back to “shareholder value”, right back to the “bottom line”, right back to boring, uninspiring, unimportant and so-yesterday “it’s all about money” considerations.



Really, it's the wrong question, because if one asks it, one demonstrates a complete ignorance of what has been the **BIGGEST DEVELOPMENT in localisation in the past 25 years, since the emergence of translation memories.**

For companies, it is really a question of whether they want to **join** this new development or whether they are going to **fade away** into the oblivion and become history.

What is this new development?

PEOPLE action



Localisation is ***about*** and ***for*** people

Most people working in mainstream localisation would agree that localisation is a “people business”.

They would, however, most likely *not* agree with the statement that localisation is *for* people and that it should be run *by* the people.

The BIG development in localisation:
people collaborating virtually on
projects *they* choose

Crowdsourcing



Collaboration



Cloud localisation





Do we have any figures to back this up, any quotes?



Nice idea – but how to **DO** it?

How to do it --- how CAN you do it IF it is **not** about money.

Someone needs to pay for it!

So we will need a bit of imagination, risk taking – CHANGE IS ALL ABOUT RISK TAKING -- This is where the accountants that run mainstream localisation have to be replaced by thought leaders and social entrepreneurs.



Equal Access to Information across Languages

*The Rosetta Foundation is a not-for-profit organisation to advance the rights of people to information independent of their social status, their linguistic and cultural background and their geographical location through the **development and the deployment of an intelligent translation and localisation platform.***

The Rosetta Foundation is the first and only community-driven free open-source translation platform and operation to bring the NGO communities, the Pro-Bono translator communities, and the software development communities around the world together to improve the severe information poverty situations in the developing regions. Perhaps one day the developed world can take advantage of this platform as well.

The Rosetta Foundation is both a tools platform and a sustained operation. The technology and tools are supplied by the open source community. The sustained operation is supported through pro-bono support from companies such as Andrä AG and Welocalize.



Speaking at the launch, University President, Prof. Don Barry said;
 "information is one of our most valuable assets. Access to information means access to healthcare, justice and finance. For some people it can mean the difference between life and death. For many this may be difficult to understand, after all we, on this side of the world, are bombarded with information and messaging daily. But 50,000 people die every day because of lack of access to appropriate health care, 80% of them because of lack of access to appropriate information. These are staggering statistics. **It is time to bring information not just to those who can afford it, but also to those who cannot.**"

http://www2.ul.ie/web/WWW/Services/News/News_Archives/By_Month/September%202009?did=938517517&pageUrl=/WWW/Services/News/News_Archives/By_Month/September+2009

The ROSETTA Foundation



one
laptop
per
child

Unlocking Knowledge,
Empowering Minds.

Free lecture notes, exams,
and videos from MIT.
No registration required.



MITOPENCOURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

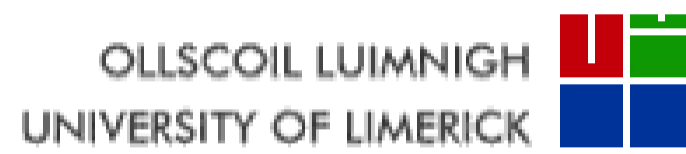
The Rosetta Foundation is the platform



Empowering
people localisation
through technology.



Supported by





We can make a difference!

Do we have any figures to back this up, any quotes?

Today's take away

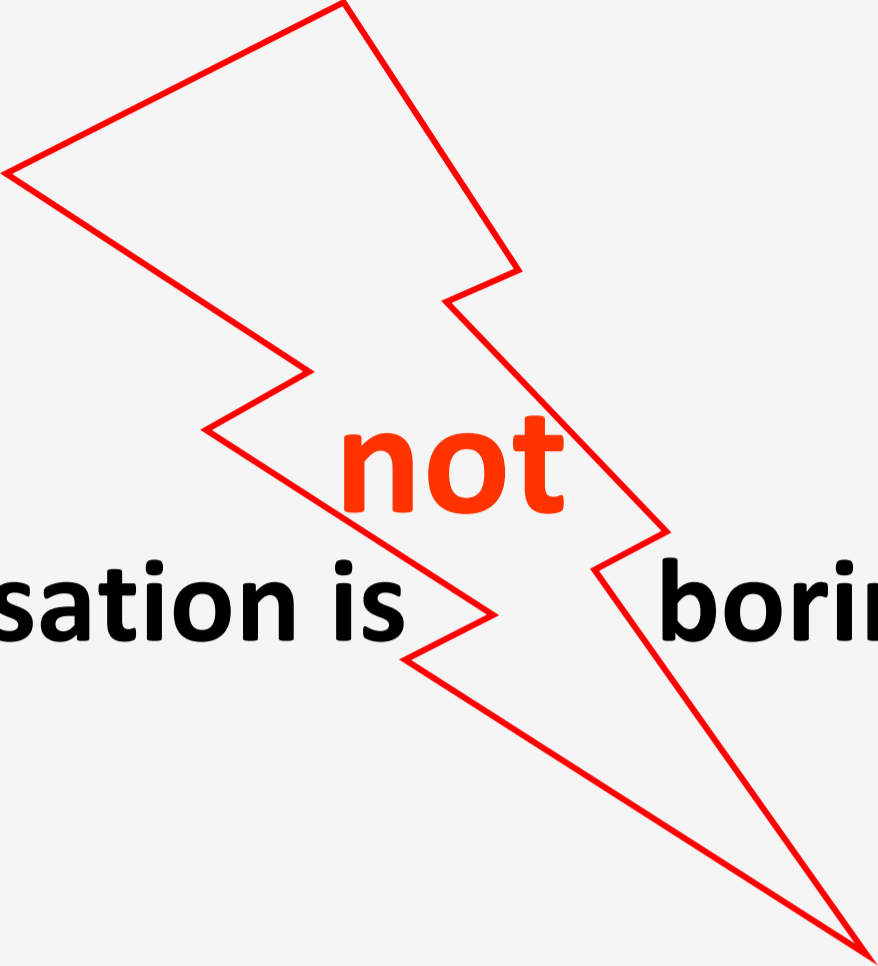
3 Reasons

why Localisation is interesting and inspiring

(1) Localisation preserves diversity

(2) Access to information is a human right

**(3) Localisation can make the difference
between life and death**



Localisation is **not boring and uninspiring**

CHANGE

The only currency is new ideas!



AGIS '10
December 2010
India
Hosted by CDAC Pune

www.therosettainstitute.org

Reinhard.Schaler@therosettainstitute.org

Show AGIS video?