

**Luach na Gaeilge
don Earnáil Phríobháideach**

**Value of the Irish Language
to the Private Sector**

**Tuairisc a réitigh Ipsos MORI do
Report prepared by Ipsos MORI for**



Foras na Gaeilge

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Clár Ábhair

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Achoimre Fheidhmiúcháin

Réamhrá

Cuireann an tuairisc seo, píosa cuimsitheach taighde i láthair, a rinne Ipsos MORI ar son Foras na Gaeilge, a scrúdaíonn an luach a bhaineann le húsáid na Gaeilge san earnáil phríobháideach. Cuirfidh an taighde seo cruth ar bheartais Foras na Gaeilge sa réimse seo chomh maith le straitéisí margaíochta agus cumarsáide amach anseo ag cur chun cinn úsáid na Gaeilge i ngnó.

Príomhchinntí

Is Difreálaí é an Ghaeilge a úsáid i nGnó

Shainaithin na gnóthaí ar fad a bhí páirteach sa taighde úsáid na Gaeilge mar dhifreálaí, do chustaiméirí agus an fhoireann araon. Níos tábhachtaí ná sin, rinne sé a ngnó difriúil ar bhealach a chruthaigh dea-thoil i measc custaiméirí. Bhí úsáid na Gaeilge, sa chaoi seo, chun leasa cuideachtaí de gach méid, corparáidí móra agus fiontair bheaga, dúchasach agus ilnáisiúnta. Go háirithe i gcomhair gnóthaí ag obair sna hEarnálacha Turasóireachta & Fáilteachais, chonacthas úsáid na Gaeilge mar mheicníocht chun barántúlacht agus ardchaighdeán a chur in iúl.

Cuireann úsáid na Gaeilge i nGnó Rochtain ar fáil chuig Margatá Nua.

De réir taithí na ndaoine atá ag úsáid Gaeilge ina ngnó, feictear go gcuireann sé rochtain ar fáil chuig margatá nua. Bhí roinnt eispéireas ag gnóthaí le custaiméirí a chuardaigh a seirbhísí de bharr gur éascaigh siad úsáid na Gaeilge nó toisc go raibh an éiteas céanna acu i dtacú leis an nGaeilge. Mheas gnóthaí úsáid na Gaeilge a bheith ag ardú agus shainaithin siad fás sa líon grúpaí agus líonraí eagraíochtaí a chuardaigh soláthróirí a bhí báúil le húsáid na Gaeilge, ar nós scoileanna lán-Ghaeilge agus eagraíochtaí tathanta. Níos tábhachtaí ná sin b'fhéidir, chreid go leor de na gnóthaí go raibh méadú i muinín an phobail i dtaca le húsáid agus tacaíocht maidir leis an teanga.

Is féidir le húsáid na Gaeilge i nGnó Cáil Cuideachta a fheabhsú

Go háirithe do ghnóthaí idirnáisiúnta agus neamh-Éireannacha, chonacthas úsáid na teanga a bheith criticiúil chun a dtiomantas a léiriú i dtaobh gnó a dhéanamh in Éirinn. Do na cuideachtaí a ghlac páirt sa taighde seo, dóibh siúd lenar bhain sé, bhí dearcadh dearfach ag a gcustaiméirí ar a dtacaíocht don Ghaeilge agus ar an úsáid a bhain siad as agus, i gcásanna áirithe, fuair cuideachtaí poiblíocht mhór dhearfach mar gheall air. Do chuideachtaí Éireannacha, breathnaíodh ar úsáid na Gaeilge mar bhealach tábhachtach chun fréamhacha agus bunús na cuideachta a léiriú, uaireanta tar éis d'iomaitheoirí idirnáisiúnta teacht isteach sa mhargadh.

Executive Summary

Introduction

This report presents the results of a comprehensive piece of research, conducted on behalf of Foras na Gaeilge by Ipsos MORI, examining the value of using the Irish language in the private sector. The research will serve to inform Foras na Gaeilge's policies in this area, as well as future marketing and communications strategies promoting use of Irish in business.

Key Findings

Using Irish in Business is a Differentiator

All of the businesses participating in the research identified their use of the Irish language as a differentiator, both for customers and staff. More importantly, it differentiated their business in a way that also generated goodwill amongst customers. Use of Irish was of benefit in this respect to companies of all sizes, large corporations and smaller enterprises, both domestic and multinational. Particularly for businesses working in the Tourism & Hospitality Sectors, use of Irish was seen as a mechanism for communicating authenticity and quality.

Using Irish in Business Provides Access to New Markets

The experience of companies using Irish in their business suggests that its use can provide access to new markets and customers. A number of businesses had experiences of customers seeking out their services, because they facilitated use of Irish or because they shared the customer's ethos of supporting the language. Businesses perceived use of the language to be on the increase and identified a growing number of groups and networks of organisations that actively sought Irish language-friendly suppliers, such as Irish-language medium schools and advocacy organisations. Perhaps of more importance, many of the businesses believed that there was an increasing confidence amongst the general public regarding use and support of the language.

Using Irish in Business can enhance a Company's Reputation

Particularly for international and non-Irish businesses, use of the language was perceived as critical to demonstrating a commitment to doing business in Ireland. For the companies participating in the research, for whom this was applicable, their support and use of the language was positively regarded by their customers and, in some cases, had generated significant positive publicity for the company. For Irish companies, using the Irish language in their business was seen to be an important way of demonstrating the roots and origin of the company, sometimes following the entry of international competitors to their markets.

✚ Tá úsáid na Gaeilge i nGnó Costéifeachtach agus Éasca le Forfheidhmiú

Deir gnóthaí a bhí páirteach sa taighde freisin gur annamh a raibh baint ag costas le haon chinneadh a rinneadh chun an Ghaeilge a úsáid go tráchtála nó a húsáid a leathnú. Maidir le comharthaíocht, mar shampla, chonacthas go raibh comharthaíocht dhátheangach costéifeachtach, ag cur buntáistí an difreálaithe ar fáil gan tionchar a bheith aige ar chostais. Chonacthas freisin go raibh úsáid na Gaeilge i nGnó éasca le cur i bhfeidhm agus nach raibh sé ag brath ar chumas sa Ghaeilge. Ní raibh mórán Ghaeilge ar chor ar bith ag roinnt de na gnóthaí a bhí páirteach sa taighde. Ní raibh Gaeilge ar bith ag cuid acu.

✚ Riachtanais Tacaíochta

Sainaitnítear roinnt riachtanais tacaíochta maidir le húsáid na Gaeilge i nGnó chomh maith mar chuid den taighde. Ar dtús, b'fhéidir go mbeadh cumarsáid dírithe ag teastáil chun dul i ngleic leis an smaoineamh gur bac mór é cumas teanga d'fhorbairt úsáid na teanga i ngnó. Ansin, bheadh soláthar tacaíochtaí traenála Gaeilge foirmiúil don fhoireann ina thacaíocht luachmhar do ghnóthaí, iad siúd sna hearnálacha turasóireachta agus fáilteachas go háirithe. Ar deireadh, teastaíonn tacaíochtaí fiontair le haghaidh fiontair bheaga atá ag iarraidh an Ghaeilge a úsáid mar theanga oibre a ngnó. Go bunúsach, is é an argóint, nár cheart go mbeadh bac níos mó ar fhiontair Ghaeilge a ngnó a dhéanamh ná mar atá orthu siúd atá ag úsáid Béarla.

✚ Dúshlán & Moltaí

Sainaitníodh trí phríomhdúshlán maidir le forbairt ar úsáid na Gaeilge i ngnó. Ar dtús, tá dúshlán chun feasacht maidir lena luach sa ghnó a fhorbairt i measc an phobail ghnó níos leithne. Ansin, tá dúshlán ann chun drochíomhá maidir le húsáid na Gaeilge a throid, ar nós an tuairim go bhfuil líofacht teanga ag teastáil chun an teanga a úsáid. Ar deireadh, cé go mbíonn taithí dearfach ag gnóthaí a úsáideann an Ghaeilge, tá dúshlán ann bealaí feiliúnacha a fhorbairt do na gnóthaí seo luach na taithí a chur faoi bhráid gnóthaí eile.

Sainaitnítear 20 moladh san iomlán ó thrí cheantar straitéiseacha ón taighde (*Deiseanna chun an Ghaeilge a úsáid níos forleithne i nGnó; Ag tacú le hÚsáid na Gaeilge i nGnó; Ag Luacháil Úsáid na Gaeilge i nGnó*). San áireamh leo seo tá moltaí chuig Foras na Gaeilge chun forbairtí reatha sa Ghaeilge agus éagsúlacht teangacha iasachta a shainaithint agus gníomhú maidir leo, chun úsáid na Gaeilge a spreagadh i ngnó. Tá tuilleadh moltaí ann chun go ndéanadh Foras na Gaeilge mionscrúdú ar dhreasacht airgid a chur ar fáil do ghnóthaí tráchtála a fhostaíonn nó a thugann duaiseanna do dhaoine a úsáideann Gaeilge ina gcuid oibre. Spreagann na moltaí deireanacha Foras na Gaeilge chun tabhairt faoi tacaíochtaí reatha agus todchaí ag spreagadh úsáid na Gaeilge i ngnó agus a dtomhais a chur chun cinn.

Using Irish in Business is Cost-Effective and Easy to Implement

Businesses participating in the research also argued that any decision to use or expand commercial use of the language was very rarely related to cost. With regard to signage, for example, dual language signage was seen as particularly cost-effective, providing the benefits of differentiation without impacting on costs. Use of the Irish language in business was also seen as easy to implement and not dependent on Irish language ability. Some of the businesses participating in the research had very little proficiency in terms of Irish language ability. Some had no proficiency in the language.

Support Requirements

A number of support requirements relating to use of the Irish language in business are also identified as part of the research. Firstly, targeted communications may be necessary to counter the perception that language ability is a significant barrier to developing use of the Irish language in business. Secondly, the provision of formal Irish language training supports for staff would represent a valuable support for all businesses, especially those in the tourism and hospitality sectors. Finally, dedicated enterprise supports are required for small enterprises who wish to use the Irish language as the working language of their business. Ultimately, the argument is that Irish language enterprises should face no greater barriers to doing business than those using the English language.

Challenges & Recommendations

Three principal challenges relating to the development of Irish language use in business were identified. Firstly, there is challenge to develop awareness of the value of its use in business amongst the wider business community. Secondly, a challenge exists to combat negative perceptions relating to use of the language, such as the belief that a high level of proficiency is required to use the language. Thirdly, while businesses who use the Irish language consistently have positive experiences, there is a challenge to develop appropriate channels for these business to promote the value of their experience to other businesses.

A total of 20 recommendations from 3 strategic areas (*Opportunities for Increased Irish Language Use in Business; Supporting Irish Language Use in Business; Evaluating Irish Language Use in Business*) are identified from the research. These include recommendations to Foras na Gaeilge to identify and act upon contemporary developments in Irish language use and foreign language diversity, with a view to encouraging use of Irish in business. Further recommendations are for Foras na Gaeilge to examine the viability of financially incentivising commercial businesses who employ or reward staff who use the Irish language in their work. The final set of recommendations encourages Foras na Gaeilge to undertake and promote the measurement of current and future supports encouraging use of Irish in business.

I. Réamhrá

Cuireann an tuairisc seo, píosa cuimsitheach taighde i láthair, a rinne Ipsos MORI ar son Foras na Gaeilge, a scrúdaíonn an luach a bhaineann le húsáid na Gaeilge san earnáil phríobháideach. Cuirfidh an taighde seo cruth ar bheartas Foras na Gaeilge sa réimse seo chomh maith le straitéisí margaíochta agus cumarsáide ag cur chun cinn úsáid na Gaeilge i ngnó. Mar gur mian le Foras na Gaeilge úsáid níos forleithne den Ghaeilge a spreagadh ar fud an oileáin, is í príomhaidhm na tuairisce seo argóintí tráchtála chun úsáid níos mó a bhaint as an nGaeilge i ngnó a shainnithint agus cur síos a dhéanamh orthu. Táthar ag súil go gcuirfidh torthaí an taighde seo treoir ar fáil d'Aonad Gnó Foras na Gaeilge i dtaca leis seo.

Modheolaíocht

Choimisiúnaigh Foras na Gaeilge Ipsos MORI chun cás-staidéir cáilíochtúla a dhéanamh le 10 sampla de ghnóthaí tráchtála, faoi úinéireacht Éireannach agus iasachta araon. Mar gheall ar nádúr staitéiseach na n-aschur taighde a theastaigh ó Foras na Gaeilge, agus nádúr ceisteach na topaice, measadh gur cur chuige réidh ab fhearr don taighde seo.

Ba agallaimh doimhneachta an príomh-mhodh bailiúcháin eolais a úsáideadh chun an 10 cás-stáidéir gnó a dhéanamh; rinneadh na hagallaimh seo aghaidh ar aghaidh agus, nuair a bhí gá leis, ar an bhfón. Meastar agallaimh doimhneachta a bheith an-fheiliúnach nuair atá taighde á dhéanamh ar dhaoine gnó sinsearacha. Taifeadadh na hagallaimh, le cead ón fhreagróra Bhí cur chuige gach cás-stáidéir ag brath go pointe ar infhaighteacht agus toil geallsealbhóirí bainteacha páirt a ghlacadh sa taighde agus, mar sin, socraíodh ar bhun cuideachta ar chuideachta é tar éis earcaíochta.

Treoir Topaicí

D'fhorbair Ipsos MORI treoir topaicí struchtúrtha i gcomhar le Foras na Gaeilge a bhfuil cóip de ina aguisín sa tuairisc seo. Mar gur athraigh nádúr agus méid úsáid na Gaeilge ó chuideachta go cuideachta, b'éigean treoir topaicí struchtúrtha a chur i bhfeidhm chun a bheith feiliúnach do chúinsí áirithe gach gnó. Mar shampla, cé go ndearna cuid de na gnóthaí a bhí páirteach sa taighde a ngníomhaíochtaí ar fad trí Ghaeilge, níor úsáid roinnt eile é ach i gcomhthéacs brandála nó fógraíochta.

Chlúdaigh an treoir topaicí na réimsí ábhar seo a leanas: *Beartas Gaeilge; Stair Úsáid na Gaeilge i nGnó; Méid Úsáid na Gaeilge i nGnó; Infhaighteacht Seirbhísí agus Foirne Dhátheangach; An Fhoireann agus Úsáid na Gaeilge; Buntáistí don Fhoireann as Úsáid na Gaeilge; Acmhainní Tiomnaithe d'Úsáid na Gaeilge; Costas Úsáide na Gaeilge; Freagra Custaiméara ar Úsáid na Gaeilge; Luach Bhreise ar Úsáid na Gaeilge; Pleananna Forbartha Úsáid na Gaeilge; Achoimre ar Bhuntáistí Úsáid na Gaeilge.*

I. Introduction

This report presents the results of a comprehensive piece of research, conducted on behalf of Foras na Gaeilge by Ipsos MORI, examining the value of using the Irish language in the private sector. The research will serve to inform Foras na Gaeilge's policy in this area, as well as marketing and communications strategies promoting use of Irish in business. As Foras na Gaeilge wishes to encourage wider commercial use of the language on an all-island basis, the principal objective of this report is to identify and describe commercial arguments for greater use of the Irish language in business. It is hoped that the results of the research will provide direction to Foras na Gaeilge's Business Unit in this regard.

Methodology

Foras na Gaeilge commissioned Ipsos MORI to conduct qualitative case-studies with a sample of 10 commercial businesses, both Irish and foreign-owned. Given the strategic nature of the research outputs required by Foras na Gaeilge, and the exploratory nature of the topic, a qualitative approach was considered most appropriate for the purposes of this research.

The principal method of data collection employed to conduct the 10 business case-studies was depth interviewing, which was conducted face-to-face and, where necessary, by telephone. Depth interviewing is considered particularly appropriate when researching senior business people. The interviews were recorded, with the respondents' permission. The exact approach used in each case-study was to some extent dependent on the availability and willingness of relevant stakeholders to participate in the research and, as such, was determined on a company-by-company basis following recruitment.

Topic Guide

A structured topic guide was developed by Ipsos MORI in conjunction with Foras na Gaeilge, a copy of which is provided as an appendix to this report. As the exact nature and extent of Irish language use varied greatly from business to business, it was necessary to adapt the structured topic guide to suit the particular circumstances of each business. For example, while some of the businesses who participated in the research conducted all of their activities through Irish, others used Irish solely in the context of branding or advertising.

The topic guide covered the following subject areas: *Irish Language Policy; History of Irish Language Use in Business; Extent of Irish Language Use in Business; Availability of Bilingual Services and Staff; Staff & Irish Language Use; Staff Benefits from Irish Language Use; Resources Devoted to Irish Language Use; Cost of Irish Language Use; Customer Response to Irish Language Use; Added Value of Irish Language Use; Plans for Development of Irish Language Use; Summary of Benefits from Irish Language Use.*

Rogha Samplach

Maidir leis an 10 gnó a ghlac páirt sa taighde, d'aithin Foras na Gaeilge gur cheart don sampla deireanach de ghnó a ghlac páirt a bheith ionadaíoch ar ghnóthaí in Éirinn. Mar shampla, bhí earnálacha an mhiondíol, fáilteachas agus seirbhísí ghairmiúla le cur san áireamh. B'éigean gnóthaí as Tuaisceart Éireann a chur sa sampla freisin, chomh maith le gnóthaí den uile mhéid agus cuideachtaí dúchasacha agus idirnáisiúnta.

Anuas ar na riachtanais seo, ceapadh é a bheith úsáideach freisin ionadaíocht a dhéanamh ar na modhanna éagsúla a mbaintear úsáid as an nGaeilge i ngnóthaí (comharthaíocht, brandáil, margáíocht, seirbhísí do chustaiméirí). Ar deireadh, tá gnóthaí le cumais dhifriúla Ghaeilge sa sampla agus, mar sin, tá gnóthaí lán-Ghaeilge agus gnóthaí gan cumas Gaeilge ar bith.

Chun comhthéacs a thabhairt d'argóintí i gcomhair úsáid teangacha mionlacha eitneacha, cuireadh isteach an sampla seo de ghnóthaí Éireannacha le cás-staidéar BT Wales, a ceapadh a bheith ina shampla de chleachtas is fearr i leith úsáid na Breatnaise sa teileachumarsáid.

Rinneadh plé maidir le cás-staidéir eile ar chomhlachtaí poiblí a chur isteach ar mhaithe le comparáid roimh thús an taighde. Mar gheall ar aidhmeanna luaite an taighde, áfach, d'aontaigh Ipsos MORI agus Foras na Gaeilge gur chóir díriú ar an earnáil phríobháideach agus úsáid tráchtála na Gaeilge don taighde seo.

Struchtúr Tuairisce

Mar gheall ar an méid mór eolais cháilíochtúil leathstruchtúrtha a tháinig as an taighde seo, bhraith struchtúr deireanach na tuairisce seo ar aidhmeanna an taighde agus an úsáid a bheadh ag Foras na Gaeilge dó. Mar chomhthéacs don taighde go ginearálta agus go speisialta do na torthaí a cuireadh amach tríd síos, déanann an chéad chaibidil eile imlíniú ar léargas ginearálta na treochothaí reatha maidir le húsáid na Gaeilge agus meoin ina thaobh i measc an phobail.

Féachann Caibidil 3 ansin go mion ar an luach a bhaineann le húsáid na Gaeilge i gcomhthéacs tráchtála, mar a d'aithin gnóthaí é a bhí páirteach sa taighde. Leanann Caibidil 4 ar aghaidh leis an téama seo trí mionscrúdú a dhéanamh go praiticiúil ar an gcaoi ar bhain gnóthaí a bhí páirteach sa taighde buntáistí as an nGaeilge a úsáid ina ngnó. Déanann Caibidil 5 anailís ar riachtanais thacaíochta na Gaeilge a saináithníodh sna hagallaimh leis na gnóthaí páirteacha. Is é cuspóir an chaibidil seo, treoir a thabhairt d'Fhoras na Gaeilge i dtarmaí na réimsí tacaíochtaí a theastaíonn ó ghnóthaí de mhéideanna difriúla, in earnálacha dhifriúla, nua-thionscanta agus fadbhunaithe araon. Ar deireadh, críochnaíonn an tuairisc le hachóimre ar na príomhdhúshláin agus moltaí a d'éirigh as torthaí an taighde.

Sample Selection

With regard to the 10 businesses that participated in the research, Foras na Gaeilge identified that the final sample of businesses participating should be broadly representative of businesses on the island of Ireland. For example, retail, hospitality and professional service sectors were to be included. The sample was also required to include businesses from Northern Ireland, as well as businesses of all sizes and both domestic and international companies.

In addition to these requirements, it was also considered useful for the sample to represent the variety of ways in which Irish is used by businesses (signage, branding, marketing, customer service). Finally, the sample includes businesses of varying Irish language ability and, as such, includes both all-Irish businesses and businesses with no Irish language ability.

To help contextualise the arguments for the use of minority ethnic languages in business, this sample of Irish businesses was supplemented with a case-study of BT Wales, which was considered to represent an example of best-practice use of the Welsh language in telecommunications.

Consideration was given to including additional case studies of public bodies for comparative purposes before commencing the research. However, given the stated objectives of the research, it was agreed between Ipsos MORI and Foras na Gaeilge that the private sector and commercial use of the Irish language should remain the key focus of this research.

Report Structure

Given the large amounts of semi-structured qualitative data produced by the research, the final structure of this report was determined by consideration of both the objectives of the research, and its use by Foras na Gaeilge. As context for the research generally and specifically for the results presented throughout, the next chapter outlines a general overview of current trends with regard to Irish language use and attitudes to the language amongst the general public,

Chapter 3 then explores in detail the value of using the Irish language in a commercial context, as identified by businesses participating in the research. Chapter 4 elaborates on this theme by examining practically how the businesses participating in the research have derived benefits by incorporating the Irish language in their business. Chapter 5 analyses the Irish language support requirements identified from interviews with businesses participating. The purpose of this chapter is to provide Foras na Gaeilge with direction in terms of the range of supports required by businesses of differing sizes, in different sectors, both start-up and established. Finally, the report concludes with a summary of the main challenges and recommendations arising from the results of the research.

2. Comhthéacs Taighde

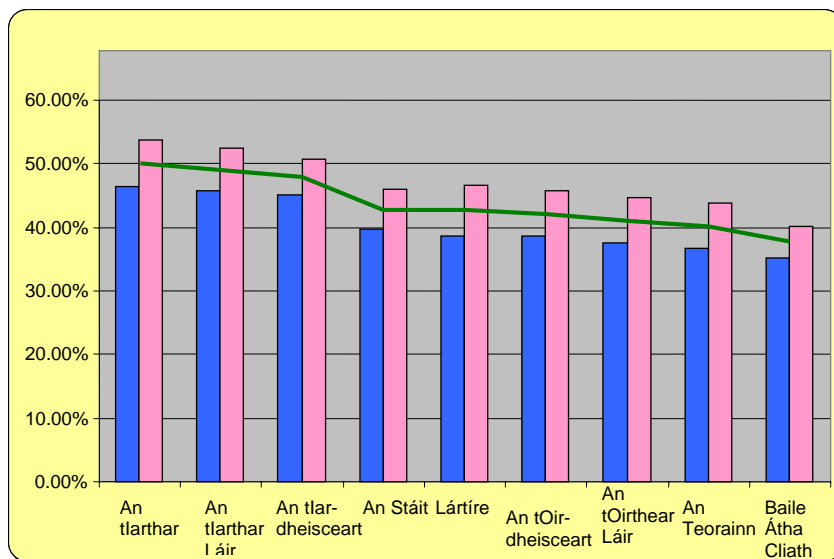
Tá úsáid na Gaeilge a ardú ar fud oileán na hÉireann ar cheann de phríomhfhreagrachtaí Foras na Gaeilge. Tá an tAonad Gnó ag treorú cuid áirithe de straitéis teanga Foras na Gaeilge chun úsáid tráchtála níos forleithne den Ghaeilge a spreagadh ar bhonn uile-Éireann. Mar sin, tá an taighde dírithe ar scrúdú a dhéanamh ar luach na teanga i gcomhthéacs gníomhaíochtaí gnó agus tráchtála, in áit daoine pearsanta agus tomhaltóirí. Agus cás gnó d'úsáid na Gaeilge á fhorbairt, áfach, tá sé riachtanach tuiscint a bheith agat ar an margadh ina fheidhmeoidh aon ghnó a bhfuil suim acu an Ghaeilge a úsáid.

Is í aidhm na caibidle seo roinnt comhthéacs a chur ar fáil i gcomhair plé buntáistí agus úsáidí na Gaeilge san earnáil phríobháideach i gcaibidil níos deireanaí. Léiríonn sé léargas ginearálta ar threochtaí reatha i dtaca le húsáid na Gaeilge agus meoin i leith na Gaeilge i measc an phobail, mar chomhthéacs don taighde go ginearálta agus go speisialta do na torthaí a chuirtear ar fáil i gcaibidil níos faide ar aghaidh. Féachann an mhír seo freisin ar thaighde neamhspleách agus ar staitisticí oifigiúla maidir le Gaeilge, a rinne Brian Reddy ar son Foras na Gaeilge.

Úsáid agus Meoin

Poblacht na hÉireann

Dar leis na huimhreacha is déanaí daonáirimh, bhí os cionn 1,570,000 duine os cionn 3 bliana d'aois ábalta Gaeilge a labhairt in 2002 i bPoblacht na hÉireann, i gcomparáid le 1.43 milliún i 1996. Cé go ndeireann sé seo go bhfuil líon na ndaoine a labhraíonn Gaeilge ag ardú, léiríonn na figiúirí freisin go n-athraíonn an cumas teanga go mór de réir áit, inscne agus aois. Mar shampla, léiríonn an fhiigiúr thíos go bhfuil cumas Gaeilge níos mó ag daoine i réigiúin an Iarthair ná mar atá ag daoine i réigiúin an Oirthir. Léiríonn sé freisin go bhfuil seans níos airde go mbeadh Gaeilge ag mná (sa cholún bándearg) ná ag fir (sa cholún gorm) sna réigiúin éagsúla.



Figiúr 1: An Ghaeilge Labhartha i bPoblacht na hÉireann (deighilte le Réigiún & Inscne)

2. Research Context

One of the principal responsibilities of Foras na Gaeilge is to increase the use of Irish throughout the island of Ireland. A specific part of its strategy for the language is directed by Foras na Gaeilge's Business Unit to encourage wider commercial use of the language on an all-island basis. As such, the focus of this research is restricted to examining the value of the language in the context of business and commercial entities, rather than private individuals and consumers. However, in developing a business case for the use of the Irish language, it is necessary to understand the market in which any business interested in using the language will operate.

The purpose of this chapter is to provide some context for discussions of the benefits and uses of the Irish language in the private sector presented in later chapters. It represents a general overview of current trends with regard to Irish language use and attitudes to the language amongst the general public, as context for the research generally and specifically for the results presented in subsequent chapters. This section also draws on independent research on official statistics regarding the Irish language, undertaken by Brian Reddy on behalf of Foras Na Gaeilge.

Usage and Attitudes

Republic of Ireland

According to the most recently available Census figures, just over 1,570,000 people aged 3 years and over were able to speak Irish in 2002 in the Republic of Ireland, compared with 1.43 million in 1996. While this indicates that the Irish language-speaking population is increasing, the census figures also demonstrate that ability to speak the language varies greatly according to location, gender and age. For example, the figure below shows that a greater proportion of people in the western regions than in the eastern regions. It also shows that women (represented by the pink column) are more likely than men (blue) to speak Irish in each region.



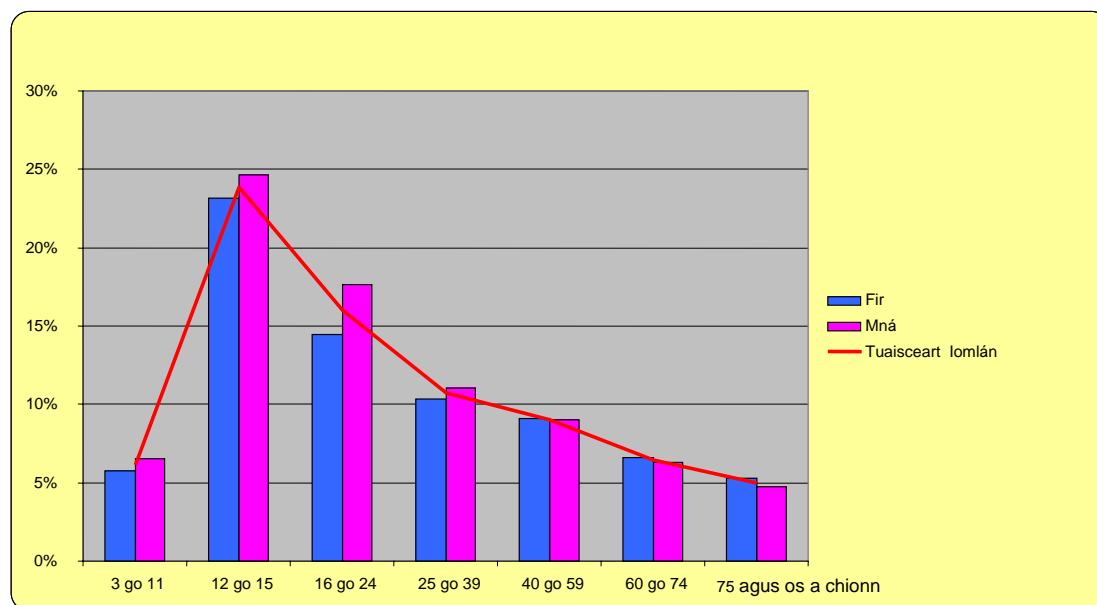
Figure 1: Irish Language Spoken in Republic of Ireland (by Region & Gender)

I dtéarmaí aoise, tá an cumas labhartha Gaeilge is airde i measc an daonra atá ag freastal ar an scoil, le os cionn dhá thrian de dhaoine idir 10 agus 19 ábalta Gaeilge a labhairt, ach íslíonn sé díreach i ndiaidh aoisghrúpaí iarbhunscoile. Tá cumas Gaeilge níos fearr ansin acu siúd idir 45 agus 54 bliana d'aois.

Cé go bhfuil an líon is mó cainteoirí Gaeilge sa Ghaeltacht (labhraíonn triúr as gach ceathrar Gaeilge sa Ghaeltacht), tá ar a laghad cainteoir Ghaeilge amháin ag os cionn leath (55%) de thithe na hÉireann.

Tuaisceart Éireann

Do Thuaisceart Éireann, is iad figiúirí an Daonáirimh in 2001 na figiúirí is déanaí maidir le labhairt na Gaeilge. Tá an cheist líofachta Gaeilge ar Dhaonáireamh Thuaisceart Éireann difriúil ón gceist líofachta Gaeilge ar Dhaonáireamh na hÉireann. Fiafraíonn ceist Thuaisceart Éireann do na freagróirí a rá an bhfuil siad ábalta Gaeilge labhartha a thuiscint, Gaeilge a labhairt, Gaeilge a léamh, Gaeilge a scríobh nó ceann ar bith de na roghanna thuas. Léiríonn an graf thíos an méid daoine i dTuaisceart Éireann le haon chuid de na scileanna teanga seo.



Figiúr 2: Cumas Gaeilge i dTuaisceart Éireann (deighilte le hAois & Inscne)

Mar atá i bPoblacht na hÉireann, tá cumas Gaeilge níos airde i measc an daonra atá ag freastal ar an scoil agus i measc na mban. Sna haoisghrúpaí níos sine, áfach, tá líofacht Ghaeilge de chineál éigin ag beagán níos mó fir ná mná. Ar an gcéad leathanach eile, leiríonn Figiúr 3 go n-athraíonn cumas Gaeilge i dTuaisceart Éireann de réir leibhéal oideachais chomh maith. Léiríonn sé seo comhghaolú díreach idir leibhéal oideachais agus cumas Gaeilge: tá líofacht Ghaeilge ag níos mó daoine i dTuaisceart Éireann a bhfuil príomhchéimeanna agus ardchéimeanna acu ná mar atá acu siúd le cáilíochtaí A-level agus GCSE. Chomh maith leis sin, tá líofacht Ghaeilge ag méid níos mó daoine le cáilíochtaí A-level nó GCSE maithe ná acu siúd le droch-cháilíochtaí GCSE nó gan cháilíocht ar bith.

In terms of age, ability to speak Irish is highest among the school-going population with over two-thirds of 10-19 year olds recorded as being able to speak the language, but declines in the immediate post-education age groups. Ability to speak the language is then better for those aged 45-54.

While Gaelteacht areas have the highest proportion of Irish speakers (almost three out of every four people living in the Gaelteacht speak Irish), over half (55%) of all Irish households have at least one Irish speaker.

Northern Ireland

For Northern Ireland, the most recent figures regarding the number of Irish speakers in the country are from the 2001 Census. The Irish language proficiency question used in the Northern Ireland Census differs from the one used in the south. The Northern Irish question asks respondents to indicate whether they can understand spoken Irish, speak Irish, read Irish, write Irish or none of the above. The graph below shows the proportion of people in Northern Ireland with any combination of these Irish language skills.

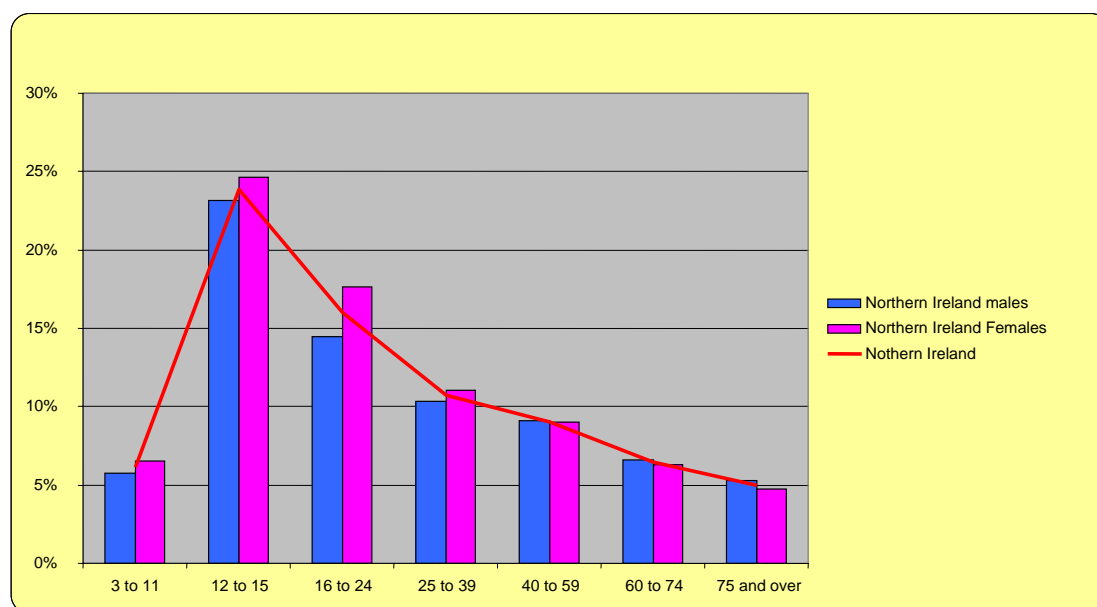
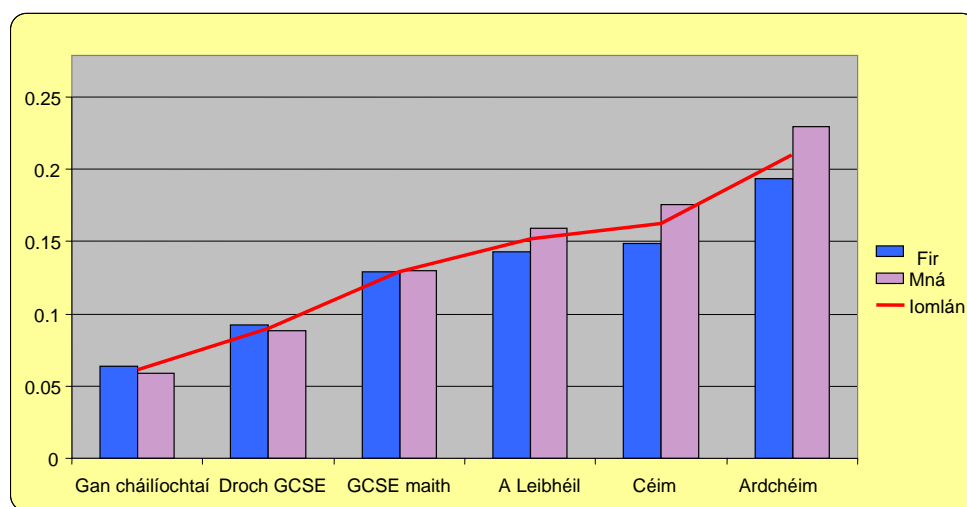


Figure 2: Irish Language Ability in Northern Ireland (by Age & Gender)

As in the Republic of Ireland, Irish language ability is generally highest among the school-going population and amongst women. However, for older age groups, a slightly larger proportion of men than women claim some Irish language proficiency. Overleaf, Figure 3 shows that Irish language ability in Northern Ireland also varies according to education level. This shows a direct correlation between level of education and Irish language ability: a higher proportion of people in Northern Ireland with primary degrees and higher degrees claim proficiency in Irish than people with A-Levels and GCSEs. Also, a higher proportion of those with A-levels and good GCSEs claim proficiency in Irish than those with poor GCSEs or no qualifications.

Tá sé suimiúil nóta a dhéanamh de, go bhfuil líofacht ag níos mó fir ná mná i dTuaisceart Éireann ag leibhéal ísle oideachais ach go bhfuil líofacht ag níos mó mná ná fir ag leibhéal cháilíochtaí oideachais.



Figiúr 3: Cumas Gaeilge i dTuaisceart Éireann (deighilte le hOideachas & Inscne)

Treochtaí Tomhaltóra Comhaimseartha

Is ábhar spéise ar leith d'earnáil an ghnó iad treochtaí tomhaltóra comhaimseartha maidir leis an teanga ar fud oileán na hÉireann, rud a thugann le tuiscint go bhfuil ómós ar an teanga ag fás. Is iad an phéire is suntasaí : rath TG4, chomóir siad deich mbliana craoltóireachta i mbliana, agus an t-éileamh atá ar scoileanna Gaeilge, bunscoileanna agus meánscoileanna, atá ag fás ar fud an oileáin.

Do go leor tomhaltóirí, léiríonn TG4 sampla iontach don chaoi ar féidir an Ghaeilge a chur i láthair agus margaíocht a dhéanamh air mar ghné chomhaimseartha seachas stairiúil de shochaí na hÉireann. Is fiú tabhairt faoi deara go bhfuil an tóir seo air mar gheall ar chaighdeán an aschurtha, seachas mar gheall gur meán Ghaeilge atá ann. Thug torthaí an taighde a rinne Ipsos MORI ar son Foras na Gaeilge tacaíocht don tuairim seo. Tugann an dea-cháil atá ar obair an staisiúin sna deich mbliana seo caite agus láidreacht an dea-thola don stáisiún le fios dúinn go bhfuil buntáistí cáilíochtúla ag baint le hardchaigheáin agus úsáid na Gaeilge a mheascadh i ngnó. Léiríonn tarraingt an staisiúin thar réimsí cumais Ghaeilge nach bhfuil úsáid na Gaeilge i gcomhthéacs tráchtála teoranta do chainteoirí líofa.

Tá an suim mhór seo sa Ghaeilge le feiceáil freisin sna cainteanna le déanaí ar an líon ard tuismitheoirí atá ag beartú a ngasúir a chur chuig scoileanna lán-Ghaeilge, díospóireacht a bhfuil tráchtairí sóisialta ag caint air le tamall anuas. De réir staitisticí na Roinne Oideachais, d'ardaigh líon na ngaelscoileanna i bPoblacht na hÉireann ó 46 i 1985/86 go 91 i 1995/96 go dtí os cionn 200 in 2006. Arís, tacaíonn sé seo leis an dearcadh gur treocht comhaimseartha atá ag ardú é an dúil sa Ghaeilge, seachas fianaise ar mheon seasta nó stairiúil i measc an phobail.

It is interesting to note that, at lower levels of educational attainment, more men than women in Northern Ireland claim Irish language proficiency whereas more women than men claim Irish language proficiency at higher educational attainment levels.

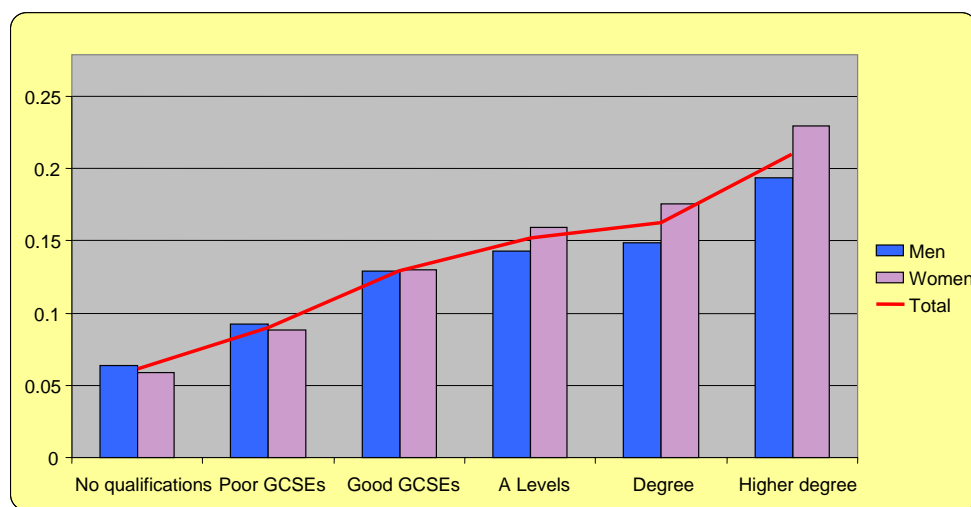


Figure 3: Irish Language Ability in Northern Ireland (by Education & Gender)

Contemporary Consumer Trends

Of particular interest to the business sector are the contemporary consumer trends in relation to the language throughout the island of Ireland, which suggest that appreciation of the language is growing. Perhaps the two most notable are: the success of TG4, celebrating 10 years of broadcasting this year, and the increasing demand for Irish language schools, primary and secondary, throughout the island.

For many consumers, TG4 represents an excellent model of how the Irish language can be presented and marketed as a contemporary, rather than historical, aspect of Irish society. It is worth noting that its popularity is necessarily based on the quality of its output, rather than simply the fact that it is an Irish language medium. This was supported by the findings of independent research undertaken by Ipsos MORI on behalf of Foras na Gaeilge. The popular acclaim for its work in the last decade and the strength of goodwill towards the station from the public provides an anecdotal indication of the qualitative benefits of combining quality and Irish language use in business. The fact that the station is popular across the spectrum of Irish language abilities also demonstrates that Irish language use in a commercial context is not restricted to fluent speakers.

This growing interest in the Irish language is also visible in recent discussions regarding the increasing number of parents who are choosing to educate their children in Irish language schools, a debate popularised in recent times by a number of social commentators. According to statistics produced by the Department of Education, the number of gaelscoileanna in the Republic of Ireland has increased from 46 in 1985/86 to 91 in 1995/96 to over 200 in 2006. Again, this supports the view that the appetite for the Irish language is a contemporary upwards trend, rather than evidence of a fixed traditional or historical attitude amongst the general public.

Comhthéacs Tráchtála

Bainteach freisin le húsáid tráchtála an Ghaeilge tá an t-éileamh mhór a bheidh ar sheirbhísí gnó le gnó agus gairmiúla i nGaeilge a thiocfaidh as na forbairtí seo. Mar a fhasann an líon scoileanna lán-Ghaeilge agus gníomhaíochtaí bainteacha, tiocfaidh fás freisin ar an t-éileamh chun earraí agus seirbhísí a sholáthar sa teanga a roghnaigh siad. Tá Acht na dTeangacha Oifigiúla, a deir go gcaithfidh comhlachtaí poiblí seirbhísí a chur ar fáil do chustaiméiri ina rogha teanga, bainteach le gnóthaí a bhíonn ag déileáil le heagraíochtaí agus comhlachtaí san earnáil phoiblí.

Ar an dóigh céanna is a insíonn na treochtaí is déanaí dúinn faoin éileamh ar fheiceálacht níos mó don Ghaeilge i réimsí saoil sóisialta, cultúrtha agus poiblí, tugann siad leid dúinn chomh maith ar na féidearthachtaí d'úsáid níos mó a bhaint as an nGaeilge sa réimse tráchtála. Léiríonn na figiúirí thíos líofacht Ghaeilge in earnálacha tráchtála ar fud na hÉireann.

Tugann an fhianaise sa mhír seo na deiseanna in iúl dúinn atá ar fáil do ghnóthaí atá ag smaoinemh ar an nGaeilge a hionchorprú ina gcuid oibre. Ní chomhaireann siad, áfach, ach na daoine atá ábalta Gaeilge a labhairt. Ach tá go leor daoine eile a bhfuil suim acu sa Ghaeilge ach nach féidir leo í a labhairt. Thaispeáin taighde eile, a rinne Foras na Gaeilge agus eagraíochtaí eile, go bhfuil meoin fabhracha ag formhór an phobail i leith na Gaeilge, is cuma cén cumas atá acu.

Cé go mb'fhéidir nach bhfuil na meoin fabhracha seo le feiceáil i líon na ndaoine a labhraíonn Gaeilge go laethúil, tá fianaise soiléir ann go bhfuil ómós éighníomhach ar an teanga ina measc siúd nach bhfuil ach roinnt bheag Ghaeilge acu agus ina measc siúd nach féidir leo í a labhairt ar chor ar bith. Níl ach ceatadán fíorbheag daoine a dhiúltaíonn don Ghaeilge ar fad. Is é cuspoir an taighde seo, féachaint ar thaithí na ngnóthaí Éireannacha a ionchorpraíonn na luacha seo i gcomhthéacs tráchtála.

Commercial Context

Also relevant to the commercial exploitation of the Irish language is the greater demand for business-to-business and professional services in the Irish language likely to follow from these developments. As the number of Irish language schools and related activities grow, so too will the demand for the provision of products and services in their language of choice. The introduction of the Official Languages Act, which requires public bodies to provide services to customers in the language of their choice, is of particular relevance to businesses that deal with public sector organisations and bodies.

Just as recent trends are indicative of a demand for increased visibility of the Irish language across all areas of social, cultural and public life, they also provide an indication of the possibilities for increased use of Irish in the commercial sphere. The figures below show Irish language proficiency across commercial sectors throughout the island.

The evidence covered in this section gives some indication of the opportunities available to businesses considering incorporating the Irish language into their work. However, they record only the number of people able to speak the language. There are also many more people who cannot speak the language but are enthusiastic about its use and promotion. Previous research, conducted by Foras na Gaeilge and other organisations, has shown that the vast majority of the general public have favourable attitudes towards the language, regardless of their ability.

While these favourable attitudes may not necessarily be reflected in the number of people who speak the language on a daily basis, there is clear evidence of a passive appreciation of the language even amongst those who only speak a little amount of the Irish language and those who cannot speak it at all. Those that actively reject the Irish language constitute an extremely small proportion of the population as a whole. This purpose of this research is to examine the experiences of Irish businesses that incorporate these values in a commercial context.

3. Cén fáth? Úsáid na Gaeilge i nGnó

Tar éis an taighde a chur i láthair agus léargas a thabhairt ar threochtaí reatha maidir le húsáid agus meoin i leith na Gaeilge i measc an phobail, déanaimid mionscrúdú ar luach na Gaeilge a húsáid, a shainaithin gnóthaí a bhí páirteach sa taighde. Is féidir achoimre a dhéanamh ar na buntáistí a shainaithin na gnóthaí faoi chúig phríomhthéama. Is iad sin:

- *Buntáistí Tráchtála*
- *Buntáistí Brandála*
- *Buntáistí Corparáideacha*
- *Buntáistí Foirne*
- *Dreasacht le haghaidh an Ghaeilge a úsáid*

Ag réiteach aon straitéis chun úsáid na Gaeilge i ngnó a spreagadh, beidh fianaise ó dhea-thaithí ghnóthaí eile úsáideach. Caithfidh aon ghnó a bhfuil rún acu an Ghaeilge a úsáid nó a fhorbairt ina ngnó fios a bheith acu ar na fáthanna a mbeidh buntáiste ann dá ngnó.

3.1 Buntáistí Tráchtála

- **Difreáil Dhearfach.**

Is é an buntáiste is mó a bhaineann le Gaeilge a úsáid a rinne na gnóthaí a bhí páirteach cur síos ar, go ndifreálann sé táirgí agus seirbhísí ó chuid a n-iomaitheoirí agus déanann sé é seo ar bhealach atá tarraingteach do chustaiméirí. Mar shampla, fáiltítear roimh dhaoine a ghlaonn ar oifigí Superquinn ar an bhfón nó ag a cheanncheathrú i Leamhcán trí Ghaeilge.

Tugann turasóirí agus cuairteoirí an difríocht faoi deara – cé go mbíonn iontas orthu nuair a fhreagraímid an guthán trí Ghaeilge. Is roinnt bheag suime é.

Alison Hunter, Bainisteoir Margaíochta, Superquinn.

Is cuma cé mhéad úsáid a bhaintear as an nGaeilge, meastar go ndéanann sé eispéireas an chustaiméara níos deise, mar tugann custaiméirí úsáid na Gaeilge faoi deara sna siopaí.

Má tá uait a bheith beagán speisialta, bí beagan difriúil. Cinnte, is buntáiste é sin a bhaineann leis.

Irene Ní Mhuireagáin, Stiúrthóir Bainistíochta, Cumarsáid Creative.

Anuas ar sin, ní hamháin go ndéantar difreálú ar sheirbhís amháin seachas ceann eile ach is modh dearfach é gnó a dhifreáil, go bunúsach is difreálaí é a chothaíonn dea-thoil freisin.

3. The *Why?* of Irish Language Use in Business

Having introduced the research and provided an overview of current trends with regard to Irish language use and attitudes to the language amongst the general public, we examine the value of using the Irish language identified by business participating in the research. The main benefits identified by the businesses can be summarised under five main themes. These are:

- *Commercial Benefits*
- *Branding Benefits*
- *Corporate Benefits*
- *Staff Benefits*
- *Incentives for Using the Irish Language*

In preparing any strategy for encouraging use of the Irish language in business, evidence gained from other businesses' positive experiences will be particularly useful. Any business considering using the Irish language or developing their current use of the Irish language in their business needs to know why it is to their benefit to use the language.

3.1 Commercial Benefits

- **Positive Differentiation.**

The greatest benefit of using the Irish language emphasised by the businesses participating in the research was that it differentiates their products and services from those of their competitors and does so in a way that is appealing to customers. For example, telephone callers to any of Superquinn's offices or its headquarters in Lucan are greeted in Irish when their calls are answered.

Tourist or even business visitors notice the difference –when they might be surprised to hear the Irish language greeting when we answer the phone. It is a little bit of interest.

Alison Hunter, Marketing Manager, Superquinn.

Regardless of the extent of its use, the Irish language is considered to make a more *memorable* customer experience, because customers do notice use of the Irish language within stores.

If you want to be a little bit special, a little bit different. Definitely, that is an advantage to [using] it.

Irene Ní Mhuireagáin, Managing Director, Cumarsáid Creative.

Furthermore, the effect is not just one of distinguishing one service or product from another but is a positive means of differentiating a business, essentially a differentiator that also generates goodwill.

Táimid sásta leanúint ar aghaidh á húsáid chun difreálú a dhéanamh [Superquinn] i gcúrsaí Éireannachais. Is rud é a bhfuil tuairim dhearfach ag formhór ár gcustaiméirí ina leith.

Alison Hunter, Bainisteoir Margaíochta, Superquinn.

Is é an comhthoradh atá ar seo, an Ghaeilge a úsáid i gceantair ina labhraítear an Ghaeilge go forleathan nó áit a bhfuil go leor cainteoirí agus tacadóirí Gaeilge, ar nós cathair na Gaillimhe. Anseo, ní ar mhaithe le héagsúlacht a labhraítear Gaeilge ach is gnáthrud é. Sa chás seo, is difreálaí diúltach é *mura* n-úsáidtear Gaeilge i gcomharthaíocht.

Ó dhearcadh gnó de, tugann formhór gnóthaí i nGaillimh luach na Gaeilge faoi deara. Meastar go bhfuil tú ag déanamh dochar duit féin na laethanta seo[mura n-úsáideann tú Gaeilge]; caithfidh tú an teanga a bheith agat.

Deirdre Crowley, Bainisteoir Oileán, Banc na hÉireann, An Fhaiche Mhór.

○ Tugann sé Rochtain do Mhargáí Nua

Ba é rochtain ar mhargáí agus custaiméirí nua an dara buntáiste tráchtála is mó a sainaitníodh le seirbhísí a chur ar fáil trí Ghaeilge. Deir roinnt gnóthaí a ghlac páirt sa taighde go bhfuair siad custaiméirí as grúpaí nua de bharr a gcuid seirbhísí a bheith ar fáil as Gaeilge.

Tá aiseolas faighte againn ó dhaoine a thaistilíonn 25 míle chun cuntas a oscailt mar go bhfuil an áis de dhíth orthu agus go bhfuilimid in ann a riachtanais Ghaeilge a chomhlíonadh.

Colm Martin, Bainisteoir Brainse, Banc na hÉireann, Baile Andarsan.

Níos tábhachtaí ná sin, ní tacadóirí aonair iad na custaiméirí féideartha ach grúpaí agus líonraí eagraíochtaí a lorgann soláthróirí Gaeilge, ar nós scoileanna lán-Ghaeilge.

Tá Naíonraí agus Gaelscoileanna sa réigiún agus ar fud na tíre níos compórdaí ag obair linn toisc go bhfuil an éiteas céanna acu is atá againn féin.

Gearóid Ó Murchú, Úinéir/Bainisteoir, An Spailpín Fánach.

Tacaíonn an t-ardú sa líon scoileanna nua lán-Ghaeilge bunscoile agus meánscoile ar fud na tíre leis an dearcadh nach amháin go bhfuil níos mó gnóthaí a bhfuil seirbhísí Gaeilge ag teastáil uathu ach go bhfuil líon mór daoine a bhfuil suim acu sa teanga. Mar sin, más gnó atá 'báuil don Ghaeilge' thú is féidir go leor deiseanna a chothú. Mar sin, ní bhraitheann soláthar seirbhísí trí Ghaeilge ná úsáid na Gaeilge i ngnó go hiomlán ar an úsáid a bhaineann custaiméirí as.

Cuireann sé iontas orm fós an méid custaiméirí a thagann isteach chugainn mar gheall ar an suim atá acu sa Ghaeilge.

Gearóid Ó Murchú, Úinéir/Bainisteoir, An Spailpín Fánach.

We are definitely quite happy to keep on using it to differentiate [Superquinn] in the overall Irishness stakes. It is something that is viewed in a positive light by a lot of customers.

Alison Hunter, Marketing Manager, Superquinn.

The corollary to this is use of the Irish language in areas where it is spoken widely or where there are many Irish language speakers and advocates, such as Galway City. Here, use of the Irish language in business may be less about distinctiveness, as it becomes the norm. In this case, *not* using the Irish language signage becomes a negative differentiator.

From a business point of view, most businesses in Galway do recognise the value of Irish. You are considered to be selling yourself short these days [if you do not]; you have to have the language.

Deirdre Crowley, Islands Manager, Bank of Ireland, Eyre Square.

o **Provides Access to New Markets**

The second most frequently identified commercial benefit was the access to new markets and customer that provision of Irish language services can facilitate. A number of the businesses who participated in the research argued that, as a result of providing Irish language services, they tap into new groups of customers.

We have received feedback from people travelling 25 miles to open an account because they want the facility and because we can accommodate their Irish language needs.

Colm Martin, Branch Manager, Bank of Ireland, Andersonstown.

More importantly, the potential customers are not isolated advocates of the language but also groups and networks of organisations that actively seek out Irish language suppliers, such as Irish-language medium schools.

Naíonraí and Gaelscoileanna in the region and around the country feel more comfortable working with us because they have the same ethos as ourselves.

Gearóid Ó Murchú, Owner/Manager, An Spailpín Fánach.

The increase in new Irish language medium primary and secondary schools around the country would support the view that not only are there more businesses who actively require Irish language services but that there are also significant numbers of people that simply have an interest in the language. As such, simply being an 'Irish-language friendly' business can generate opportunities. Thus, the benefits of providing Irish language services or using the Irish language in business are not wholly dependent on customers using those services.

It still amazes me how many customers who come specifically to us because they are interested in the language.

Gearóid Ó Murchú, Owner/Manager, An Spailpín Fánach.

In addition to creating new opportunities for business, demonstrating positive attitudes to the Irish language can also result in *better* business relationships with

caidreamh bunaithe ar rud éigin seachas critéir tráchtála, ar nós luacha nó éiteas roinnte.

Ní hamháin go bhfuil leas ag baint leis chun gnó nua a tharraingt ach láidrionn sé caidrimh reatha agus cabhraíonn sé linn dul amach sa phobal níos leithne.

Colm Martin, Bainisteoir Brainse, Banc na hÉireann, Baile Andarsan.

○ **Cruthaítear Dea-thoil i measc Custaiméirí.**

Téama coitianta eile a bhfuarthas i measc gnóthaí a bhí páirteach sa taighde ba ea an dea-aisfhreagairt a fuair siad óna gcustaiméirí de dheasca úsáid na Gaeilge. Sna cásanna uile, bhí an t-aiseolas dearfach.

Tá aiseolas an-mhaith faighte againn ó chustaiméirí, ghlac siad am chun scríobh faoi fiú.

Joanna Murphy, Bainisteoir Deartha Miondíola, Homebase.

Is é taithí na ngnóthaí seo gur thaitin sé le formhór custaiméirí an Ghaeilge a chloisteáil nó a léamh fiú mura raibh ardchumas Gaeilge acu féin. Deir siad go bhfeabhsaíonn úsáid na Gaeilge, is cuma cé chomh beag is atá sé, eispéireas an chustaiméara.

Tá dea-thoil mhacánta ann maidir leis an teanga. Tá daoine sásta triail a bhaint as a gcúpla focal. Is rud dearfach é fiú 'dia duit' nó 'slán' a rá, déanann sé an-difríocht.

Deirdre Crowley, Bainisteoir Oileán, Banc na hÉireann, An Fhaiche Mhór.

Buntáiste tráchtála inbhraite a bhaineann leis an dea-thoil seo is ea dílseacht. Nuair a bhaineann an custaiméar sásamh as an nGaeilge a chloisteáil nó a fheiceáil, ceanglaíonn siad na dea-mhothúcháin seo leis an ngnó agus seans maith go dtiocfaidh siad ar ais.

Má mhothaíonn siad go maith ag fágáil na háite seo, tiocfaidh siad ar ais.

Sandra O'Connor, Úinéir/Bainisteoir, The Warwick Hotel, Gaillimh.

3.2 Buntáistí Brandála

○ **Aibhsítear Eitneachas agus Bunús.**

I gcomhair táirgí a mbeidh tionchar ag bunús eitneach ar chinntí ceannacháin, go háirithe i gcásanna bia úr (torthaí, glasraí, feoil), is bealach simplí agus éifeachtach é úsáid na Gaeilge chun béim a chur ar a mbunús.

Má tá uait tú féin a bhunú mar chuideachta Éireannach, agus táirge Éireannach...tá an réasúnaíocht ann [an Ghaeilge a úsáid].

Irene Ní Mhuireagáin, Stiúrthóir Bainistíochta, Cumarsáid Creative.

such customers, because the relationship is based on something other than commercial criteria, such as shared values or a shared ethos.

It is beneficial not only in attracting new business but also cementing existing relationships and reaching into the wider community.

Colm Martin, Branch Manager, Bank of Ireland, Andersonstown.

- **Creates Goodwill amongst Customers.**

Another common theme amongst the businesses who participated in the research was the universally positive reaction to their use of the Irish language received from customers. In all cases, the feedback was wholly positive.

We have had very good feedback from customers, even taking the time to write about it.

Joanna Murphy, Retail Design Manager, Homebase.

The experience of these businesses that use the Irish language has been that many customers, regardless of their Irish language ability, appreciate hearing or reading the language. They have found that the incorporation of Irish language interactions, however minimal, can enhance the customer experience.

There is a genuine positive feeling towards the language. People are happy to try their cúpla focail. Just saying 'hello' or 'goodbye' goes a long way, it is a positive thing.

Deirdre Crowley, Islands Manager, Bank of Ireland, Eyre Square.

A tangible, commercial benefit of this additional customer goodwill is loyalty. Where customers have enjoyed seeing or hearing the Irish language being used, they are likely to associate the business with these positive feelings and return.

If they feel good leaving here, then they will come back again.

Sandra O'Connor, Owner/Manager, The Warwick Hotel, Galway.

3.2 Branding Benefits

- **Highlights Ethnicity & Origin.**

For products and services where ethnic origin is likely to have an influence on purchasing decisions, particularly in the case of fresh food (fruit, vegetables, meat), use of the Irish language is a simple and effective means of emphasising their origin.

If you want to establish yourself as an Irish company, and an Irish product...the rationale is there [to use the Irish language].

Irene Ní Mhuireagáin, Managing Director, Cumarsáid Creative.

I gcás an bhia úir, áit a bhfuil úire agus tír bhunúis fíorthábhachtach, is féidir go mbeadh tionchar ag úsáid na Gaeilge ar chaighdeán bhraite an táirge. Tá an modh seo in úsáid ag roinnt táirgeoirí bia sa Bhreatain Bheag, a úsáideann an Bhreatainis chun 'barántúlacht' agus 'nádúrthacht' a dtáirgí a chur in iúl.

Ar deireadh, má tá Éireannachas chun a bheith ina dhifreálaí do mhargaí easpórtála, is bealach cliste é úsáid na Gaeilge chun bunús an táirge a threisiú.

Má tá tú ag déanamh margaiochta chuig margadh Mheiriceá mar Éireannach, luíonn sé le réasún an Ghaeilge a úsáid – tá buntáiste breise ag baint leis, fiú murar léitheoirí Ghaeilge iad.

Irene Ní Mhuireagáin, Stiúrthóir Bainistíochta, Cumarsáid Creative.

o **Seasann sé i gcomhair Barántúlacht**

Gan bacadh le húsáid na Gaeilge mar aitheantóir bhunús eitneach, is féidir leis tionchar i bhfad níos mó a bheith aige in earnálacha éagsúla, ar nós earnálacha na turasóireachta agus an fháilteachais, i gcomhthéacs brandála agus pacáistiú. Sna hearnálacha seo nuair is iad turasóirí agus cuairteoirí na príomhchustaiméirí, deir roinnt gnóthaí go dtugann an Ghaeilge ionadaíocht níos barántúla 'Éireannachais' dóibh le hais na steiréitíopaí traidisiúnta, a bhreathnaíonn sean nó ar nós cliché.

Nuair is focal Gaeilge é, is furasta a aithint go bhfuil sé Éireannach. [Tá ár gcustaiméirí] ag iarraidh... a nÉireannachas a chur ina luí ar a gcustaiméirí. Tá sé níos barántúla agus tá fuaim deas aige chomh maith.

Jim Rafferty, Úinéir/Bainisteoir, Rafferty's Hospitality Products.

Tá táirgí brandáilte fáilteachais Gaeilge forbartha ag Jim Rafferty's Hospitality Products mar fhreagra ar éileamh chustaiméirí do 'Éireannachas'. Chuir sé béim ar an gcaoi gur modh comhaimseartha é an Ghaeilge 'Éireannachas' a chur faoi bhráid an phobail, athrú ar an gcur chuige 'Seamróga & Shillelagh' dar leis. Ina thuairim féin, mar sin, tá an Ghaeilge níos feiliúnaí ná na steiréitíopaí traidisiúnta a úsáidtear chun 'Éireannachas' nua-aimseartha ardchaighdeáin a chur in iúl.

Ní raibh daoine ag rá "tabhair táirge Gaeilge dúinn" bhí siad ag rá "tabhair táirge Éireannach dúinn". Bhí sé tábhachtach dar linn go mbeadh cuma 'Éireannach nua-aimseartha' ar an táirge láithreach, seachas 'Éireannach seafóideach'.

Jim Rafferty, Úinéir/Bainisteoir, Rafferty's Hospitality Products.

I ndeireadh na dála, is mó tóir atá ag gnóthaí sna hearnálacha seo ar 'Éireannachas' barántúil. Ní ceist tacaíochta don teanga í seo ach ceist réadúil maidir leis an táirge is fearr a chur ar fáil do chustaiméirí.

In Éirinn, bhí ár gcustaiméirí ag rá "An bhfuil aon rud Éireannach agat?" Ag deireadh an lae, táimid ag úsáid na Gaeilge chun an táirge a dhéanamh níos tarraingtí.

Jim Rafferty, Úinéir/Bainisteoir, Rafferty's Hospitality Products.

In the case of fresh food, where freshness and country of origin is likely to be a key consideration, using Irish can also have an impact on the perceived quality of the product. This approach has been implemented by a number of food producers in Wales, who use the Welsh language to allude to the 'authenticity' and 'naturalness' of their produce.

Finally, if Irishness is likely to be a differentiator for an export market, then using the Irish language is a creative way of reinforcing the origins of the product.

If you're marketing to the American market and you're marketing as Irish, it is a 'no-brainer' to think of the Irish language – it is an add-on, even if they are not Irish readers.

Irene Ní Mhuireagáin, Managing Director, Cumarsáid Creative.

- **Represents Authenticity**

Notwithstanding use of the Irish language as an identifier of ethnic origins, it can have even greater impact in particular sectors, such as the tourism and hospitality sectors, in the context of branding and packaging. In these sectors where tourists and visitors are the main customers, a number of businesses suggested that the Irish language provides a more authentic representation of 'Irishness' than traditional stereotypes, which may be seen as hackneyed or clichéd.

The fact that it is an Irish language word makes it more recognisably Irish. [Our customers] are trying to...promote their Irishness to their customers. It is more authentic and it does have a nice ring to it as well.

Jim Rafferty, Owner/Manager, Rafferty's Hospitality Products.

Jim Rafferty, of Rafferty's Hospitality Products, has developed Irish language branded hospitality products in response to customer demand for 'Irishness'. He emphasised how the Irish language is a contemporary way of communicating 'Irishness', an alternative to what he deemed a 'Shamrocks & Shillelaghs' approach. In his view, therefore, the Irish language is more appropriate than traditional stereotypes to communicate quality, modern 'Irishness'.

People weren't saying "give us an Irish language product", they were just saying "give us an Irish product" It was important from our point of view that it was instantly recognisable as a 'modern Irish' product, rather than 'corny Irish'.

Jim Rafferty, Owner/Manager, Rafferty's Hospitality Products.

Ultimately, the value of more authentic 'Irishness' is greater appeal to businesses serving these sectors. This is not a question of advocacy of the language but simply a pragmatic consideration with regard to providing the best product to customers.

In Ireland, our customers were saying "Do you have anything Irish?" At the end of the day, we're using the Irish language to make the product more appealing.

Jim Rafferty, Owner/Manager, Rafferty's Hospitality Products.

3.3 Buntáistí Corparáideacha & Cumarsáide

- **Feabhsaíonn sé cáil proifisiúnta agus corparáideach trí aitheantas poiblí.**

An príomhbhuntaíste chorparáideach a tháinig as ionchorprú na Gaeilge a d'aontaigh na gnóthaí ar fad a ghlac páirt ann ar ná an phoiblíocht a bhfuarthas trína dhéanamh. D'aontaigh na gnóthaí go léir go raibh luach ag baint leis an aitheantas poiblí a bhfuair a gcuideachtaí ó seirbhísí a chur ar fáil trí Ghaeilge.

Tá an chuideachta fíorbhródúil gur muid an t-aon chuideachta a chuireann tuairimí in iúl faoin mbuiséad i nGaeilge. Tá daoine tagtha i dtaithe ar muid a fheiceáil agus ar Ernst & Young a fheiceáil ag am an bhuiséid. Is cinnte go bhfuil buntáiste margáiochta ag baint leis.

Bríd Whelan, Bainisteoir Sinsearach (Cáin), Ernst & Young.

Bainteach anseo tá an t-ardú seasta ar an tábhacht a bhaineann le freagracht shóisialta chorparáideach do straitéisí margáiochta agus cumarsáide i ngnó. Le haghaidh roinnt de na cuideachtaí ilnáisiúnta a bhí páirteach sa taighde seo, measadh ar dtús gur cleachtadh 'saoránachta' a bhí in úsáid na Gaeilge sa chomhthéacs seo. Do roinnt, áfach, bhí méid an aitheantais poiblí a bhfuair siad de bharr an Ghaeilge a úsáid i bhfad níos mó ná mar a shíl siad ar dtús.

Níor thuig mé roimhe an éifeacht chaidrimh phoiblí a bheadh aige. Is buntáiste mór dúinn é....thug muid faoi deara é sin, is rud iontach é seo don ghnó.

Joanna Murphy, Bainisteoir Deartha Miondíola, Homepage.

Chlúdaigh na buntáistí 'caidrimh phoiblí' a bhain le húsáid na Gaeilge gach rud ó aitheantas custaiméara agus tionscail agus gradaim, fiú ag dul chomh fada le clúdach preas idirnáisiúnta, mar a bhí i gcás Microsoft Ireland, nuair a d'fhorbair siad Pacáiste Chomhéadain Ghaeilge, a chur leaganacha Gaeilge de na cláir Microsoft Windows agus Office ar fáil d'úsáideoirí.

Bhí preas againn as gach áit sa domhan, chomh fad i gcéin leis an Astráil fiú – thóg an preas faoi deara go raibh muid ag cur leagan Ghaeilge ar fáil.

Johnny Chambers, Bainisteoir Cláir Teanga Áitiúil, Microsoft.

Bhí gradaim faighte ag roinnt gnóthaí eile a bhí páirteach sa taighde ó ghrúpaí náisiúnta agus idirnáisiúnta tacaíochta Gaeilge, lena n-áirítear gradaim 'Barr Chaoga' Lá , Glór na nGael agus gradaim eile a ndearna Foras na Gaeilge agus Gaillimh le Gaeilge urraíocht orthu. Cé nach féidir na buntáistí a thomhais go díreach, cuireann siad dearbhú dearfach ar fáil maidir le tabhairt faoi thograí den chineál seo.

I dtéarmaí dea-thola agus an phoiblíocht a chothaigh sé in Éirinn, is dócha gurb é seo ceann de na rudaí is fearr atá déanta ag Microsoft Ireland riamh.

Johnny Chambers, Bainisteoir Cláir Teanga Áitiúil, Microsoft.

3.3 Corporate & Communications Benefits

- **Enhances Professional and corporate reputation through public recognition.**

The principal corporate benefit from the incorporation of the language, that all of the businesses participating in the research were unanimously agreed upon, was the publicity gained through doing so. All of the businesses agreed that the public recognition that providing Irish language services lends was of value to their company.

The company is very proud of the fact that we are the only company that comments on the budget in Irish. People have got used to seeing us and seeing Ernst & Young at budget time. There is a marketing benefit, definitely.

Bríd Whelan, Senior Manager (Tax), Ernst & Young.

Of relevance here is the increasing importance of corporate social responsibility to marketing and communications strategies in business. For a number of the multinational companies participating in the research, use of the Irish language was originally considered in this context, as a 'citizenship' exercise. However, for some, the degree of public recognition that came from using the Irish language was far and above what had been originally anticipated from its use.

What I never realised is the public relations effect of it. It is of huge benefit to us...we have realised that, actually, this is a really good thing for the business.

Joanna Murphy, Retail Design Manager, Homebase.

The 'public relations' benefits derived from using the Irish language in business covered everything from customer to industry recognition and awards, even extending to international press coverage, as was the case with Microsoft Ireland, when they developed an Irish Language Interface Pack, providing users with Irish language versions of Microsoft Windows and the Office suite of programs.

We had press from all over the world, even as far as Australia - just the fact that we were offering an Irish language version was picked up by press internationally.

Johnny Chambers, Local Language Programme Manager, Microsoft.

A number of other businesses participating in the research had received awards from local and national Irish language advocacy groups, including *Lá's Barr Chaoga* (Top 50) awards, *Glór na nGael* and other awards sponsored by Foras na Gaeilge and Gaillimh Le Gaeilge. While such benefits are not directly measurable, they provide positive affirmation of the value of undertaking such initiatives.

In terms of the goodwill and the publicity it generated in Ireland, it is probably one of the best things Microsoft Ireland has ever done.

Johnny Chambers, Local Language Programme Manager, Microsoft.

o Léiríonn sé Tiomantas Áitiúil

Do na cuideachtaí idirnáisiúnta a ghlac páirt sa taighde, bhí buntáistí soiléire bainteach le hionchorprú na Gaeilge ina ngnó, ina gcomharthaíocht mar shampla. Chun dul in iomaíocht le cuideachtaí dúchasacha, caithfidh bealach a bheith ag cuideachtaí ilnáisiúnta, agus iad ag dul isteach i margáí nua, teagmháil eigin a dhéanamh lena gcustaiméirí dúchasacha.

Do Microsoft Ireland, a bhfuil os cionn 1,500 fostaí acu ina gCeanncheathrú i mBaile Átha Cliath, bhí an Pacáiste Chomhéadain Ghaeilge fíorthábhachtach dóibh mar dheis chun láidreacht agus méid an tiomantais d'Éirinn a léiriú agus é a bheith ina bhunús d'oibríochtaí Eorpacha don todhchaí.

Uaireanta, bíonn dearcadh diúltach ann go dtagann cuideachtaí móra ar nós Microsoft agus cuideachtaí Meiriceánacha isteach agus go dtógann siad an t-airgead go léir. Tá céim tógtha againn chun dul ag obair leis an rialtas agus go háitiúil, rinne muid áitiúil muid féin agus níos cosúil le cuid den tír. Is bealach maith é chun dul i dteagmháil leis an tír ina bhfuil tú i mbun gnó.
Johnny Chambers, Bainisteoir Cláir Teanga Áitiúil, Microsoft.

Bhí cur chuige mar a chéile ag Homebase nuair a tháinig siad isteach i margadh na hÉireann. Chonacthas úsáid comharthaíochta Ghaeilge mar mhodh éifeachtach a dtiomantas áitiúil a chur in iúl. Creideann siad go léiríonn úsáid na Gaeilge ina ngnó go bhfuil siad, mar chuideachta, sásta a bheith in Éirinn agus go léiríonn sé a meas ar chultúr na hÉireann. Go ríthábhachtach, thacaigh custaiméirí Homebase leis an gcur chuige seo, thug siad iarrachtaí na cuideachta faoi deara agus chuir siad a n-ómós in iúl, ó bhéal agus i scríbhinn.

Is moladh é formhór an aiseolais [a fhaighimid] as ucht suntas a thabhairt don Ghaeilge agus indibhidiúlacht na tíre seo. Féachtar ar mar chuideachta eachtranach ag iarraidh imeascadh go dearfach leis an bpobal.
Joanna Murphy, Bainisteoir Deartha Miondíola, Homebase.

Tá na hargóintí seo bainteach freisin le cuideachtaí Éireannacha atá ag iarraidh a scair sa mhargadh a choinneáil in aghaidh iomaitheoirí idirnáisiúnta. Tá a fhios ag cuideachtaí dúchasacha Éireannacha fresin, ar nós Superquinn, gur féidir leo féin an Ghaeilge a úsáid chun a leasa féin ar an mbealach seo.

Cuireann an éiteas [Ghaeilge] téama réasúnta maith ar fáil do fréamhacha Superquinn agus an áit as a bhfuil sé ag teacht.
Alison Hunter, Bainisteoir Margaíochta, Superquinn.

Mar achoimre, is féidir le húsáid na Gaeilge coimhlint dúchasach a mhaolú do chuideachtaí idirnáisiúnta ag teacht isteach i margadh na hÉireann. Do chuideachtaí dúchasacha, caillfidh siad buntáiste iomaitheach nuair nach úsáideann siad an Ghaeilge agus í á húsáid ag cuideachtaí iasachta nó ilnáisiúnta.

o **Demonstrates Local Commitment**

For a number of the international companies who participated in the research, their incorporation of the Irish language into their business, for example in signage, had clear strategic benefits. To displace or compete with indigenous companies, any foreign or multinational companies entering new markets have to find means of reaching out to domestic consumers.

For Microsoft Ireland, which has over 1,500 employees based at its Dublin Headquarters, the Irish Language Interface Pack initiative was critical to demonstrating the strength and intent of their commitment to Ireland as a base for European operations and for the future.

Sometimes, there is a negative perception that companies like Microsoft and big American companies just come in and take all the money. We have taken the step to go and engage with the government and locally, made ourselves local and more part of the country. It is just a good way to engage with the country with which you are doing business.

Johnny Chambers, Local Language Programme Manager, Microsoft.

Homebase had a similar approach to signage when they entered the Irish market. Using the Irish language in the company's signage was seen as a particularly effective means of communicating local commitment. They believe that using the Irish language in their business shows that, as a company, they are proud to be in Ireland and demonstrates the company's respect for Irish culture. Crucially, Homebase's approach was actively endorsed by their customers, who acknowledged the company's efforts and communicated their appreciation, verbally and in writing.

Most of the feedback [we get] is praise for acknowledging the Irish language and the individuality of the country. It is seen as positively trying to integrating an overseas company into the community.

Joanna Murphy, Retail Design Manager, Homebase.

Such arguments are also relevant to Irish companies keen to maintain market share in the face of international competitors. Indigenous Irish companies, such as Superquinn, have found that they too can use the Irish language to their benefit in this respect.

The [Irish language] ethos sets a fairly good tone for the roots of where Superquinn is and where it's coming from.

Alison Hunter, Marketing Manager, Superquinn.

In summary, for international companies entering the Irish market, use of the Irish language can act to mitigate domestic opposition. For domestic companies, failure to use the Irish language, where foreign or multinational companies are doing so, is relinquishing an important competitive advantage.

3.4 Buntáistí Foirne

○ Cothaíonn sé Sásamh Foirne

Bhí bainisteoirí arb fhiontraithe agus tacadóirí Gaeilge iad ar phéire de na gnóthaí a ghlac páirt sa taighde. Dóibh siúd, is iarmhairt de na buntáistí a sainathníodh níos túisce, ar nós níos mó dea-thola i measc custaiméirí, é an sásamh a chothaítear don fhoireann atá ag cur na seirbhísí Ghaeilge ar fáil.

Is é sin a choinníonn ag imeacht mé – go bhfuilimid ag tabhairt rud éigin speisialta do dhaoine, nach féidir leo a fháil in áit ar bith eile.

Gearóid Ó Murchú, Úinéir/Bainisteoir, An Spailpín Fánach.

Tagann sásamh freisin ó fhoireann a bhfuil na luacha seo acu chomh maith.

Táim bródúil as a bheith ag obair dóibh mar ionchorpraíonn siad an Ghaeilge agus coinníonn siad í sa saol laethúil.

Olive Keane, Bainisteoir Bialainne, O'Connor's Warwick Hotel.

Chomh maith le hardú i sásamh foirne, is féidir le húsáid na Gaeilge cabhrú le fostaí níos mó a thabhairt don ghnó trí úsáid a scileanna a uasmhéadú, a gcumais Ghaeilge san áireamh.

Más breá le duine an teanga, agus más breá leo rud éigin eile a dhéanamh, níl fáth ar bith nach mbeadh siad ábalta an dá rud a mheascadh agus gairm bheatha taitneamhach agus fiúntach a bheith acu.

Irene Ní Mhuireagáin, Stiúrthóir Bainistíochta, Cumarsáid Creative.

Rud suimiúil eile ná nach raibh na buntáistí foirne a bhain leis an nGaeilge teoranta don fhoireann Éireannach. Tá líon ard eachtrannaigh ag obair in O'Connor's Warwick Hotel i nGaillimh - rud atá coitianta in earnálacha na turasóireachta agus an fháilteachais. D'fhoghlaim siad go mbaineann neamhnáisiúnaigh taitneamh as a bheith ag obair san óstán toisc go bhfuil an Ghaeilge in úsáid sa ghnó. Is pointe dearfach difreála mar sin, é úsáid na Gaeilge, don fhoireann chomh maith leis na custaiméirí.

Tá sé ag fáil níos deacra foireann Éireannach a earcú ach tá go leor baill foirne eachtrannach againn agus tá a fhios acu agus tuigeann siad go bhfuil an t-óstán dhátteangach. Tugann sé roinnt atreorú dóibh. Tá cuid acu anseo tamall agus tá suim acu ann agus iad ag piocadh suas cúpla focal.

Sandra O'Connor, Úinéir/Bainisteoir, The Warwick Hotel, Gaillimh.

Tá an dearcadh ag O'Connor's Warwick Hotel agus an Spailpín Fánach araon go bhfuil foireann eachtrannach iontach feiliúnach in earnáil an fháilteachais chun dul i dtáthí ar úsáid na Gaeilge, ar nós beannachtaí, mar go bhfuil siad ag dul in oiriúint cheana féin do chultúr agus timpeallacht nua agus tá ilchumas teanga acu.

3.4 Staff Benefits

○ Generates Staff Satisfaction

Two of the businesses who participated in the research were managed by entrepreneurs who were also Irish language advocates. For them, a consequence of the benefits identified earlier, such as greater goodwill amongst customers, is the satisfaction generated for staff providing the Irish language services.

It is what keeps me going – that we are giving something special to people, that they do not get anywhere else.

Gearóid Ó Murchú, Owner/Manager, An Spailpín Fánach.

Satisfaction also comes from staff who share these values.

I am proud to work for them because they do incorporate the Irish language and keep that bit of Irish in everyday life.

Olive Keane, Restaurant Manager, O'Connor's Warwick Hotel.

In addition to increased staff satisfaction, using the language in business can provide an employee with the opportunity to contribute more to the business by maximising use of their skills, including their Irish language abilities.

If somebody loves the language, and loves doing something else, there is no reason why they cannot combine both to make a career that is enjoyable and is worthwhile.

Irene Ní Mhuireagáin, Managing Director, Cumarsáid Creative.

Interestingly, the staff benefits derived from using the Irish language was not restricted to Irish staff. O'Connor's Warwick Hotel in Galway employs a large number of foreign staff - not uncommon in the tourism and hospitality sectors. They have found that non-nationals enjoy working in the hotel because the Irish language is used in the business. The Irish language is, therefore, a point of positive differentiation for staff, as well as customers.

It is becoming more difficult to recruit Irish staff but we have a lot of foreign staff and they know and pick up on the fact that the hotel is bilingual. It provides a bit of diversion for them. Some of them have been here a while so they are taking an interest and are picking up a few words.

Sandra O'Connor, Owner/Manager, The Warwick Hotel, Galway.

Both O'Connor's Warwick Hotel and An Spailpín Fánach expressed the view that foreign staff in the hospitality sector were ideally positioned to adapt to using Irish language phrases, such as greetings, because they are already adapting to a new culture and surroundings and because of their linguistic versatility.

3.5 Dreasacht le hagdadh an Ghaeilge a úsáid

○ Tá sé Costéifeachtach.

Ní hionann is an rud a cheapann go leor daoine, go bhfuil úsáid na Gaeilge i ngnó an-chostasach, i dtaithe na ngnóthaí, go háirithe maidir le comharthaíocht ar an láthair, ní mar sin atá sé ar chor ar bith. Ní bhraitheann costas na comharthaíochta ar an méid téacs atá ann go díreach. Go bunúsach, ní bheidh dúbailt an chostais ar chomharthaíocht dhátheangach. I dtaithe Homepage, cuireann comharthaíocht buntáiste an difreálaithe i bhfeidhm, mar a pléadh níos túsce, gan dul i bhfeidhm ar chostais.

Ba fíorbheagán tionchair a bhí aige ar chostais. Níl ann ach dhá shraith litríochta ar chomhartha an mhéid céanna – mar sin is beag tionchar atá aige ar chostas. Is ar éigin atá difríocht ar bith ann.

Joanna Murphy, Bainisteoir Deartha Miondiola, Homepage.

Tá baint ag costéifeachtacht úsáid na Gaeilge freisin le réimsí eile ar nós fógraíocht teilifíse ar TG4. Mar atá thuas, cuireann a húsáid costéifeachtacht agus difreálú ar fáil.

Tá luach an-mhaith teilifíse le fáil in TG4. Seasann [fógra Gaeilge] amach agus léiríonn sé meas.

Irene Ní Mhuireagáin, Stiúrthóir Bainistíochta, Cumarsáid Creative.

○ Tá sé éasca é a chur i bhfeidhm

Deir roinnt de na ngnóthaí a ghlac páirt sa taighde go raibh úsáid na Gaeilge ina ngnó i bhfad níos éasca ná mar a cheap siad roimhe sin. Creideann siad gur cheap ngnóthaí gur theastaigh leibhéal áirithe líofachta chun an Ghaeilge a úsáid i ngnó. Ach, ní raibh cumas ar bith Gaeilge ag go leor de na ngnóthaí a d'úsáid Gaeilge ar nós Rafferty's Hospitality Products agus Homepage.

Ar deireadh, ní bheidh aon bhaint ag costas le húsáid na Gaeilge. Is é an t-aon chúinse tábhachtach do ghnó ar bith atá ag smaoineamh faoin rud céanna a dhéanamh ná an suim atá laistigh den ghnó. Is é an argóint a dhéantar thíos, gur féidir an Ghaeilge a chur i bhfeidhm go bunúsach, gan mórán iarracht, agus na buntáistí fós a fháil maidir le húsáid an teanga i gcomhthéacs tráchtála.

Má tá tú i margadh nideoige leis an nGaeilge, is cinnte go bhfuil deiseanna ann. Ní míbhuntáiste ar bith é, is buntáiste é gan dabht. Is féidir leis a bheith ina bhealach chun sceitimíní agus dúshláin a thabhairt do ghnóthaí reatha. Tosaigh amach beag – táim chun an guthán a fhreagairt i nGaeilge an tseachtain seo – is pointe spéise é, pointe difríochta.

Irene Ní Mhuireagáin, Stiúrthóir Bainistíochta, Cumarsáid Creative.

3.5 Incentives for Using the Irish Language

- **It is Cost-effective.**

Despite the widely-held perception that using the Irish language in business can be expensive to implement, the experiences of businesses, particularly in the case of in-store signage, suggest that this is not the case. The cost of the signage is rarely determined by the volume of text *per se*. Ultimately, bilingual signage will not mean a doubling of costs. In Homebase's experience, dual language signage provides the benefit of differentiation, as discussed earlier, without impacting on costs.

It has very little effect on cost. It's just two sets of lettering on the same size sign – so there's very little cost impact. Almost no difference.
Joanna Murphy, Retail Design Manager, Homebase.

The cost-effectiveness of Irish language use is also relevant in other areas such as television advertising on TG4. As above, its use provides both cost-effectiveness and differentiation.

TG4 is very good value for television. [An Irish language advertisement] stands out and it indicates respect.
Irene Ní Mhuireagáin, Managing Director, Cumarsáid Creative.

- **It is easy to implement.**

A number of businesses who participated in the research argued that using the Irish in their business was much easier than they had previously imagined. They believed that other businesses may have a perception that using the Irish language in business required a certain level of fluency in the language. However, many of the businesses, such as Rafferty's Hospitality Products and Homebase, that did use the Irish language had no Irish language ability:

Ultimately, any decision to use the Irish language will not be related to cost considerations. In fact, the only relevant consideration for any business thinking of doing the same is whether the interest exists within the business. The argument put forward below is that using the Irish language could be implemented very basically, with the minimum of effort, while still enjoying the benefits associated with using the language in a commercial context.

If you are in a niche market with the Irish language, there are definitely opportunities there. It is absolutely no handicap, it can only be an advantage. It can simply be a way of adding excitement and challenges for an existing business. Start small – I am going to answer the phone in Irish this week – it is a point of interest, a point of difference.
Irene Ní Mhuireagáin, Managing Director, Cumarsáid Creative.

4. Cén chaoi? Úsáid na Gaeilge i nGnó: Seaimpíní Gaeilge

Is é cuspóir na caibidile seo mionscrúdú a dhéanamh ar an gcaoi ar úsáid gnóthaí a bhí páirteach sa taighde an Ghaeilge i réimse earnálacha gnó. Tá cur síos déanta ar thaithí gach gnó a d'úsáid an teanga. Ag leanúint ar aghaidh ó thorthaí na caibidile dheireanaí, táthar ag súil go gceadóidh an chaibidil seo do ghnóthaí eile, bealaí a shainaithint inar féidir leo an Ghaeilge a úsáid ina n-earnálacha. Tá plé ar thaithí BT Wales curtha san áireamh freisin mar shampla ar an gcleachtas is fearr chun seirbhísí a chur ar fáil i dteangacha eitneacha mionlaigh sa Teileachumarsáid.

- *Miondíol*
- *Fáilteachas & Turasóireacht*
- *Seirbhísí Ghairmiúla*
- *Teicneolaíocht Faisnéise*
- *Baincéireacht*

- BT Wales: Ag úsáid na Breatnaise sa Teileachumarsáid

An Earnáil Mhiondíola – Seaimpíní Gaeilge

- **Comharthaíocht - Homepage**

Tá buntáiste mór ag baint leis an sásamh custaiméara. Tá aitheantas faighte againn as ucht níos mó a dhéanamh ná díreach comhartha ar mhaithe le comhartha. Tá aiseolas na gcustaiméirí ag rá linn go n-aithníonn siad go bhfuilimid ag déanamh iarrachta.

Joanna Murphy, Bainisteoir Deartha Miondíola, Homepage.

Thosaigh sraith Homepage DIY i 1979 mar Sainsbury's Homepage chun cruth agus mothú siopadóireacht ollmhargaidh a chur ar Mhargadh DIY na Breataine ina chéad siopa in Croydon, Londain. 27 bliain níos déanaí, tá os cionn 300 siopa sa Bhreatain Mhór agus in Éirinn. Ó tháinig sé go hÉirinn, tá an Ghaeilge curtha ar an gcomharthaíocht ag Homepage ar bhonn siopa ar siopa. De bharr na húsáide lánroghnach a baineadh as, bhí úsáid na Gaeilge i siopaí Homepage neamhréireach.

Mar chuideachta ilnaisiúnta ag obair in áiteanna eile le teangacha mionlaigh eitneacha, ar nós an Bhreatain Bheag, shainaithin Homepage gur theastaigh forfheidhmiú iomlán ionas go n-éireodh leis an mbeartas comharthaíochta. Dhíbirfeadh sé seo an fhéidearthacht go ndéanfaí drochaistriúcháin ar théarmaí in úsáid dhátheangach idir siopaí, áit a raibh fadhbanna acu cheana i réigiúin eile le haistriúcháin mhíchearta. Chun na críche seo, chuir an chuideachta leabhrán cuimsitheach maidir le comharthaíocht loingseoireachta i dtoll a chéile, a chuir sonraíochtaí infheicthe agus scríofa ar fáil don chomharthaíocht buan ar fad. D'oibrigh Homepage go dlúth le Foras na Gaeilge chun a chinntiú go raibh na téarmaí ar fad a úsáideadh ar an gcomharthaíocht aistrithe i gceart.

4. The *How?* of Irish Language Use in Business: Irish Language Champions

The purpose of this chapter is to examine how the Irish language was used in a range of business sectors by businesses that participated in this research. For each business, their experience of using the language is described. Building on results from the previous chapter, it is hoped that the content of this chapter will allow other businesses to identify relevant ways in which they can use the Irish language in their sector. A discussion of BT Wales's experience is also included as an example of best practice in providing services in ethnic minority languages in Telecommunications.

- Retail
- Hospitality & Tourism
- Professional Services
- Information Technology
- Banking

- BT Wales: Using Welsh in Telecommunications

The Retail Sector – Irish Language Champions

- **Signage - Homebase**

Of huge benefit is the customer satisfaction. We have had recognition for taking it further than just a token sign. The customer feedback is that they acknowledge the fact that we have made the effort..

Joanna Murphy, Retail Design Manager, Homebase.

The Homebase DIY chain began life as Sainsbury's Homebase in 1979 to bring the look-and-feel of supermarket shopping to the British DIY Market from its first store in Croydon, London. 27 years later, there are over 300 stores in Great Britain and Ireland. Since its arrival in the Irish market, Homebase has included the Irish language in its signage on a store-by-store basis. However, due to the discretionary nature of its use, use of the Irish language in Homebase stores was inconsistent.

As a multinational company working in other areas with minority ethnic languages, such as Wales, Homebase recognised that the key to a successful signage policy was uniformity of implementation. This would eliminate the potential for mistranslation of terms or inconsistency in dual language use between stores, having had problems in the past in other regions with incorrect translations. To this end, the company devised a comprehensive navigational signage manual, which provided visual and written specifications of all permanent signage. Homebase worked extensively with Foras na Gaeilge to ensure that all of the terms used in the signage were translated properly.

I mí an Mheithimh 2006, d'oscail Homebase siopa nua ag Pointe Sheantraibh, i mBaile Átha Cliath agus comharthaíocht dhátheangach ar fud an tsiopa. Ba é seo an chéad siopa a bhain leas as leabhrán loingseoireacht comharthaíochta nua na cuideachta. As seo amach, beidh ar gach comhartha buan sna siopaí Éireannacha go léir, na sonraíochtaí sa leabhrán a shásamh. Is éard atá i gceist leis seo ná go mbeidh Béarla agus Gaeilge de mhéideanna céanna ar an gcomharthaíocht go léir le haistriúcháin ar fhocail agus frásaí chuí. Glacadh leis an gcur chuige seo i siopaí na cuideachta sa Bhreatain Bheag agus tá súil ag an gcuideachta é a chur i bhfeidhm i siopaí in Albain chomh maith.

Bhí rún réadúil ag Homebase ar dtús, díreach chun a chinntiú go mbeadh comhsheasmhacht trína siopaí ar fad. Bhí costas diomaibhseach na comharthaíochta dhátheangach ina cheist réadúil eile. Tá roinnt buntáistí coimhdeacha tagtha as forfheidhmiú an chur chuige dhátheangach seo, áfach, agus cuid de na custaiméirí fiú ag scríobh chuig an siopa ag déanamh comhghairdeas leo mar gheall ar an nGaeilge a úsáid. Fuair an cuideachta spreagadh freisin ó dhea-aisfhreagairt na foirne Éireannaigh maidir leis an dtogra.

Dar le Joanna Murphy, Bainisteoir Deartha Miondíola Homebase, cé nach rabhtas ag súil le gnéithe caidrimh phoiblí a bhain le húsáid na Gaeilge, tá buntáiste mór faighte ag an ngnó uathu. I ndáiríre, bhí na buntáistí a bhain le taithí Homebase leis an togra comharthaíochta Gaeilge chomh maith sin, go bhfuil an cuideachta ag moladh an cur chuige do chuideachtaí eile atá ag feidhmiú in Éirinn faoina phríomheagraíocht, an Argos Retail Group.

○ **Seirbhís Chustaiméara – An Spailpín Fánach**

Ón am ar tháinig mise anseo, tá níos mó dúile i measc custaiméirí anois.
Gearóid Ó Murchú, Úinéir/Bainisteoir, An Spailpín Fánach.

Bhunaigh Gearóid Ó Murchú an Spailpín Fánach i 1979 mar bhealach chun fiontraíocht a nascadh lena ghrá don Ghaeilge. Ag tosú le seastán beag i Dandelion Market Baile Átha Cliath, ba é bunchuspóir an ghnó, an Ghaeilge a chur chun cinn ar bhealach nua-aimseartha trí t-léinte, greamáin agus suaitheantais Ghaeilge agus mar sin de a dhíol agus margáíocht a dhéanamh orthu. Mar gheall ar an easpa earraí feiliúnacha Gaeilge a bhí ar fáil don cuideachta le díol, thosaigh an cuideachta ag déanamh agus ag táirgeadh a tháirgí Gaeilge féin, seirbhís phriontáilte trí scáileán san áireamh. Ó bhog sé chuig an Cheardlann ar an Spidéal i 1985, bhí an Spailpín Fánach ábalta an réimse earraí a fheabhsú arís agus anois díolann sé leabhair, comharthaí agus bréagáin oideachasúla Gaeilge agus go leor nithe eile. Is í an tseirbhís phriontáilte ar scáileáin t-léinte an phríomhioncam atá ag an ngnó; deartar agus priontáiltear a gcuid t-leinte go léir ar an láthair.

I dtéarmaí buntáistí ó úsáid na Gaeilge, cuireann úsáid na Gaeilge le luach an ghnó ar trí bhealach. Ar dtús, is difreálaí é do chustaiméirí. Chomh maith leis sin leathnaíonn sé an réimse seirbhísí a chuireann an gnó ar fáil. Ar deireadh, cothaíonn úsáid na Gaeilge sásamh i measc na foirne.

In June 2006, Homebase opened a new store in Santry Point, Dublin featuring dual-language signage throughout. This was the first store to benefit from the company's newly devised navigational signage manual. In future, all permanent signage in Irish stores will have to meet the specifications detailed in the manual. This means that all signage will feature both Irish and English equal in size with agreed translations of all relevant words and phrases. This approach has also been implemented in Homebase stores in Wales and the company hopes to extend it to stores in Scotland.

The original intentions of Homebase were quite pragmatic, simply to ensure consistency throughout their stores. The negligible cost of dual-language signage was another pragmatic consideration. However, implementing this dual-language approach has had a number of ancillary benefits, with some customers even writing to the store to congratulate them on the inclusion of the Irish language. The company was also encouraged by the positive reaction of Irish staff to the initiative.

According to Joanna Murphy, Homebase's Retail Design Manager, the public relations aspects of using the language, while wholly unexpected, have been of huge benefit to the business. In fact, such have been the benefits of Homebase's experience with the Irish language signage initiative, that the company is advocating its dual signage approach to other companies operating in Ireland within its parent organisation, the Argos Retail Group.

○ **Customer Service – An Spailpín Fánach**

Since the time I've been here, there is definitely more of an appetite amongst customers.

Gearóid Ó Murchú, Owner/Manager, An Spailpín Fánach.

An Spailpín Fánach was founded in 1979 by Gearóid Ó Murchú as a way of combining enterprise with his love for the Irish language. Starting from a stall in Dublin's Dandelion Market, the original intention of the business was to promote the Irish language in a modern way by selling and marketing Irish-language t-shirts, stickers, badges and so on. Because of the limited range of appropriate Irish language products available for the company to sell, the company began manufacturing and production of its own Irish language products, including a bespoke screen-printing service. Since moving to the Craft Village in Spiddal in 1985, An Spailpín Fánach has been able to expand again the range of Irish language products it sells to cover Irish language books, signs, educational toys and much more. The main revenue stream for the business is its t-shirt screen-printing service, and all of its t-shirts are designed and printed in-house.

In terms of the benefits from Irish language use, use of the language adds value to the business in three distinct ways. Firstly, it is a differentiator for customers. Secondly, it extends the range of services the business provides. Finally, using the Irish language generates satisfaction amongst staff.

Tagann custaiméirí an Spailpín Fánach ó chúlraí éagsúla, i dtearmaí a gcúlraí Gaeilge agus a náisiúnachas agus formhór díolacháin láithreáin gréasáin an ghnó ag teacht ó Mheiriceá. Seans gurb é an comhainmneoir i measc na gcustaiméirí, go bhfuil siad ag úsáid na cuideachta toisc go bhfuil suim acu sa teanga agus mar gheall ar éiteas Gaeilge na cuideachta, fiú mura bhfuil seirbhísí Gaeilge de dhíth orthu. Chomh maith céanna, úsáideann eagraíochtaí ar fud na tíre atá ag obair trí Ghaeilge, ar nós gaelscoileanna, seirbhísí na cuideachta mar go mothaíonn siad níos compórdaí ag úsáid gnó Ghaeilge.

Príomhbhuntaíste eile a bhaineann leis an nGaeilge a úsáid, ná trína dhéanamh, dúblálann sé a bhonn custaiméirí go bunúsach. Is féidir leis deileáil leis na gnóthaí céanna agus na horduithe céanna a chomhlíonadh is a dhéanfadh sé i mBéarla ach is féidir leis an tseirbhís a chur ar fáil do chustaiméirí le riachtanais Ghaeilge agus dhátheangach freisin. Gan bacadh le méid na margaí, níl aon chostas breise ag baint le freastal ar an dá mhargadh.

Ar deireadh, creideann Ó Murchú, mar gheall ar dhea-fhreagra custaiméirí don teanga, go raibh dea-thionchar ag úsáid na Gaeilge ina ghnó ar shásamh foirne chomh maith. Fostaíonn an gnó déagóirí áitiúla i rith an tsamhraidh agus feiceann sé an taitneamh a bhaineann siad as ag fás nuair a fheiceann siad suim na gcustaiméirí. Le haghaidh Ó Murchú, is cúis sásaimh dó é go bhfuil a chustaiméirí ag fáil rud éigin ón Spailpín Fánach nach bhfaighidh siad in áit ar bith eile.

Fáilteachas & Turasóireacht – Seaimpíní Gaeilge

- **Brandáil & Pacáistiú le haghaidh Fáilteachas & Turasóireacht – Rafferty’s Hospitality Products**

Táimid ag úsáid na Gaeilge chun an táirge a dhéanamh níos tarraingtí. A bheith i dtionscal an fháilteachais, a bheith Éireannach agus freastal ar thurasóirí go hidirnáisiúnta, is é sin an tarraingt atá ag táirgí le hainmneacha Gaeilge dúinn agus d’ár gcustaiméirí.

Jim Rafferty, Úinéir/Bainisteoir, Rafferty’s Hospitality Products.

Is solathróir ceannródaíoch é Rafferty’s Hospitality Products, atá suite san lúr i gCo. an Dúin, a chuireann táirgí pearsantaithe agus cineálacha ar fáil d’óstáin, tithe tabhairne agus bialanna agus réimse leathan táirgí acu. Fuair an chuideachta gradam le gairid ó Ghlor na nGael le haghaidh an úsáid is fearr as an nGaeilge dá réimse earraí maisíochta *Galánta*. Cé gur bhunaigh Rafferty’s é féin le brandaí idirnáisiúnta ar nós Gilchrist agus Soames, thug aiseolas ó chustaiméirí in earnáil an fháilteachais le fios go raibh éileamh mór do thairgí a bhí Éireannach.

Agus an táirge á fhorbairt acu, theastaigh ó Rafferty’s branda a shainnaint a thabharfadh ‘Éireannachas’ barántúil agus comhaimseartha le fios, seachas ‘Éireannachas’ cliché nó steiréitipiúil. Tar éis tástáil agus trialacha a dhéanamh le roinnt ainmneacha táirge, Béarla agus Gaeilge, roghnaíodh *Galánta* ar an gceann is feiliúnaí agus is éifeachtaí. Mar sin roghnaíodh ainm Gaeilge le haghaidh brandáil ar fáthanna réadúla agus tráchtála seachas mar gheall ar aon cheangal leis an nGaeilge.

An Spailpín Fánach's customers come from a variety of backgrounds, both in terms of their Irish language backgrounds and their nationality, with most of the business's website sales coming from America. Perhaps the common denominator amongst customers is that they are using the company because they are interested in the language and because of the company's Irish language ethos, even if they do not require Irish language services. Equally, organisations working through Irish, such as gael scoileanna around the country, use the company's services because they feel more comfortable using an Irish language business.

Another principal benefit of using the Irish language is that, by doing so, the business essentially doubles its potential customer base. It can deal with all the same businesses and all the same orders that might arise in English but can offer this service to Irish language customers too and to customers with bilingual requirements. Regardless of the size of the respective markets, there is no additional cost that arises from servicing both markets.

Finally, Ó Murchú believes that, due to the positive response from customers to the language, using the Irish language in his business also has a positive effect on staff satisfaction. The business employs local teenagers during the summer months and he sees the enjoyment they derive from the work increase as they see the interest from customers. For Ó Murchú, the belief that An Spailpín Fánach is giving something to its customer that they will not get anywhere else is a significant source of satisfaction for him and his staff.

Hospitality & Tourism – Irish Language Champions

○ **Branding & Packaging for Hospitality & Tourism– Rafferty's Hospitality Products**

We're using the Irish language to make the product more attractive. Being in the hospitality industry, being Irish and serving tourists internationally, that's the appeal of the Irish-named product to us and to our customers.
Jim Rafferty, Owner/Manager, Rafferty's Hospitality Products.

Rafferty's Hospitality Products, located in Newry, Co. Down, is a leading supplier of personalised and generic products to hotels, bars and restaurants, covering a diverse range of products. The company recently received an award from Glór na Gael for best use of the Irish language for their *Galánta* range of toiletries. While Rafferty's had previously established itself with international brands, like Gilchrist and Soames, feedback from customers in the hospitality sector in Ireland suggested significant demand for a product that was recognisably Irish.

In developing a product to meet this demand, Rafferty's wanted to identify a brand name that would signify authentic and contemporary 'Irishness', rather than clichéd or stereotypical 'Irishness'. Having tested and experimented with a number of product names, English and Irish, *Galánta* was chosen as the most appropriate and effective. Thus, the decision to use an Irish language name for branding the product was essentially a pragmatic, commercial decision, rather than one motivated by any particular attachment to the Irish language.

Tá ag éirí go breá le réimse Galánta i measc custaiméirí Rafferty's. Tá cruthúnas an ratha sin le feiceáil san éileamh leanúnach atá air in earnálacha an fháilteachais agus na turasóireachta, áit a bhfuil sé á húsáid chun an 'Éireannachas' atá á hofráil acu dá gcustaiméirí, ar nós cuairteoirí agus turasóirí eachtrannacha, a chur chun cinn. Cé gur iondúil go maireann táirgí dá leithéid idir 4 agus 5 bliana, tá súil ag Rafferty's leanúint le húsáid agus forbairt Galánta sna blianta beaga amach romhainn.

Tá rath tráchtála ar Galánta ar fud na hÉireann, go háirithe in áiteanna ina bhfuil go leor turasóireachta. Tá an táirge fiú á seoladh thar lear, chuig an Ríocht Aontaithe agus Stáit Aontaithe Mheiriceá chun soláthar a thabhairt do shraitheanna óstáin Éireannacha le háitribh idirnáisiúnta atá ag lorg táirge ar ardchaighdeán chun a mbunús Éireannach a threisiú.

Ónar chuir siad Galánta ar an margadh, tá líne earraí maisíochta eile forbartha ag Rafferty's as Gaeilge darb ainm Uisce. Tugadh Origin ar dtús air, ach d'úsáid Rafferty's an t-ainm Ghaeilge chun an táirge a athbheochan mar nach raibh sé chomh rathúil is a bhíothas ag súil leis. Bunaithe ar rath Galánta, rinneadh cinneadh athbhrandáil a dhéanamh air in áit é a chaitheamh ar leataobh. Cé go bhfuil Uisce níos bunúsaí ná Galánta, i dtéarmaí praghais agus comhdhéanamh, tá sé chomh rathúil céanna le custaiméirí in earnáil na n-óstáin.

Cé go bhfuil sé deacair tomhais díreach a fháil ar an luach atá ag an nGaeilge sa chás seo, léiríonn taithí Rafferty's Hospitality Products le Galánta agus Uisce araon na buntáistí tráchtála ar féidir a bhaint as úsáid na Gaeilge dírithe ar earnáil an fháilteachais.

○ **Fáilteachas – O'Connor's Warwick Hotel**

Fiú mura bhfuil siad ach ag léamh an bhiachláir nó ag rá 'Slán' leis an doirseoir, mothaíonn siad go maith á dhéanamh sin, rud atá go maith dúinn sa deireadh.

Sandra O'Connor, Úinéir/Bainisteoir, The Warwick Hotel, Gaillimh.

Tá O'Connors' Warwick hotel ar cheann de na hóstáin is sine agus is mó aithne i nGaillimh. Chomh maith leis an óstán, tá bialann agus cluiboiche ann. Úsáideann an Warwick Gaeilge ar fud an óstáin, nuair is féidir, go háirithe sa bhialann, áit a bhfuil na biachláir i nGaeilge agus i mBéarla. Is cainteoirí dúchais iad bainisteoir na bialainne agus ceann na slándála agus úsáideann siad an teanga ina ngnóthaí laethúla. Glacann an bhialann le háirithe agus orduithe i nGaeilge agus fáiltítear roimh lucht an chluiboiche i nGaeilge.

Tá an beartas Gaeilge neamhoifigiúil seo i bhfeidhm san óstan de bharr grá Sandra O'Connor don Ghaeilge agus a dúthracht í a húsáid ina gnó. Cé go bhfuil sé deacair buntáistí airdeadais ón teanga a mheas, feiceann an tÓstán a húsáid ina buntáiste ar roinnt bealaí, ar nós sásamh custaiméara, buntáistí iomaitheacha, sásamh foirne agus dea-cháil.

I dtéarmaí buntáistí iomaitheacha a chuireann sé ar fáil, tá úsáid na Gaeilge ina buntáiste mór don Warwick. Mar gheall ar a shuíomh, tá roinnt eagraíochtaí Gaeilge a úsáideann an Warwick, ar nós Gaelscoileanna éagsúla, TG4 agus a chuideachtaí

The Galánta range has proved to be a success with Rafferty's customers. The proof of its success lies in its continued popularity with customers in the hospitality and tourism sectors, who are using it to promote the 'Irishness' of their offering to their clientele, such as foreign visitors and tourists. While the normal shelf-life of such products is usually between 4 and 5 years, Rafferty's expects to continue using and redeveloping Galánta for the foreseeable future.

Galánta has been commercially successful throughout Ireland, especially in areas where there is significant tourism. The product is even being shipped overseas, to the United Kingdom and the United States of America to supply Irish hotel chains with international properties that are looking for a quality product to emphasise their Irish origin.

Since introducing the Galánta range, Rafferty's has developed another Irish language branded range of toiletries, called Uisce. Initially called Origin, Rafferty's used the Irish language name to revitalise the range, which had been less commercially successful than anticipated. Based on the success of Galánta, the decision was taken to rebrand it, rather than simply discard it. While Uisce is a more basic product than Galánta, in terms of pricing and ingredients, it has proved similarly successful with customers in the hotel sector.

While it is difficult to provide an exact measurement of the added value of the Irish language in this case, Rafferty's Hospitality Products' experiences with both Galánta and Uisce demonstrate the type of commercial benefits that can be derived from targeted use of the language in the hospitality sector.

- **Hospitality – O'Connor's Warwick Hotel**

Even if they are just reading the menu or saying 'Slán' to the doormen, they feel good doing that, which ultimately is good for us.

Sandra O'Connor, Owner/Manager, The Warwick Hotel, Galway.

O'Connors' Warwick Hotel, in Salthill, is one of Galway's oldest and best known hotels. In addition to the hotel, it operates a restaurant and a nightclub. The Warwick uses Irish throughout the hotel, where possible, particularly in the restaurant, where the menus are in both Irish and in English. Both their restaurant manager and head of security at the nightclub are native Irish speakers and use the language in their day-to-day work. The restaurant takes bookings and orders in Irish and nightclub goers are greeted in Irish.

The Warwick's unofficial Irish language policy is driven by Sandra O'Connor's love of the language and determination to use it in her business. While it is difficult to quantify the financial benefits gained from the language, the Hotel would see its use as benefiting in a number of areas, such as customer satisfaction, competitive advantages, staff satisfaction and reputation.

In terms of the competitive advantages it affords, using the Irish language has been of significant benefit to the Warwick. Due to its location, there are a number of Irish language organisations that use the Warwick, such as the various Gaelscoileanna, TG4 and its production companies, because they know that they will be served in



léiriúcháin, toisc go bhfuil a fhios acu go ndéanfar freastal orthu i nGaeilge. Is féidir le haon eagraíocht tathanta nó grúpa Gaeilge an Warwick a úsáid chun tacaíocht a thabhairt d'eagraíocht a bhfuil na luacha céanna acu.

Ní lucht labhartha Gaeilge amháin atá i mbonn custaiméirí an Warwick. Fiú nuair nach bhfuil na custaiméirí líofa, áfach, deir O'Connor go dtaitníonn sé leo an Ghaeilge a chloisteáil agus a fheiceáil ar bhiachláir agus is maith leo triail a bhaint as nuair atá siad ag ordú bia nó ag labhairt le baill foirne. Tarraingíonn clubóiche agus bialann an Warwick custaiméirí a labhraíonn Gaeilge agus atá ag iarraidh a bheith compordach á labhairt chomh maith leo siúd nach labhraíonn í ach ar maith leo taitneamh a bhaint as go fulangach.

Cé gur eachtrannaigh go leor d'fhoireann na bialainne, creideann O'Connor go mbaineann an fhoireann go léir sásamh as a húsáid sa ghnó. Nuair a thosaíonn siad ag obair sa Warwick, téann an fhoireann eachtrannach i dtaitní ar frásaí agus focail áirithe Ghaeilge agus cothaíonn a húsáid cairdeas idir an fhoireann Éireannach agus eachtrannach agus iad ag foghlaim óna chéile.

Is dócha gurb é an buntáiste is mó a bhaineann an Warwick as úsáid na Gaeilge ná go neartaíonn sé a dhea-cháil. Tá an tÓstán gníomhach i gcothú an teanga sa phobal áitiúil agus tá aitheantas faighte aige ó Gaillimh le Gaeilge le haghaidh a húsáid agus a thacaíocht don teanga. Chothaigh an t-aitheantas seo go leor clúdach sna meáin agus suim ó chustaiméirí.

Go bunúsach, tá buntáistí faighte ag an Warwick ar bhealaí éagsúla ón úsáid a bhaineann siad as an nGaeilge, ag costas an-íseal. Gan an úsáid seo, b'fhéidir nach mbeadh an tarraingt chéanna ag an óstán ar chustaiméirí agus foireann agus ní bheadh sé difriúil ó na hóstáin áitiúla eile.

Seirbhísí Ghairmiúla – Seaimpíní Gaeilge

○ Comhairleacht Fógraíochta & Dearaidh – Cumarsáid Creative

Is í an aidhm atá againn, an strus, an phian agus an toisc 'níl a fhios agam' a bhaint amach do dhaoine atá ag iarraidh an Ghaeilge a úsáid ach a bhfuil faitíos orthu go mbeidh siad mícheart.

Irene Ní Mhuireagáin, Stiúrthóir Bainistíochta, Cumarsáid Creative.

Is comhairleacht margaíochta, dearaidh agus bainistíochta tionscadail Ghaeilge é Cumarsáid Creative a bhunaigh Irene Ní Mhuireagáin. Is cuideachta lán-Ghaeilge é an gnó, a chuireann seirbhísí teanga agus comhairleoireachta ar fáil do ghnóthaí Gaeilge agus Béarla. Clúdaíonn na seirbhísí a chuireann Cumarsáid Creative ar fáil réimse téamaí.

Ar dtús, cuireann sé fógraíocht & margaíocht Ghaeilge ar fáil do ghnóthaí Gaeilge atá ag díriú ar Ghaeilgí níos mó nó eagraíochtaí Gaeilge.

Irish. For any Irish advocacy or Irish language groups, using the Warwick allows them to support an establishment that respects and shares their values.

The Warwick's customer base is not exclusively Irish-speaking. However, even where customers are not fluent, O'Connor argues that they appreciate hearing it, seeing it on menus and getting the chance to try it out, when ordering food or talking to the staff. Both the Warwick's nightclub and restaurant attracts customers who speak the language and want to feel comfortable speaking it and those who do not speak it but like to enjoy it passively.

While a lot of the restaurant staff at the Warwick are foreign, O'Connor believes that all of the staff derive satisfaction from its use in the business. Once they begin working at the Warwick, the foreign staff become familiar with certain Irish language phrases and words and its use promotes a camaraderie between the Irish and foreign staff, teaching and learning from one another.

Perhaps the greatest benefit to the Warwick of using the language is the boost to its reputation. The Hotel is actively involved with promoting the language in the local community and has received official recognition from Gaillimh le Gaeilge for its use and advocacy of the language. This recognition generated a huge volume of media coverage, and interest from customers.

Ultimately, the Warwick has benefited significantly in a number of areas from its use of the Irish language, at very little cost. Without this use, the nub of its appeal to customers and staff and its differentiation from other local hotels may be lost.

Professional Services – Irish Language Champions

○ Advertising & Design Consultancy– Cumarsáid Creative

Our aim is to take the stress, the pain, and the 'don't know' factor out for people who would like to use the Irish language but are afraid of getting it wrong.

Irene Ní Mhuireagáin, Managing Director, Cumarsáid Creative.

Cumarsáid Creative is an Irish language marketing, design and project management consultancy, founded by Irene Ní Mhuireagáin. The company is a wholly Irish language business, providing Irish language services and consultancy to both Irish language businesses and to English language businesses. The services provided by Cumarsáid Creative cover a range of areas.

Firstly, it provides Irish language advertising & marketing for Irish language businesses that are targeting Irish language speakers or Irish language organisations.

Ansin, cuireann sé tacaíocht chomhairleoireachta ar fáil, do ghníomhaireachtaí fógraíochta ar mian leo fógra Béarla dá gcuid a athchruthú. Éascaíonn Cumarsáid Creative an próiseas sin trí seirbhís tacaíochta teanga a chur ar fáil, atá ábalta aistriúchán cruthaitheach, seachas díreach, a dhéanamh ar bhunleagan Béarla an fhógra agus fiú aisteoirí Gaeilge a fháil, má theastaíonn athghuthú.

Tá éileamh ar sheirbhísí den chineál seo méadaithe ó achtaíodh Acht na dTeangacha Oifigiúla agus bunú TG4. Creideann Ní Mhuireagáin go deimhin, go leanfaidh an réimse seo ar aghaidh ag fás de réir mar a leanann gníomhaireachtaí ag cuardach bealaí a bhfógraí a dhéanamh níos infheicthe i margadh níos iomaíche.

Is é dearadh grafach dhátheangach an réimse eile ina gcuireann Cumarsáid Creative seirbhísí ar fáil, earnáil eile a bhfuil borradh tagtha air ó achtaíodh Acht na dTeangacha Oifigiúla. Cé go bhfuil traidisiún fadbhunaithe ag go leor tíortha cosúil leis an Spáinn, an Bhreatain Bheag agus Stáit Aontaithe Mheiriceá dearadh dhátheangach a chur ar fáil, níl Éire ach tar éis tosú ag caitheamh le dearadh dhátheangach mar scil speisialaithe ann féin, in áit díreach níos mó téacs a chur isteach ar chomharthaí.

An réimse deiridh ina gcuireann Cumarsáid Creative comhairleacht ar fáil is ea i dtaobh aistriúcháin ar dhoiciméid oifigiúla agus teicniúla, ar nós tuarascálacha bhliantúla curtha amach ag údaráis áitiúla nó comhlachtaí poiblí. Is éard a bhíonn i gceist leis seo, cinntiú go bhfuil doiciméid teicniúla aistrithe go cruinn, mar shampla, go bhfuil conradh cruinn ó thaobh an dlí de, agus a chinntiú nach bhfuil aistriúchán díreach déanta air.

D'fhorbair Cumarsáid Creative ar dtús ó mhian Irene Ní Mhuireagáin a grá don Ghaeilge a nascadh lena scileanna proifisiúnta, seachas anailís mheasta ar an margadh go raibh seirbhísí Gaeilge ag teastáil dá réimse speisialaithe. Ar aon chuma, léiríonn an fás atá tagtha air le deich mbliana anuas agus an rath leanúnach atá air go n-éireoidh le fiontraíocht mhaith, is cuma cén teanga a úsáidtear. Tá margadh rathúil anois le haghaidh seirbhísí ghairmiúla trí Ghaeilge, de bharr rath TG4, achtú Acht na dTeangacha Oifigiúla agus suim mhór sa Ghaeilge go ginearálta i measc an phobail.

○ **Cánachas, Iniúchadh & Cuntasaíocht – Ernst & Young**

Is gné bhreise í an Ghaeilge a bhaineann le Ernst & Young i nGaillimh...is cúis bhróid é.

Bríd Whelan, Bainisteoir Sinsearach (Cáin), Ernst & Young.

Tá Ernst & Young ar cheann de na cuideachtaí cuntasaíochta is mó agus is mó aithne ar fud an domhain, agus os cionn 100,000 fostaí aige in os cionn 400 tír. Cuireann a oifigí i nGaillimh réimse iomlán seirbhísí ar fáil, lena n-áirítear: cuntasaíocht, iniúchadh, cánachas agus airgeadas corparáideach. I dtéarmaí an úsáid a bhaineann sé as an nGaeilge, is dócha go bhfuil aithne mhaith ar an gcuideachta mar gheall ar a ranníocaíochtaí bhliantúla ar chlár TG4 agus an Nuacht, chun tráchtairacht saineolach a chur ar fáil i nGaeilge maidir leis an mbuiséad.

Secondly, it provides consultancy support, to advertising agencies who may wish to recreate an advertisement they have already created in English. Cumarsáid Creative facilitates that process by providing a language support service, which can cover creative, rather than direct, translation of the original English language advertisement and even extend to sourcing Irish language actors, should revoicing be required.

The need for such services has increased since the introduction of the Official Languages Act and the establishment of TG4. Indeed, Ní Mhuireagáin believes that this is an area that will continue to grow as agencies look for means of making their advertisements stand out in an increasingly competitive marketplace.

The third area in which Cumarsáid Creative provides services is in the area of bilingual graphic design, another sector which has grown since the introduction of the Official Language Act. While many other countries, such as Spain, Wales and the United States of America, have established traditions of bilingual design, Ireland is only beginning to treat bilingual design as a specialised skill in its own right, rather than simply a question of fitting a greater volume of text onto signs.

The final area in which Cumarsáid Creative is consultancy related to translation of official and technical documents, such as annual reports produced by local authorities or public bodies. The role might involve ensuring that technical documents are translated accurately, for example, that a contract is legally accurate, rather than simply directly translated.

Cumarsáid Creative originally developed from Ní Mhuireagáin's desire to combine her love of the Irish language with her professional skills, rather than a calculated analysis of the market for Irish language services in its area of specialism. Nonetheless, its growth in the last ten years and continued success demonstrates that good enterprise will succeed; regardless of which language is used. The success of TG4, the introduction of the Official Languages Act and a growing appetite for the Irish language amongst the general public have created a burgeoning market for professional services in the Irish language.

o **Taxation, Audit & Accountancy – Ernst & Young**

The Irish language is an added feature of Ernst & Young in Galway...it is a source of pride.

Bríd Whelan, Senior Manager (Tax), Ernst & Young.

Ernst & Young is one of the world's largest and best-known accounting practices in the World, with over 100,000 employees in 400 countries worldwide. Its Galway office provides a full range of professional services, including: accounting, auditing, taxation, and corporate finance. In terms of its Irish language use, the company is perhaps most well-known for its annual contributions to TG4 and Nuacht, providing expert commentary on the budget in Irish.

In addition to this commentary, the company has also produced in the past miniature budget reports in Irish, essentially ready-reckoners of the implications of the budget on small plastic cards. As the only company that provides this commentary in Irish, it serves as a differentiator for Ernst & Young in Galway.

Chomh maith leis an tráchtairacht seo, tá tuairiscí bheaga buiséid curtha ar fáil ag an gcuideachta i nGaeilge, cártaí beaga plaisteacha le heolas maidir le himpleachtaí an bhuiséid orthu. Toisc gurb iad an t-aon chuideachta a chuireann na seirbhísí seo ar fáil i nGaeilge, tá sé ina dhifreálaí do Ernst & Young i nGaillimh.

Ó dhearcadh na cuideachta, tá buntáiste margaióchta soiléir bainteach le tráchtairacht a chur ar fáil i nGaeilge, toisc go bhfuil cleachtadh ag lucht féachana ar Ernst & Young a fheiceáil ag am an bhuiséid. Cuireann an clúdach seo nochtadh luachmhar ar fáil don chuideachta, rud atá ina chúis bróid don chuideachta agus dá fhoireann a n-úsáideann roinnt acu Gaeilge san oifig. Mar sin, tacaítear leis na tionscnaimh seo ar fud an chuideachta. I mbliana, i leabhrán domhanda na cuideachta do chomórtas *Entrepreneur of the Year* bhí an foscríbhinn – *Fiontraí na Bliana* – in aice leis na teangacha eile.

Mar thoradh ar Acht na dTeangacha Oifigiúla tá níos mó comhlachtaí stáit ag iarraidh a gcuntais a fhoilsiú i nGaeilge chomh maith le Béarla. Ar an ábhar seo, is féidir le Ernst & Young luach breise a thabhairt dá gcustaiméirí i dtéarmaí a chinntiú go bhfuil na haistriúcháin i gceart. Is mian leis an cuideachta níos mó oibre a dhéanamh trí Ghaeilge ach tá a gcumas é sin a dhéanamh faoi bhac mar gheall ar an éileamh atá ann do na seirbhísí sin.

De bharr nádúr teicniúil speisialaithe na hoibre seo, tá éileamh ar na seirbhísí seo i nGaeilge teoranta, toisc gur seirbhísí iad seo a thugann fiú eagraíochtaí Gaeilge agus comhlachtaí Gaeltachta chun críche i mBéarla. Anuas ar sin, glacann cur chun cinn an teanga agus cumais na cuideachta sa réimse seo an-chuid ama, agus caithfear é a dhlisteanú go tráchtala. De bharr treochtaí in úsáid pearsanta agus gairmiúil na Gaeilge le gairid, áfach, tá fianaise ann a deir go n-ardóidh an t-éileamh ar na seirbhísí seo sa todhcháí.

Cé go dtiomántar formhór úsáid na Gaeilge in Ernst & Young mar gheall ar an suim phearsanta atá ag fostaíthe le Gaeilge in oifig na Gaillimhe, faigheann an gnó iomlán buntáistí as. Is dócha gurb iad na buntáistí is mó a fhaigheann siad as ná meascán idir buntáistí margaióchta ón tráchtairacht buiséid, ina dhifreálaí do Ernst & Young i gcomparáid lena iomaitheoirí áitiúla, agus an bród a chothaíonn sé i measc na foirne.

Baincéireacht – Seaimpíní Gaeilge

○ **Baincéireacht Phearsanta & Ghnó – Banc na hÉireann**

Tá buntáiste ann ó thaobh gnó nua a tharraingt, caidrimh reatha a láidriú agus dul i bhfeidhm ar phobal níos leithne. Cuireann sé gné eile ar fáil chun difreálú a dhéanamh ó iomaitheoirí áitiúla. Ar an iomlán, mar thionscnamh áitiúil, tá sé fforluachmhar dúinn.

Colm Martin, Bainisteoir Brainse, Banc na hÉireann, Baile Andarsan.

I gcéadúair, bhunaigh Cairt Ríoga, Bank of Ireland Group i 1783 agus anois is eagraíocht seirbhísí airgeadais ilnáisiunta é agus 16,000 fostaí aige in ocht dtír ar fud an domhain, agus is ceann de na brandaí náisiunta is mó aithne sa tír é. Cuireann an

From the company's perspective, providing the commentary in Irish has a clear marketing benefit, as audiences are accustomed to seeing Ernst & Young at budget time. This coverage provides the company with valuable exposure, which is a source of pride for the company and its staff, a number of whom use Irish in the office. As such, these initiatives are supported throughout the company. This year, the promotional booklet for the company's global *Entrepreneur of the Year* competition featured an Irish language caption – *Fiontraí na Bliana* - prominently alongside other languages.

The introduction of the Official Languages Act has also resulted in a greater number of public bodies and organisations who require accounts to be produced in Irish, as well as English. In this respect, Ernst & Young can add value to its clients in terms of ensuring that translations are accurate. The company is keen to undertake more work through Irish, although its ability to do so is constrained by the demand for such services.

The specialised technical nature of its work means that there is limited demand for these services in Irish, as these are typically services that even Irish language organisations and Gaeltacht bodies procure in English. In addition, promoting the language and the company's abilities in this area requires a significant investment of time, which has to be justified commercially. However, given contemporary trends in personal and professional use of the Irish language, there is evidence to suggest demand for these services will increase in the future.

While much of the Irish language use at Ernst & Young Galway is driven by the personal motivation of the Irish-speaking employees within the Galway office, the business as a whole derives benefits from it. Perhaps the biggest benefits are the combination of the marketing benefits from its budget commentary, as a differentiator for Ernst & Young Galway compared to its local competitors, and the pride it generates amongst staff.

Banking – Irish Language Champions

○ Personal & Business Banking – Bank of Ireland

It is beneficial in attracting new business, cementing existing relationships and reaching into the wider community .It just adds an extra dimension to help differentiate from local competition. Overall, as a local initiative, it is invaluable for us.

Colm Martin, Branch Manager, Bank of Ireland, Andersonstown.

Originally established by Royal Charter in 1783, Bank of Ireland Group is now a large multinational financial services organisation with over 16,000 employees in 8 countries worldwide, as well as being one of this country's best known national brands. The company provides a full range of financial services to personal and commercial customers. Bank of Ireland has an established tradition of supporting the use of the Irish language in the organisation.

chuideachta réimse iomlán seirbhísí ar fáil do chustaiméirí pearsanta agus tráchtála. Tá traidisiún fadbhunaithe ag Banc na hÉireann a thacaíonn le húsáid na Gaeilge ina eagraíocht.

Faoi láthair, cuireann an banc seirbhísí Gaeilge ar fáil trí roinnt bealaí tiomnaithe. Cuireann sé seirbhísí brainse ar fáil i nGaeilge ag Brainse na hOllscoile i nGaillimh agus Brainse Andersonstown i mBéal Feirste, i measc brainsí eile. Ó díothú an sean 'banc taistil' ar chuinsí sábháilteachta, cuireann Banc na hÉireann seirbhís bhaincéireachta Gaeilge ar fáil do Árainn lena 'bhaincéir eitle', Deirdre Crowley, a thaistilíonn chuig na hoileáin suas le trí huaire in aghaidh na seachtaine i rith an tsamhraidh agus uair sa tseachtain i rith an gheimhridh. Tá an banc ag soláthar na seirbhíse seo do na hoileánaigh le 40 bliain anuas.

I dtarmaí an réimse seirbhísí atá ar fáil, is féidir le Brainse na hOllscoile i nGaillimh seirbhísí dhátheangacha a chur ar fáil chun gach riachtanas a chomhlíonadh, ar nós iasachtaí agus morgáistí, seachas seirbhísí speisialtóra ar nós comhairle infheistíochta, ag brath ar an bhfoireann. Ar an gcaoi chéanna, is féidir le brainse Andersonstown i mBéal Feirste na seirbhísí is bunúsaí a chur ar fáil i nGaeilge agus tá comharthaíocht Ghaeilge san fhoirgneamh agus tá doiciméadú Gaeilge ar fáil do chustaiméirí. Ag leibhéal náisiúnta, chuir Banc na hÉireann Uathmheaisíní Bainc dhátheangacha ar fáil ar fud na tíre, rud a mhéadaigh feiceálacht na Gaeilge.

Tá na buntáistí a fhaigheann an banc as ucht na seirbhísí seo a chur ar fáil an-suntasach. Go bunúsach, is é an buntáiste tráchtála, an 'buntáiste iomaitheach', an príomhfáth a cuireann an chuideachta na seirbhísí ar fáil. Mar shampla, lorgaíonn brainse an Fhaiche Mhór i nGaillimh cuideachtaí atá i mbun gnó trí Ghaeilge chun iad a earcú mar chustaiméirí. Tá sé feicthe ag brainse an Fhaiche Mhór go roghnaíonn daoine a bhogann go Gaillimh iad in áit bainc eile, toisc go gcuireann siad seirbhísí ar fáil i nGaeilge. Chomh maith céanna, tá taithe an brainse Andersonstown ar chustaiméirí a thaistilíonn 25 míle chun gnó a dhéanamh leo, arís mar gheall ar a soláthar seirbhísí trí Ghaeilge.

Ansin, tá an Ghaeilge go maith do dhea-cháil an bhainc. Ní hamháin go dtarraingíonn sé custaiméirí, ach tá aitheantas faighte ag gníomhaíochtaí Gaeilge na mbraintí agus na heagraíochtaí trí chéile ó ghrúpaí tacaíochta Gaeilge. Tá cuid mhór poiblíochta dhearfach cothaithe aige seo don chuideachta.

I ndeireadh na dála, is é an meon a thugann tacaíocht do sholáthar seirbhísí trí Ghaeilge ná, má tá sé go maith don ghnó agus go maith do chustaiméirí Banc na hÉireann, cuirfidh Banc na hÉireann an tseirbhís sin ar fáil.

Currently, the bank provides Irish language services through a number of dedicated channels. It provides Irish language branch services at its University Branch in Galway and Andersonstown Branch in Belfast, amongst others. Since the abolition of the old 'travelling bank' on safety grounds, Bank of Ireland also provides a dedicated Irish language service to the Aran Islands, with its 'flying banker', Deirdre Crowley, travelling to the islands up to three times a week during the summer and once a week during the winter. The bank has been providing this service to the islanders for the last 40 years.

In terms of the range of services available, the University Branch in Galway can provide bilingual services, covering all requirements, including loans and mortgages, with the exception of specialist services such as investment advice, dependent on staff. Likewise, the Andersonstown branch in Belfast can provide most basic services in Irish, and has Irish language interior Branch signage and Irish language documentation available to customers. At a national level, Bank of Ireland introduced dual-language Automatic Teller Machines throughout the country, providing increased visibility to the language.

The benefits to Bank of Ireland of providing these Irish language services are significant. Ultimately the rationale for providing the services is the commercial benefit, the 'competitive edge' it provides to the company. For example, the Eyre Square branch in Galway actively seeks out companies that are doing business through Irish to take them on as customers. The Eyre Square branch has seen customers who move to Galway choose them ahead of other banks, because they can provide services in Irish. Equally, the Andersonstown branch has experience of customers travelling 25 miles to do their banking with them, again because of their provision of Irish language services.

Secondly, the Irish language is good for the bank's reputation. Not only does it attract customers, but the Irish language activities of both branches and the organisation overall have been recognised by Irish language advocacy groups. This has generated significant amounts of positive publicity for the organisation.

Ultimately, support for the provision of Irish language services throughout the company is motivated by the belief that, if it is good for business and good for Bank of Ireland customers, Bank of Ireland will provide that service.

Teicneolaíocht Faisnéise – Seaimpíní Gaeilge

○ **Logánú – Microsoft Ireland**

Ba é an t-aiseolas an rud is suntasaí faoi – an méid dea-thoil a bhí ann ach ní bhíonn a fhios agat sin go dtí go dtéann tú amach ansin.

Dr. Kevin Marshall, Bainisteoir Cláir Acadúla, Microsoft Ireland.

Is corparáid ilnáisiúnta teicneolaíocht ríomhaireachta é Microsoft Corporation a bhfuil 71,553 fostaí aige i 102 tír agus réigiún. Fostaíonn Microsoft Ireland os cionn 1,200 fostaí ina Cheanncheathrú in Áth an Ghainimh, maraon le 400 conraitheoir lánaimseartha. Bronnadh gradam chlúiteach Ghlór na nGael ar Microsoft Ireland in 2006, ceann de na corparáidí is mó agus is mó cáil ar domhan, mar aitheantas ar a chuid oibre logánaithe ar Microsoft Office agus Microsoft Windows go Gaeilge, mar chuid de Microsoft Local Language Programme domhanda. Is comórtas náisiúnta é Glór na nGael dírithe ar fhorbairt na Gaeilge. Tugadh aitheantas do ghníomhaíochtaí Microsoft Ireland chomh maith trína chur i ngradaim *Barr Chaoga Gnó as Gaeilge Lá*. Roimh tabhairt faoin togra, rinne Microsoft anailís costais is tairbhe ar leagan Gaeilge de Windows a fhorbairt. Bhreathnaigh sé ar réimse athraitheacha, lena n-áirítear an méid cainteoirí Gaeilge sa tír, an bhéim a chuir an Rialtas ar an nGaeilge agus pleananna margáíochta Foras na Gaeilge chun an Ghaeilge a fhorbairt sa todhcháil. I dtéarmaí na margáil a raibh suim ag Microsoft Ireland iontu, ba é toradh an staidéir go raibh tacaíocht iontach ag an teanga go poiblí agus go hoifigiúil.

I dtéarmaí leibhéal na n-acmhainní a hinfheistíodh sa togra, thóg an logánú dhá mhí dhéag le críochnú, le foireann deichniúr fostaíthe ag Microsoft agus roinnt páirtneirí togra, lena n-áirítear EGTeo, DCU, eTeams agus Ollscoil na hÉireann Má Nuad, le buaic de logánú timpeall 700,000 téarma. Ba é an Language Interface Pack (LIP) an aschur deireanach, a thug deis do chustaiméirí córas oibriúchán Windows agus réimse cláir Microsoft Office a úsáid le treoir agus cláir Ghaeilge. Ó thug siad faoin togra seo, sheol Microsoft leaganacha Gaeilge dá dtáirgí Windows agus Office in aisce chuig gach scoil in Éirinn.

Tháinig an bunsmaoineamh le haghaidh forbairt an LIP Gaeilge ó fhostaithe Éireannacha a bhí ag obair in Ionad Forbartha Táirge Eorpach Microsoft, atá bunaithe ag ceanncheathrú Microsoft Ireland in Áth an Ghainimh. Forbraíodh an LIP ar dtús trí am deonach a thug fostaíthe Éireannacha, rud a thugann ardleibhéal tiomantas na bhfostaithe don togra le fios.

Ba togra rathúil do Microsoft Ireland a bhí sa togra seo, a chothaigh poiblíocht dearfach suntasach sa bhaile agus go hidirnáisiúnta, rud a dúirt siad a léirigh an mheas atá ar an nGaeilge ar fud an domhain. Ó thaobh Microsoft de, bhí leas mór sa togra ó thaobh a cháil corparáideach a fheabhsú agus sásamh foirne a chruthú. Ar dtús, léirigh leibhéal na n-acmhainní a chuir Microsoft isteach sa togra agus doimhneacht na páirtíochta le pobal na Gaeilge an tiomantas a bhí ag Microsoft d'Éirinn.

Information Technology – Irish Language Champions

○ Localisation– Microsoft Ireland

The biggest eye-opener was the feedback we received – the level of goodwill that existed – but you don't know that until you get out there.

Dr. Kevin Marshall, Academic Programmes Manager, Microsoft Ireland.

The Microsoft Corporation is a multinational computer technology corporation with 71,553 employees in 102 countries and regions. Microsoft Ireland employs over 1,200 Microsoft employees in its Sandyford Headquarters, together with 400 full time contractors. One of the biggest and best-known corporations in the world, Microsoft was awarded a prestigious Glór na nGael prize in 2006, in recognition of its work on the localisation of Microsoft Office and Microsoft Windows into the Irish language, as part of the worldwide Microsoft Local Language Programme. Glór na nGael is a national competition dedicated to the development of the Irish Language. Microsoft Ireland's activities in this area were also recognised by its inclusion in the *Lá Barr Chaoga* (Top 50) *Business as Gaeilge* awards.

Before undertaking the project, Microsoft undertook a comprehensive cost-benefit analysis of developing an Irish language version of Windows. It looked at a range of variables, including the number of Irish speakers in the country, the importance placed by the Government on the Irish language, and Foras na Gaeilge's marketing plans for developing the language in the future. In terms of the markets that Microsoft Ireland was interested in, the conclusion from the exercise was that the language was incredibly well supported both publicly and officially.

In terms of the level of resources invested in the project, the localisation exercise took 12 months to complete, involving a Microsoft team of 10 employees and a number of project partners, including EGTeo, DCU, eTeams and NUI Maynooth, culminating in the localisation of approximately 700,000 terms. The final output was the Language Interface Pack (LIP), which allowed consumers to use the Windows operating system and Microsoft Office suite of programmes with Irish commands and menus. Since undertaking the project, Microsoft subsequently sent Irish versions of its Windows and Office products free to every school in Ireland.

The original idea for the development of the Irish LIP came from Irish employees working in Microsoft's European Product Development Centre, which is based at the Microsoft Ireland headquarters in Sandyford and the LIP was initially developed through voluntary time given by Irish employees, evidence of the high level of workers' commitment to the project.

The project was a resounding success for Microsoft Ireland, generating significant positive publicity both domestically and internationally, which they attributed to the regard in which the Irish language is held around the world. From a Microsoft point of view, the project was of particular benefit in enhancing its corporate reputation and generating staff satisfaction. Firstly, the level of resources devoted to the project and the depth of engagement with the Irish language community demonstrated Microsoft's level of commitment to Ireland.



Chomh maith leis sin bhí buntáistí ag baint leis an togra don fhoireann a bhí ag obair air, toisc go bhfuil gné logánaithe Eorpach Microsoft bunaithe in Éirinn. Dar le Johnny Chambers, bainisteoir chlár an togra ag an am:

Thar aon rud atá déanta agam i Microsoft, ba é seo ceann de na rudaí is mó sásaimh dom mar gheall ar an dea-thoil, an cairdeas idir na daoine a bhí páirteach sa togra..

Johnny Chambers, Bainisteoir Clár Teanga Áitiúil, Microsoft.

Go bunúsach, fuair Microsoft Ireland réimse buntáistí ón togra. Mar chuideachta mhór ilnáisiúnta le láithreach forleathan idirnáisiúnta, bhí an chuideachta ábalta luacháil a dhéanamh ar rath an togra seo in aghaidh a thaithí i dtíortha eile. Cé go raibh taithí fairsing ag na daoine a bhí ag obair ar an togra seo ar thograí cosúil leis do theangacha eile, tá sé soiléir go raibh buntáistí éagsúla ag baint leis an nGaeilge a thabhairt isteach ina cuid lárnach den saol laethúil, mar a léiríodh sa chomhartha athfhriotail thuas.

Secondly, the project was particularly rewarding for staff working on the project, as the localisation aspect of Microsoft's European operations is based in Ireland. According to Johnny Chambers, the programme manager of the project at the time:

Of all the things that I have ever done in Microsoft, this has definitely been one of the most rewarding things because of the sheer goodwill, the camaraderie between the people that were involved on the project..

Johnny Chambers, Local Language Programme Manager, Microsoft.

Ultimately, Microsoft Ireland derived a range of benefits from the project. As a large multinational with a vast international presence, the company was in a position to evaluate the success of this particular undertaking against its experience in other countries. While the staff who worked on this project had extensive experience of similar projects undertaken for other languages, it is clear that making the Irish language a relevant feature of their day-to-day work brought particular rewards for the staff, as demonstrated by the above quotation.

Teileachumarsáid – BT Wales & an Cleachtas is Fearr

○ **BT Wales**

Tá sé fíorthábhachtach do chustaiméirí go bhfuil an fhoireann ábalta Breatnais a labhairt agus tá sé fíorthábhachtach don fhoireann chomh maith. Do BT, tugann sé gach duine beagán níos gaire don chuideachta.
Alun Thomas, Bainisteoir Beartas agus Straitéis Breatnaise, BT Wales.

Le os cionn 9,800 fostaí sa Bhreatain Bheag, ag freastal ar milliún chustaiméir, tá BT Wales ar cheann de na soláthróirí seirbhísí Breatnaise is mó san earnáil phríobháideach. Is tacadóir díograiseach le seirbhís chustaiméara Breatnaise é an chuideachta agus tá siad ag cloí le Bilingual Code of Practice agus Bilingual Policy for Wales ó 1995 i leith. Cé go gcaithfidh gnóthaí san earnáil phoiblí seirbhísí dhátheangacha a chur ar fáil de réir an Welsh Language Act 1993, bheartaigh BT Wales go deonach scéim dhátheangach Breatnaise a chur i bhfeidhm ionas go bhféadfaidh custaiméirí an leibhéal céanna seirbhísí a fháil uathu is a fhaigheann siad ón earnáil phoiblí.

Tá sé de chuspóir ag ráiteas misin an chuideachta an leibhéal céanna seirbhíse a chur ar fáil i mBreatnais agus a chuireann sé ar fáil i mBéarla, nuair atá sé praiticiúil. Clúdaíonn an scéim dhátheangach glacacht le comhfhreagrás scríofa agus leictreonach i mBreatnais agus iad a chur amach, billí a chur ar fáil i mBreatnais, tacaíocht custaiméara chónaitheach, fógraíochta agus gnó i mBreatnais, teagmháil teileafóin agus comharthaíocht dhátheangach in áiteanna phoiblí i bhfoirgnimh BT sa Bhreatain Bheag.

Is é an Welsh Language Bureau, a bunaíodh i 1994, a dhéileáilann le díolacháin chónaitheach, billí agus ceisteanna lochta go speisialta le cainteoirí Breatnaise, an príomhthionscnamh atá tosaithe ag an gcuideachta. Tá ocht nduine dhéag ag obair don Bureau, agus earcaíodh iad go léir chun tacaíocht a chur ar fáil do chainteoirí Breatnaise. Tá go leor buntáistí sainaitheanta ag an gcuideachta óna soláthar agus tacaíocht do sheirbhísí Breatnaise.

Ar an gcéad dul síos, creideann an chuideachta go n-ardaíonn soláthar seirbhísí Breatnaise sásamh custaiméara. Ón bhfianaise a thagann ón bhfoireann tacaíochta custaiméara, is cosúil go dtaitníonn sé le custaiméirí rogha a bheith acu maidir le cén teanga ar féidir leo labhairt leis na hoibritheoirí. Toisc go ndéileáilann an Welsh language bureau chomh maith le breis daoine ón tseirbhís tacaíochta custaiméara Béarla, is féidir leo comparáid a dhéanamh idir an dá cheann. Ina dtaithí, bíonn glaochanna Breatnaise, fiú más glaochanna gearáin iad, níos cosúil le comhrá agus, mar sin, níos cairdiúla ná glaochanna Béarla.

Toisc go láimhseáilann cainteoirí Breatnaise le gearáin chustaiméirí le Breatnais go háitiúil, cuireann siad aithne ar a chéile. Agus é mar an t-aon chuideachta teileachumarsáide sa Bhreatain Bheag ag cur tacaíocht Breatnaise ar fáil, is difreálaí soiléir é an tseirbhís do chustaiméirí.

Telecommunications – BT Wales & Best Practice

○ **BT Wales**

It is very important for customers that staff are able to speak Welsh and it is very important for the staff as well. For BT, it brings everyone a little closer to the company.

Alun Thomas, Welsh Language Policy and Strategy Manager, BT Wales.

Employing 9,800 in Wales, serving 1 million Welsh customers, BT Wales is one of the leading private sector suppliers of Welsh language services. The company is an enthusiastic advocate of Welsh language customer service and has adhered to a Bilingual Code of Practice and Bilingual Policy for Wales since 1995. While the terms of the Welsh Language Act of 1993 required public sector business to provide bilingual services, BT Wales voluntarily adopted a Welsh language bilingual scheme so that customers could avail of the same level of services as they did from the public sector.

The company's mission statement aims to provide, wherever practical, the same level of service in Welsh as it does in English. The services covered by the bilingual scheme, includes accepting and conducting written and electronic correspondence in Welsh, Welsh language billing, Welsh language residential, advertising and business customer support, telephone contact and bilingual signage in all public areas in BT buildings in Wales.

The main initiative undertaken by the company is the Welsh Language Bureau, established in 1994, which deals with residential sales, billing and fault enquiries specifically for speakers of Welsh. The Bureau employs 18 people, all of whom were recruited specifically to provide support to Welsh speakers. The company has identified numerous benefits from their provision and advocacy of Welsh language services.

Firstly, the company believes that the provision of Welsh language services increases customer satisfaction. The anecdotal evidence from the customer support staff is that customers appreciate having the ability to speak to operators in the language of their choice. Because the Welsh language bureau also deals with overflow from English language customer support, they are in a position to compare the two. Their experience is that, even if the call involves a complaint, Welsh language calls are likely to be more conversational and, hence, friendlier than English language support calls.

Because customer complaints are handled locally by Welsh language speakers for Welsh language speaks, customers get to know staff and staff get to know their customers better. As the only telecommunications in Wales providing Welsh language support, the service is a clear differentiator for customers.

Eagraíonn Alun Thomas, Bainisteoir Beartas agus Straitéis Breatnaise BT Wales, Customer Fora dhébhlantúil le custaiméirí agus tacadóirí Breatnaise ón Welsh Language Board agus eárnálacha an oideachais agus an ghnó. Tugtar deis do bhaill an Forum athbhreithniú a dhéanamh ar ábhair agus litríocht a chur chun cinn roimh a fhoilsítear é. Tagann buntáiste an tiomantas seo ón mothú páirteach a fhaigheann baill an Forum. Ardaíonn a pháirtíocht sa phróiseas a dtacaíocht do BT Wales agus do ghníomhaíochtaí Breatnaise. Go cinniúnach, déanann BT taighde margaidh i measc custaiméirí chun aiseolas a thomhais. Léiríonn na torthaí meas mór ar thiomantas na cuideachta don Bhreatnais agus do phobal na Breatnaise.

Don fhoireann, is pointe difreálaithe freisin é an soláthar seirbhísí Breatnaise. Cuireann an Welsh Language Bureau deis ar fáil dóibh a gcéadteanga a úsáid i gcuideachta fadbhunaithe atá ábalta post buan a chur ar fáil dóibh. I dtaca leis seo, is tairiscint níos tarraingtí fostaíochta é BT Wales do chainteoirí Breatnaise áitiúla.

Tugtar bónaís freisin d'fhostaithe tacaíochta custaiméara sa Welsh Language Bureau as ucht an Bhreatnais a úsáid ina gcuid oibre. Cuirtear traenáil Breatnaise ar fáil d'fhostaí BT ar bith a iarrann é mar chuid de chlár traenála struchtúrtha na cuideachta. Creideann an chuideachta go bhfuil sé tábhachtach duais a thabhairt do chainteoirí Breatnaise, agus dílseacht foirne a spreagadh, díreach ar nós na duaiseanna a bheadh ar fáil i gcuideachtaí eile as ucht teanga iasachta a úsáid ina gcuid oibre. Trí aitheantas a thabhairt don Bhreatnais mar scil speisialtóra agus an tábhacht céanna a bhronnadh air is a bhíonn ag teangacha iasachta i gcuideachtaí eile, mothaíonn an fhoireann go bhfuil luach ag an gcuideachta orthu. Dar le maoirseoir foirne sa Welsh Language Bureau, atá ag obair ann le haon bhliain déag, tá an fhoireann níos sásta, níos inspreagtha agus níos dílse mar thoradh ar bheartais fostaíochta BT atá báúil don Bhreatnais.

Ar deireadh, tá buntáistí ag seirbhísí Breatnaise BT don chuideachta, don fhoireann agus do na custaiméirí. Tá buntáistí ar leith ag méid a thiomantas, go háirithe a aitheantas ar chainteoirí Breatnaise mar fhostaithe le scil ar leith, i dtéarmaí sásaimh foirne agus dílseachta. Go tábhachtach, tá BT Wales ábalta tionchar a sheirbhísí Breatnaise a léiriú trí sásamh custaiméirí lena sheirbhísí a mheas. Mar sin, cuireann sé teimpléad ar fáil le haghaidh Foras na Gaeilge agus grúpaí tacaíochta eile ar mian leo é a chóipeáil in Éirinn.

Alun Thomas, BT Wales's Welsh Language Policy and Strategy Manager, organises bi-annual Customer Fora with customers and Welsh language advocates from the Welsh Language Board, education and business sectors. Members of the Forum are given a chance to review promotional material and literature ahead of publication. The benefit of this commitment comes from the feeling of involvement members of the Forum experience. Involving them in the process increases their advocacy of BT Wales and its Welsh language activities. Crucially, BT undertakes market research amongst customers to measure feedback. The results show a clear appreciation of the company's commitment to the Welsh language and to the Welsh-speaking community.

For staff, the provision of Welsh language services also represents a point of differentiation. The Welsh Language Bureau offers them the opportunity to use their first language in an established company that can provide job security. In this regard, BT Wales is simply a more attractive employment proposition for local Welsh speakers.

Customer support employees in the Welsh Language Bureau are also given bonuses for using the Welsh language in their work. Welsh language training is provided to any BT employee on request and as part of the company's structured training programme. The company believes that it is important to reward Welsh speakers, and to incentivise staff loyalty, just as workers would be rewarded in other companies if they used a foreign language in their work. By recognising the Welsh language as a specialist skill, affording it the same importance as other companies might do with foreign languages, staff also feel valued by the company. According to a Welsh Language Bureau team supervisor, who has worked there 11 years, staff are happier, more motivated and more loyal, as a result of BT's Welsh-friendly employment policies.

Ultimately, BT's provision of Welsh language services benefits the company, its staff and its customers. The extent of its commitment, particularly with regard to its recognition of Welsh speakers as skilled employees, has particular benefits in terms of staff satisfaction and loyalty. Importantly, BT Wales can demonstrate the impact of its Welsh language services by measuring customer satisfaction with its services. As such, it provides a template for Foras na Gaeilge and other advocacy groups who wish to replicate this model in Ireland.

5. Anailís – Ag Spreagadh Úsáid na Gaeilge i nGnó

Agus scrúdú déanta ar luach na Gaeilge i ngnó agus athbhreithniú déanta ar roinnt samplaí dá húsáid i roinnt earnálacha agus gnóthaí in Éirinn, is í aidhm na míre seo anailís a dhéanamh ar ar gcaoi ar féidir le Foras na Gaeilge agus geallsealbhóirí eile tacaíocht agus spreagadh a thabhairt d'úsáid na Gaeilge in Éirinn. Shainaithin na gnóthaí páirteacha na tacaíochtaí a phléitear sa chaibidil seo i rith a n-agallaimh taighde.

Tá an chaibidil seo eagraithe ina dhá chuid: pléann an chéad chuid na baic le forbairt úsáid na teanga i ngnóthaí reatha agus na tacaíochtaí Gaeilge a theastaíonn chun an ceann is fearr a fháil orthu. Pléann an dara cuid na riachtanais tacaíochta atá ag fiontraithe ar mian leo an Ghaeilge a hionchorprú ina ngnó.

Toisc go bhfuil sé bunaithe ar thaithí gnóthaí a d'úsáid an Ghaeilge, táthar ag súil go mbeidh sé bainteach le straitéisí cumarsáide Foras na Gaeilge don todhchaí agus le forbairt an bheartais atá dírithe ar thacaíocht agus spreagadh a thabhairt d'úsáid na Gaeilge i gcuideachtaí dúchasacha agus eachtrannacha agus i bhfiontar.

Úsáid na Gaeilge i nGnóthaí Reatha a Spreagadh

I rith na n-agallamh taighde, iarradh ar ghnóthaí na baic ar fhorbairt úsáid na Gaeilge ina ngnó a shainaithint. Toisc go raibh taithí díreach ag na gnóthaí, bhí siad an-fheiliúnach chun treoir a thabhairt maidir leis na baic a bhíonn os a gcomhair agus iad ag soláthar seirbhísí Gaeilge nó na baic a stopann iad ag cur leis na seirbhísí a chuireann siad ar fáil anois agus na tacaíochtaí a theastaíonn uathu. Mar a dúradh níos luaithe, níor fhacthas *costas díreach* ina bhac mór ar úsáid na teanga ina ngnó. Bhí baic eile, áfach, ar theastaigh tacaíocht chun iad a shárú.

Easpa Traenála Foirmiúil

Sainaithníodh an easpa traenála i gcomhair foirne a bhí ag soláthar seirbhísí Gaeilge ina bhac ar úsáid na Gaeilge a fhorbairt sa ghnó. Bhí sé seo fíor i gcónaí, ba chuma faoin méid Gaeilge a úsáideadh sa ghnó. Ní raibh sé d'acmhainn ag na gnóthaí faoi bhainistíocht chainteoirí Gaeilge, traenáil Gaeilge a chur ar fáil dá bhfostaithe. Mar a chéile, bhí fostóirí le cainteoirí Gaeilge ag brath ar chumas a bhfostaithe a scileanna Gaeilge a chur in oiriúint chuig riachtanais phraiticiúla agus teicniúla an ghnó, toisc nach raibh an tsaineolas ag bainisteoirí iad a thraenáil i gceart.

Shainaithin roinnt gnóthaí an fhéidearthacht le haghaidh traenáil Ghaeilge a chur ar fáil d'oibrithe eachtrannacha sna hearnálacha fáilteachas nó turasóireachta. De bharr líon na h-eachtrannaigh atá ag obair sna hearnálacha seo agus a solúbthacht teanga mar a bhraitear a bheith acu, moladh é seo mar bhealach chun imeascadh na n-oibrithe eachtrannacha agus próifíl na Gaeilge sna hearnálacha seo a ardú.

5. Analysis – Encouraging the Use of Irish in Business

Having provided an examination of the value of the Irish language in business and a review of some examples of its use in a number of sectors and businesses in Ireland, the purpose of this section is to analyse how the use of the Irish language in Ireland can be supported and encouraged by Foras na Gaeilge and other relevant stakeholders. The supports discussed in this chapter were identified by the businesses participating in this study during the course of their research interviews.

This chapter is organised into two sections: the first discusses barriers to developing Irish language use in existing businesses and the Irish language supports required to overcome them. The second section discusses the support requirements of entrepreneurs who wish to incorporate the Irish language into their business.

As it is based on the experiences of businesses who have used the Irish language, it is hoped that this will be of particular relevance to Foras na Gaeilge's future communications strategies and to the development of policy aimed at supporting and encouraging the use of the Irish language by both indigenous and foreign companies, and in enterprise.

Encouraging the Use of Irish in Existing Businesses

During the research interviews, businesses were asked to identify the barriers to their developing the use of Irish in their business. As the businesses had direct experience, they were perfectly positioned to identify the barriers that they face in providing Irish language services or the barriers that prevent them from expanding their current provision of Irish language services and the supports they require. As noted earlier, *direct cost* was not perceived to be a significant barrier to using the language in their business. However, there were other barriers which nonetheless required support to overcome.

Lack of Formal Training

The lack of training for staff providing Irish language services was identified as a barrier to developing Irish language use in the business. This applied regardless, of the extent of Irish language use within the business. Businesses managed by Irish language speakers did not have the resources to provide Irish language training to their employees. Equally, businesses with Irish speaking employees were reliant on the ability of employees to adapt their Irish language skills to the practical and technical needs of the business, as managers did not have the expertise to train them appropriately.

A number of businesses identified the possibility of providing Irish language training for foreign workers in the hospitality or tourism sectors. Given the number of foreign workers employed in these sectors, and their perceived linguistic flexibility,

Is iad na cineálacha tacaíochtaí a bheidh feiliúnach anseo ná traenáil Ghaeilge le haghaidh eachtrannaigh – atá oscailte le haghaidh teanga nua a fhoghlaim agus uaireanta faigheann siad post ina mbeidh Gaeilge ag teastáil uathu.

Gearóid Ó Murchú, Úinéir/Bainisteoir, An Spailpín Fánach.

Mar gheall ar na buntáistí a pléadh níos túisce sa tuairisc seo agus na dúshláin a sainaitníodh thuas, ba tacaíocht luachmhar do ghnóthaí a bheadh i soláthar traenála Gaeilge d'oibrithe eachtrannacha agus dúchasacha, go háirithe iad siúd sna hearnálacha turasóireachta agus fáilteachais.

Deischostas

Ba bhac mór ar úsáid na Gaeilge a ionchorprú sa ghnó nó an úsáid sin a fhorbairt é an t-am a thóg sé é a dhéanamh agus na deischostais a bhain leis an am sin a infheistiú. Clúdaíonn sé seo an t-am a chaitear ag iarraidh teacht ar ábhar Gaeilge feiliúnach, ar nós seicleabhair nó foirmeacha oifigiúla. Clúdaíonn sé freisin costais oibre a bhaineann le haistriúcháin cruinne a fháil nó fiú nuair a aistríonn an gnó féin foirmeacha riaracháin, ar nós nótaí creidmheasa agus sonraisc le haghaidh tosú amach.

Fiú le haghaidh cainteoirí líofa Gaeilge, ní post éasca é an cineál sin aistriúcháin. Mar sin, go háirithe ó thaobh riarachán de, tá breischaiteachas suntasach ama ar thascanna nach bhfuil bainteach le gníomhaíochtaí gnó.

Níos mó ná rud ar bith eile, is é an costas a bhaineann leis an am mar caithfidh tú troid beagán níos crua chun leagan Gaeilge d'fhoirm a fháil, leagan Gaeilge de seicleabhar..

Irene Ní Mhuireagáin, Stiúrthóir Bainistíochta, Cumarsáid Creative.

Go soiléir is tascanna iad seo nach dtugann gnóthaí Béarla suntas ar bith dóibh, rud a fhágann iad siúd ar mian leo an Ghaeilge a úsáid le míbhunáiste iomaitheach. Deireann réadúlacht go ndéanfaidh gnóthaí dá uireasa nuair atá deischostas gníomhaíochta, ar nós aistriúchán nó foirmeacha riaracháin a fháil, srl., i bhfad níos mó ná na buntáistí a fhaightear as na hábhair sin a bheith i nGaeilge.

Mar sin, éascódh infhaighteacht ábhar caighdeánaithe rogha cothrom idir riarachán gnó Gaeilge agus Béarla.

Easpa Muiníne

Chomh maith leis na baic phraiticiúla a sainaitníodh, shainaithin gnóthaí freisin baic shíceolaíochta ar fhorbairt na Gaeilge ina ngnó. Ar dtús, léirigh gnóthaí imní faoin leibhéal teanga a bhraith siad a bhí ag teastáil chun a n-úsáid don Ghaeilge a fhorbairt sa ghnó. Fiú nuair a thosaigh gnóthaí ag úsáid eilimintí den teanga ina ngnó – i gcomharthaíocht nó fáiltiú custaiméirí, mar shampla – ceapadh go dteastódh cumas teanga i bhfad níos mó chun tuilleadh forbartha a dhéanamh, i bhfad níos mó ná mar a bhíodhas in ann.

this was suggested as a means of increasing both the integration of foreign workers and the profile of the Irish language within these sectors.

The types of supports that will become relevant are Irish language training for foreign workers – who are obviously open to learning a new language and sometimes end up jobs where they might need Irish.

Gearóid Ó Murchú, Owner/Manager, An Spailpín Fánach.

Given the benefits discussed earlier in the report and the challenges identified above, the provision of Irish language training for both foreign and domestic workers would represent a valuable support for businesses, especially those in the tourism and hospitality sectors.

Opportunity Cost

A significant barrier to incorporating Irish language use into business or developing use of the Irish language in business was often the investment in time required to do so, and the opportunity costs of investing that time. This can cover the time spent trying to source appropriate Irish language material, such as company cheque books or official forms. It also extends to the labour costs associated with trying to source accurate translations or even where businesses themselves translate standard administrative forms, such as credit notes and invoices for initial use.

Even for fluent Irish language speakers, this type of translation is not likely to be a trivial task. Therefore, particularly, with regard to administration, there is considerable additional expenditure of time spent on tasks unrelated to actual business activities.

More than anything else, it is the cost of time because you have to fight a little bit harder to get the Irish language version of a form, the Irish language version of a cheque book..

Irene Ní Mhuireagáin, Managing Director, Cumarsáid Creative.

Clearly, these are tasks that English language businesses can and do take for granted, which leaves those wishing to use the Irish language at a competitive disadvantage. Pragmatism would dictate that where the opportunity cost of some activity, such as translating or sourcing administrative forms, etc., significantly outweighs the benefits derived from having that material in Irish, businesses will simply do without.

As such, the availability of standardised material would facilitate an equal choice between Irish language and English language business administration.

Lack of Confidence

In addition to these practical barriers identified, businesses also identified psychological barriers to developing use of the Irish language in their business. Firstly, businesses expressed concern over the perceived level of language ability required to develop their use of the Irish language in business. Even where businesses had begun to use elements of the language in their business - in signage or customer greetings,

Tá faitíos ann – má thosaímid ag soláthar seirbhísí i nGaeilge, an mbeidh orainn Gaeilge a labhairt? Caithfear an meon “nílimid in ann é a dhéanamh mar ní labhraimid Gaeilge” a athrú.

Irene Ní Mhuireagáin, Stiúrthóir Bainistíochta, Cumarsáid Creative.

Chomh maith leis sin, bhí gnóthaí buartha faoi ‘é a fháil i gceart’, maidir le haistriú ceart focail agus frásaí, bíodh sé i gcomhthéacs Gaeilge labhartha nó scríofa. Cé go bhfuil roinnt tacaíochtaí oifigiúla agus neamhfhoirmiúla ar fáil le haghaidh aistriúcháin agus profléamh Gaeilge, tá ‘faitíos’ mar sin féin i measc gnóthaí maidir le cruinneas an ábhair a úsáideann siad.

Is bac mar sin, é muintín i gcumas teanga i dtaca lena chéadúsáid agus a húsáid ina dhiaidh sin i ngnó. D’fhéadfá fáil réidh leis seo go héasca le cumarsáid dírithe le hinfhaighteacht tacaíochtaí agus chomh éasca is atá sé an Ghaeilge a úsáid níos forleithne i ngnó leis na tacaíochtaí seo.

Fiontar Gaeilge a Spreagadh

Ceapaim féin, má tá Gaeilge ag duine agus má tá siad ag iarraidh í a choinneáil – is bealach iontach chun é a fhorbairt ná é a ionchorprú i do ghnó..

Irene Ní Mhuireagáin, Stiúrthóir Bainistíochta, Cumarsáid Creative.

Cé nach raibh an taighde seo dírithe ar fhiontar Gaeilge, tá sé lárnach in aon straitéis bainteach le forbairt úsáid na teanga i ngnó. Ba ghnóthaí lánGhaelacha iad péire de na gnóthaí a ghlac páirt sa taighde (Cumarsáid Creative, An Spailpín Fánach). Shainaithin siad dhá phríomhbhac le gnó lánGhaelach a thógáil agus iad ag plé a dtaithe: easpa imeascadh agus easpa tacaíochta comhairleach.

Easpa Imeascadh – an Gá le hIdirghabháil Luath

Deir an dá ghnó gurb é an chéad-dúshlán atá roimh aon ghnó atá ag iarraidh gnó Gaeilge a bhunú, struchtúr feiliúnach a fháil chun bunphrionsabail na fiontraíochta a fhoghlaim, go háirithe má tá an gnó bunaithe lasmuigh den Ghaeltacht. Tá na tacaíochtaí atá ar fáil do chuideachtaí nuabhunaithe, ar nós traenáil, maoiniú srl. dírithe ar ghnóthaí a chuireann seirbhísí ar fáil i mBéarla. Tá dhá phríomhiarmhairt aige seo do chuideachtaí nua atá ag iarraidh seirbhísí a chur ar fáil i nGaeilge.

Ar an gcéad dul síos, beidh tacaíochtaí traenála, riaracháin agus bainistíochta trí Bhéarla, ag cur bac ar chumas an fhiontraí a smaointe gnó a fhorbairt ag na céadstáideanna, de bharr an méid breisoibre a theastaíonn, ar nós am a chaitheamh ag aistriú nó ag lorg ábhar Gaeilge. Is díspreagadh láithreach é seo le haghaidh fiontar Ghaeilge óna túsforbairt.

for example - there was a perception that further development would require significantly greater language ability, far in excess of current capabilities.

There's a fear factor there – if we start providing services in Irish, will we have to speak Irish? The mentality of “we can't do it because we're not Irish speaking” needs to change.

Irene Ní Mhuireagáin, Managing Director, Cumarsáid Creative.

Secondly, businesses were also concerned about 'getting it right', with regard to the correct translation of words and phrases, whether using Irish in a spoken or written context. While there are a number of official and informal supports available for translation and proofing of Irish language, there is nonetheless a 'fear factor' amongst businesses regarding the accuracy of material they use.

Confidence in Irish language ability therefore represents a barrier to its increased and initial use in business. This could easily be dissipated by targeted communications regarding the availability of supports and the ease with which greater use of the Irish language in business can be enhanced by such supports.

Encouraging Irish Language Enterprise

I think if somebody has the Irish language and they want to keep it – incorporating it into your business is a great way to develop it.

Irene Ní Mhuireagáin, Managing Director, Cumarsáid Creative.

While Irish language business enterprise was not a direct focus of this research, it is critical to any strategy concerned with developing use of the language in business. Two of the businesses participating in the research (*Cumarsáid Creative, An Spailpin Fánach*) were all-Irish businesses. In discussing their experiences of building an Irish-language business, two main barriers were identified: a lack of integration and a lack of mentor support.

Lack of Integration – the Need for Early Intervention

Both businesses suggested that, for any business wishing to establish an Irish language medium business, the initial challenge is to find an appropriate structure in which to learn the basics of enterprise, especially if the business is based outside the Gaeltacht. The supports available for start-up companies, such as training, funding, etc., are directed towards businesses delivering services in English. This has two main consequences for start-ups wishing to provide services through Irish.

Firstly, training, administration and management of supports will be through English, constraining the entrepreneur's ability to develop their business ideas at the very initial stages, mainly due to the volume of additional work required, such as time spent translating or sourcing Irish language material. This immediately acts as a disincentive for Irish language business enterprises from their initial development.

Tá beagnach gach rud a dhéanaimid ag treabhadh talamh nua. Tá go leor aistriúcháin i gceist.. Mar sin tá breischostais sa riarachán.

Gearóid Ó Murchú, Úinéir/Bainisteoir, An Spailpín Fánach.

Ar an dara dul síos, b'fhéidir go mothódh fiontraí Gaeilge ar leithlis ag oibriú i bhfrámaíocht dírithe i dtreo gnóthaí Béarla. Is ar na staideanna luath seo a bhraitheann rath nó teip gnóthaí go bunúsach. Gan struchtúir tacaíochta tiomnaithe ag tús na forbartha, is féidir go mbreathnófaí ar ghnóthaí Gaeilge mar imeallach i gcomhthéacs struchtúir tacaíochta fiontair Bhéarla agus déantar imeallú dá bharr sin ar fhiontraíthe féideartha.

Tá riachtanas mar sin, le haghaidh cláir tacaíochta i gcomhair fiontair Ghaeilge, ionas gur féidir fiontair Ghaeilge a imeascadh i líonraí gnó ó chéadstaideanna a bhforbairt. Is gníomhaíocht speisialta nideoige é gnó lánGhaelach a thosú. Mar sin, tá tacaíocht speisialaithe ag teastáil uaidh. Mar a chéile, tá timpeallachtaí gnó difriúil ó earnáil go hearnáil, mar sin, d'fhéadfaí cláir tacaíochta fiontair Ghaeilge a fhorbairt do gach earnáil.

Easpa Taithí – an Riachtanas le haghaidh Meantóireacht Gnó Ghaeilge

Gaolmhar le sainathint an easpa tacaíochtaí foirmiúla bhí sainathint an easpa líonraí struchtúrtha a bhí ar fáil chun comhairle a thabhairt, taobh amuigh de cheantair Ghaeltachta go háirithe. Toisc gur fiontair speisialaithe iad gnóthaí Gaeilge, níl comhairleoirí chomh fairsing do na gnóthaí seo is atá siad do ghnóthaí Béarla. Is dócha gurb é an buntáiste is mó a bhaineann le meantóir ná an tacaíocht agus tuiscint ar féidir leo a chur ar fáil d'fhiontraíthe. Do ghnóthaí Gaeilge, áfach, teastaíonn meantóir a thuigeann an tionscal ina bhfuil siad ag feidhmiú agus a bhfuil taithí ar ghnó na Gaeilge aige freisin.

Cé go bhfuil roinnt eagraíochtaí neamhspleácha iontacha ag cur seirbhísí meantóireachta ar fáil go réigiúnach, go háirithe Gaillimh le Gaeilge, Forbairt Feirste, Údarás na Gaeltachta, Gael Taca, Corcaigh agus Gael Taca, Baile Átha Cliath, is aonáin neamhspleácha iad na hacmhainní seo. Tá ról, mar sin, le haghaidh eagraíochta nó áise chun comhordú a dhéanamh ar na hacmhainní seo agus pointe teagmhála lárnach a chur ar fáil d'fhiontraíthe a mbeadh na seirbhísí seo de dhíth orthu, bíodh seo ina aonán nua neamhspleách nó saghas comhpháirtíocht a chabhródh le heagraíochtaí reatha, ar nós boird fiontair údaráis áitiúla.

More or less everything we are doing is ploughing new ground. There is a lot of translation involved.. So there are added costs in the administration.

Gearóid Ó Murchú, Owner/Manager, An Spailpín Fánach.

Secondly, an Irish language entrepreneur may feel isolated operating within a framework geared towards English language businesses. It is in these early stages that the ultimate success or failure of most businesses is determined. Without dedicated support structures at the initial stages of development, Irish language businesses may be seen as marginal in the context of an English language enterprise support structure, and potential entrepreneurs subsequently marginalised.

There is therefore a need for Irish language enterprise support programmes within existing enterprise support structures, so that Irish language enterprises can be integrated into business networks from the first stages of their initial development. Beginning a wholly Irish language business is a specialised, niche activity. As such, it requires specialised support. Equally, business environments differ from sector to sector and, as such, specialised Irish language enterprise supports programmes could be developed for each sector.

Lack of Experience – the Need for Dedicated Irish Language Business Mentoring

Allied to the identification of a lack of formal supports was the identification of a lack of structured networks available to provide mentoring support, particularly outside Gaeltacht areas. Because wholly Irish language businesses are a specialised enterprise, mentors are in less plentiful supply for these businesses than they are for English language businesses. Perhaps the greatest benefit of mentors is the experience and understanding they can provide to entrepreneurs. However, for Irish language businesses, they require a mentor who not only understands the industry in which they are operating in but who also has experience of Irish language business.

While there are a number of excellent independent organisations providing mentoring support regionally, particularly Gaillimh le Gaeilge, Forbairt Feirste, Údarás na Gaeltachta, Gael Taca, Corcaigh, and Gael Taca, Baile Átha Cliath, these resources are essentially independent entities. There is therefore a role for an organisation or facility to co-ordinate these resources and provide a central point of contact for entrepreneurs wishing to avail of such services, whether this is a new independent entity or a form of partnership to complement existing organisations, such as local authority enterprise boards.

Ag Déanamh Páirc Iompartha Cothrom

Bhí go leor chun tú a dhíspreagadh ag an tús. Caithfidh an leibhéal céanna tacaíochta a bheith ann do ghnóthaí Gaeilge is atá ann do ghnóthaí Béarla.
Irene Ní Mhuireagáin, Stiúrthóir Bainistíochta, Cumarsáid Creative.

Ar deireadh, is éard a theastaíonn chun fás úsáid na Gaeilge i ngnó a chothú ná laghdú nó díbirt aon dhíspreagadh a bhaineann lena húsáid. Fiú do thacadóirí dílse don teanga, beidh tionchar ar a sásamh a ngnó a rith trí Ghaeilge de bharr na mbac a chuirfidh an cinneadh seo orthu. Nuair atá na deischoistais a bhaineann le húsáid na Gaeilge níos mó ná na buntáistí ar cuireadh síos orthu níos túsce sa tuairisc seo, tá cás na Gaeilge a úsáid i mbaol. Agus gach rud a bheith cothrom, ba chóir go mbeadh an cinneadh chun an Ghaeilge a úsáid nó gan sin a dhéanamh, dearfach.

Creating a Level Playing Field

There were a lot of put-offs at the start. There needs to be the same level of support for Irish language businesses as there are for English language businesses.

Irene Ní Mhuireagáin, Managing Director, Cumarsáid Creative.

Ultimately, what is required to encourage the growth of Irish language use in business is the reduction, or elimination, of any disincentive associated with its use. Even for committed advocates of the language, their willingness to run their business through Irish will be influenced by the constraints this decision will place on them. Where the opportunity costs of using the Irish language begin to outweigh the benefits described earlier in this report, the case for using the Irish language is compromised. All things being equal, the decision to use the Irish language, or not, should be a positive one.

6. Dúshlán agus Moltaí

Tarraingíonn an mhír deiridh seo le chéile torthaí na míreanna roimhe seo agus an togra taighde ina iomláine. Ar dtús, molann sé roinnt dúshlán, i dtéarmaí cumarsáid sa todhchaí agus tacaíocht ghnó phraiticiúil, a saináithníodh ó thorthaí an taighde. Chomh maith leis sin, cuirimid moltaí Ipsos MORI ar fáil i gcomhair straitéisí agus beartais mhargaíochta an todhchaí dírithe ar úsáid na Gaeilge i ngnó a spreagadh.

Dúshlán

Ag Forbairt Feasacht ar Luach Úsáid na Gaeilge i nGnó

Is é an chéad dúshlán cumarsáide d'Fhoras na Gaeilge, feasacht a chur chun cinn maidir le féidearthachtaí agus cumas úsáid na Gaeilge i ngnó i measc pobal gnó níos leithne. Bhí roinnt rath suntasacha ag Foras na Gaeilge roimhe seo le roinnt tograí. Tá moladh mór faighte acu ó réimse foinsí, go háirithe mar gheall ar an obair a rinne siad le Microsoft Ireland i bhforbairt leagan Gaeilge de Windows: na meáin, páirtneirí togra agus an rud is tábhachtaí, ó úsáideoirí na dtáirgí. Tá rath tráchtála faighte ag gnóthaí eile, ar nós Rafferty's Hospitality Products, trí úsáid réadúil na teanga i mbrandáil agus pacáistiú. Bíodh sé i gcomharthaí dhátheangacha nó feidhmiú i ngnó lán-Ghaeilge, níl múnla ar leith amháin d'úsáid na Gaeilge i ngnó.

Is é an dúshlán, cumarsáid a fhorbairt a dhéanann aibhsiú ar bhealaí difriúla ar féidir an teanga a úsáid, ionas gur féidir le gnóthaí, is cuma faoina seasamh, earnáil nó cumas Gaeilge, féachaint ar an dóigh ar féidir leo agus cén fáth ar cheart dóibh an Ghaeilge a ionchorprú ina ngnó. Faoi dheireadh, léiríonn an tuairisc seo gur féidir leis na gnóthaí go léir, corparáidí ilnaisiúnta ar nós Microsoft agus fiontair bheaga dúchasacha ar nós Rafferty's Hospitality Products san áireamh, buntáistí a bhaint as úsáid na teanga.

Ag Tabhairt Aghaidh ar Mheabhairbhraith & Miotais an Dátheangachais

Is é an dara dúshlán cumarsáide, meabhairbhraith dhiúltacha maidir le húsáid na Gaeilge i ngnó a dhíbirt. Is iad na príomh-mheabhairbhraith dhiúltacha atá ann, go bhfuil ardleibhéal líofachta ag teastáil chun an Ghaeilge a úsáid i ngnó; gur gníomhaíocht 'saoránach' é úsáid na Gaeilge, seachas gníomhaíocht le buntáistí tráchtála; nach bhfuil úsáid na Gaeilge costéifeachtach agus go ndéanann comharthaíocht dhátheangach dochar do shoiléireacht agus éifeachtacht na comharthaíochta, go háirithe comharthaíocht treorach ar an láthair.

Is é an dúshlán atá anseo, argóintí an-láidir in aghaidh na meabhairbhraith sin a chur ar fáil. Tá an fhianaise a bailíodh sa taighde seo an-fheiliúnach anseo. Ar dtús, mar a léirigh taithí na ngnóthaí a bhí páirteach, is féidir buntáistí tráchtála a bhaint as úsáid na Gaeilge, gan aon líofacht sa teanga. Ar an dara dul síos, léiríonn an taighde seo, cé gur féidir an Ghaeilge a úsáid go héifeachtach i gcomhthéacs straitéis freagrachta chorparáideach agus sóisialta foriomlán, ní fhágann an úsáid seo amach buntáistí tráchtála. Ar an tríú dul síos, deir an t-aiseolas d'aon ghuth nach bhfuil costas san áireamh nuair a dhéantar luacháil ar bhuntáistí ó úsáid na Gaeilge. Ar deireadh,

6. Challenges and Recommendations

This concluding section of the report draws together the findings of the previous sections and the research project as a whole. Firstly, it suggests a number of *challenges*, both in terms of future communications and practical business support, identified from the research findings. Secondly, we offer Ipsos MORI's recommendations for future marketing strategies and policies aimed at encouraging Irish language use in business.

Challenges

Developing Awareness of the Value of Irish Language Use in Business

The first principal communications challenge for Foras na Gaeilge is that of encouraging awareness amongst the wider business community of the possibilities for, and potential of, using the Irish language in their business. Foras na Gaeilge has already had significant successes with a number of projects. Its work with Microsoft Ireland in developing the Irish language version of Windows, in particular, has received acclaim from a variety of sources: the media, project partners and, most importantly, users of the products. Other businesses, such as Rafferty's Hospitality Products, have enjoyed commercial success through pragmatic use of the language in branding and packaging. Whether it is employed in dual-language signage or as the working language of a business, there is no single model for using the Irish language in business.

The challenge lies in developing communications that can highlight the different ways of using the language, so that all businesses, regardless of their stature, sector or Irish language ability, can see how they can and why they should incorporate the Irish language into their business. Ultimately, this report shows that all businesses, including multinational corporations such as Microsoft, and smaller domestic enterprises, such as Rafferty's Hospitality Products, can derive benefits from use of the language.

Challenging Perceptions & Dual-Language Myths

The second communications challenge is that of deconstructing negative perceptions of Irish language use in business. The main negative perceptions are that a high level of proficiency is required to use the Irish language in business; that use of the language is a 'citizenship' activity, rather than one with clear commercial benefits; that using the Irish language is not cost-effective; and that dual-language signage compromises the clarity and effectiveness of signage, particularly in-store navigational signage.

The challenge here lies in presenting compelling counter-arguments to such negative perceptions. The evidence gathered from this research is clearly relevant here. Firstly, as the experience of businesses participating has demonstrated, commercial benefits can be derived from using the Irish language, without any competence in the language. Secondly, this research also indicates that while the Irish language *can* be

maidir le héifeachtacht agus soiléireacht na comharthaíochta dháttheangaí, deir taithí baile agus idirnáisiúnta go bhfuil níos mó tionchair dearfach ag an gcomharthaíocht sin, i dtéarmaí difreála agus dea-thola, ná diúltach.

Ag Cothú Tacaíochta

Is í an fhianaise a bhfuarthas ó na hagallaimh le gnóthaí a d'úsáid an Ghaeilge go tráchtála ná go raibh a dtaithí go hiomlán dearfach agus gur aithin siad go soiléir buntáistí a dtaithí. Is acmhainn iontach iad na gnóthaí seo agus gnóthaí cosúil leo chun an Ghaeilge a fhorbairt i ngnó ar dhá chúis.

An chéad chúis is ea, i dtéarmaí feasachta agus inghlacthachta níos leithne d'úsáid na Gaeilge i ngnó a chothú, is féidir lena dtacaíocht, bunaithe ar thaithí pearsanta, tionchar níos mó a bheith aige ná forbairt litríocht chothaithe a fhoilsíonn eagraíochtaí ar nós Foras na Gaeilge, a mbreathnófaí orthu go bhfuil leas dílsithe acu i gcur chun cinn na teanga i ngnó.

An dara cúis is ea, gur féidir leis na gnóthaí seo tacaíocht meantóireachta phraiticiúil a thabhairt do ghnóthaí eile atá ag iarraidh an Ghaeilge a úsáid. Mar a imlíniú níos túisce, shainaithin gnóthaí Gaeilge easpa meantóirí feiliúnacha ina bhac ar a bhforbairt. Mar sin, beidh úsáid gnóthaí a raibh taithí dearfacha acu i ngnó Gaeilge criticiúil chun na baic seo a laghdú sa todhchaí.

Is é an dúshlán atá anseo, bealaí feiliúnacha a fhorbairt do ghnóthaí le taithí dearfacha leis an teanga, na buntáistí a bhain lena dtaithí a roinnt le gnóthaí eile. Braithfidh an dúshlán chun líonraí meantóireachta a fhorbairt ar dhreasacht éigin do na gnóthaí é seo a dhéanamh. Beidh leanúint le luaíocht a thabhairt do ghnóthaí a úsáideann an teanga lárnach le forbairt an líonra seo.

used effectively in the context of an overall corporate social responsibility strategy, such use is not exclusive of commercial benefits. Thirdly, the unanimous feedback from businesses using the language is that cost is not a consideration when evaluating the benefits of Irish language use. Finally, with regard to the effectiveness and clarity of dual-language signage, domestic and international experience suggests such signage has more positive impact, in terms of differentiation and goodwill, than negative.

Promoting Advocacy

The evidence from the interviews with businesses that had used the Irish language commercially was that their experiences were wholly positive and that they clearly recognised the benefits of their experiences. These businesses, and businesses like them, represent a powerful resource for developing use of the Irish language in business for two reasons.

Firstly, in terms of generating broader awareness and acceptability of Irish language use in business, their advocacy, based on personal experience, may have greater impact than the development of promotional literature by an organisation such as Foras na Gaeilge, which may be perceived as having a vested interest in the promotion of the language in business.

Secondly, these businesses can also provide practical mentoring support to other businesses attempting to use the Irish language. As outlined earlier, Irish language businesses identified a lack of suitable mentors as an impediment to their development. As such, involving businesses who have enjoyed positive experiences of using the Irish language in business will be critical to reducing these barriers in the future.

The challenge here is to develop appropriate channels for businesses with positive experiences of the language to promote the benefits of their experience to other businesses. The challenge with regard to developing mentoring networks will also rely on the incentives for these businesses to do so. Continuing to reward those businesses that use the language will be key to developing this network.

Moltaí

Ag Gabháil an Zeitgeist – Deiseanna d'Úsáid níos mó den Ghaeilge i nGnó a Aithint

Beagnach i gcónaí, léirigh taighde le gairid ar an nGaeilge go bhfuil treocheartaí cainteoirí, tomhaltóirí agus tacadóirí, dearfach. Tacaíonn sé seo leis an tuairim gur feiniméan comhaimseartha é úsáid na teanga. Comhthreomhar leis an ardú i ndíograis seo don Ghaeilge tá an t-ardú ar éagsúlacht teanga i sochaí na hÉireann, mar gheall ar threocheartaí in imirce. Léiríonn sé seo dúshlán agus deis araon chun úsáid na Gaeilge a fhorbairt. I dtéarmaí dúshlán, is féidir a mheas go bhfuil soláthar seirbhísí Gaeilge i gcoimhlint le soláthar seirbhísí do theangacha iasachta i gcomhair acmhainní.

Mar shampla, lainseáil Banc na hÉireann Migrant Worker Initiative lena n-áirítear aistriú bileoga eolais na bpríomhthairgí/seirbhísí go Polainnis, Rúisis agus Sínis. Comhlánadh é seo trí cainteoirí teangacha iasachta a fhostú in áiteanna brainse tábhachtacha. Faoi láthair, ní chuireann an banc seirbhísí áirithe, ar nós baincéireacht teileafóin nó ar líne féin ar fáil do chustaiméirí le Gaeilge. B'fhéidir go léiríonn na treocheartaí seo i soláthar seirbhísí i dteangacha iasachta go bhfuil an Ghaeilge i mbaol imeallú san earnáil phríobháideach. Léiríonn na figiúirí seo freisin, áfach, deis chun úsáid na Gaeilge a fhorbairt san earnáil phríobháideach. Teastaíonn leibhéal suntasacha pleanála, acmhainneachta agus forbartha ó chlár ar nós an Migrant Worker Initiative roimh a fhorfheidhmítear iad.

I dtéarmaí úsáid na Gaeilge i ngnó a fhorbairt, tá an deis ann stocaireacht a dhéanamh le haghaidh agus tacaíocht a thabhairt do chuimsiú na Gaeilge sna cláir seo, in aice le teangacha ar nós Sínis, Polainnis agus Rúisis. Seachas an teanga a imeallú, ardóidh an cur chuige seo feasacht don teanga agus cuirfidh sé deis ar fáil do ghnóthaí a úsáid tráchtála a scrúdú.

- Moltar go leanfadh Foras na Gaeilge leis an gcumarsáid agus cur chun cinn na feasachta maidir le treocheartaí reatha i dtaca le húsáid na Gaeilge agus na deiseanna a éiríonn óna fhás chuig gnóthaí a oibríonn in Éirinn.
- Moltar go ndéanadh Foras na Gaeilge luacháil ar mheabhairbhraith reatha ar úsáid na Gaeilge san earnáil phríobháideach i measc sampla mór gnóthaí nach bhfuil an Ghaeilge á húsáid acu i láthair na huaire, chun ábhar cumarsáide agus cothaithe don todhcháí a fhorbairt.
- Moltar go gcuireann Foras na Gaeilge an réimse úsáide Gaeilge atá ar fáil chun cinn, ó bhrandáil agus comharthaíocht go riarachán, chuig gnóthaí a oibríonn in Éirinn, chun na meabhairbhraith a athrú maidir le baic ar úsáid na Gaeilge i ngnó.
- Moltar go ndéanann Foras na Gaeilge suirbhé ar riachtanais Ghaelscoileanna, maidir le hinfhaighteacht, agus an t-éileamh atá acu ar, soláthróirí agus seirbhísí trí Ghaeilge, le rún plean gnó a thosú do ghnóthaí san earnáil mhór fáis seo.

Recommendations

Capturing the Zeitgeist – Recognising Opportunities for Increased Irish Use in Business

Almost uniformly, recent research conducted on the subject of the Irish language has shown that the trends in active speakers, consumers and advocates, are positive. This reinforces the view that use of the language is very much a contemporary phenomenon. Parallel to this increase in enthusiasm for the Irish language is the increasing linguistic diversity in Irish society, due to recent trends in migration. This represents both a challenge and opportunity for the development of Irish language use. In terms of the challenge, the provision of Irish language services may be seen as competing with the provision of foreign language services for resources.

For example, Bank of Ireland has launched a Migrant Worker Initiative which includes the translation of key product/service brochures, into Polish, Russian and Chinese. This was complemented by the recruitment of foreign language speakers into key branch locations. Currently, the bank does not even provide certain services, such as telephone or online banking, to Irish language customers. These trends in foreign language service provision may suggest that the Irish language is in danger of being marginalised in the private sector. However, such trends also represent an opportunity for developing use of the Irish language in the private sector. Programmes such as the Migrant Worker Initiative require significant levels of planning, resourcing and development before their implementation.

In terms of the developing use of the Irish language in business, the opportunity exists to lobby for and support the inclusion of the Irish language in these programmes, alongside languages such as Chinese, Polish and Russian. Rather than marginalising the language, this approach will both raise awareness of the language and provide an opportunity for businesses to explore the possibility of its use commercially.

- It is recommended that Foras na Gaeilge continues to communicate and promote awareness of current trends regarding Irish language use, and the opportunities arising from its growth, to businesses operating in Ireland.
- It is recommended that Foras na Gaeilge evaluates current perceptions of Irish language use in the private sector among a large sample of businesses not currently using the Irish language, with a view to developing future communications and promotional material.
- It is recommended that Foras na Gaeilge promotes the *range* of Irish language usage available, from branding and signage to administration, to businesses operating in Ireland, with a view to challenging perceptions regarding barriers to Irish language use in business.
- It is recommended that Foras na Gaeilge survey the needs of gael scoileanna, in relation to the availability of, and their needs for, Irish language suppliers and services, with a view to preparing a business plan for businesses in this growing sector.

- Moltar go rachadh Aonad Tacaíochta Gnó Foras na Gaeilge i bpáirtíocht leis na tionscnaimh tacaíochta do theangacha iasachta a luaitear thuas, mar deiseanna chun úsáid tráchtála na Gaeilge a mhéadú.
- Moltar arís go sainaithníonn Foras na Gaeilge fiontair dhúchasacha/inimirceacha, teangacha iasachta a d'fhéadfadh an Ghaeilge a ionchorprú ina ngnóthaí mar bhealach chun feasacht tráchtála agus úsáid na teanga a spreagadh go ginearálta agus go speisialta i measc na bpobal 'Éireannacha nua'.

Ag Dreasú Úsáid na Gaeilge – Ag Tacú le hÚsáid na Gaeilge i nGnó

Léiríonn fianaise ó thíortha eile a bhain triail as teangacha mionlaigh eitneacha a spreagadh i ngnó gurb iad na tionscnaimh is rathúla agus is fearr le daoine sa réimse seo, iad siúd a thugann dreasacht d'úsáid na teanga, seachas iad siúd a chuireann piónós ar neamhúsáid. Sampla iontach den cur chuige seo is ea beartas BT Wales a thugann luaíocht airgid dá mbaill foirne le cumas Breatnaise a úsáideann an teanga ina gcuid oibre. Ní hamháin go gcuireann sé seo dreasacht ar fáil d'oibrithe a úsáideann an teanga ina gcuid oibre ach cuireann sé teachtaireacht dearfach in iúl go bhfuil meas agus luach ar na scileanna teanga sin.

Go cinnte, cuireann an cur chuige seo brú suntasach ar ghnóthaí trachtála tacaíocht airgeadais a thabhairt d'fhorbairt na teanga. An deacracht a bhaineann le cur chuige mar seo a fhorbairt in Éirinn is ea go gcaithfidh na gnóthaí seo ar dtús glacadh leis go ndéanann sé ciall airgeadais an teanga a úsáid níos mó go tráchtála. Tá fianaise ann a deir go roinneann an pobal gnó cuid de neamhghníomhaíocht an phobail ginearálta maidir leis an nGaeilge i.e. measann siad go bhfuil sé tábhachtach ach ní chreideann siad gur gá dóibh ról ghníomhach a ghlacadh ina húsáid. Is meicníocht amháin iad dreasachtaí airgeadais i bhfoirm deontais agus tacaíochtaí traenála d'fhostaithe a úsáideann an Ghaeilge mar chuid den ghnó, le gnóthaí a spreagadh chun luach a bheith acu ar úsáid tráchtála na teanga. Is féidir le Foras na Gaeilge cláir traenála, cosúil leo siúd a úsáideann BT Wales, a úsáid ina múnla dá ghníomhaíochtaí ina thaobh seo.

- Moltar go leathnaíonn Foras na Gaeilge a chlár reatha tacaíochta d'úsáid tráchtála na Gaeilge, chun dreasachtaí airgeadais a chur isteach d'fhostóirí agus d'fhostaithe a úsáideann an Ghaeilge ina ngnó.
- Moltar go leanfadh Foras na Gaeilge ar aghaidh ag obair le heagraíochtaí comhghuaillithe ar nós an Welsh Language Board agus leis an rialtas chun modhanna feiliúnacha a shainaithint chun scileanna gnó/beartas traenála Gaeilge a fhorbairt a rachaidh i ngleic leis an earnáil phríobháideach.
- Moltar freisin go n-oibríonn Foras na Gaeilge le grúpálacha tionscail chun deiseanna traenála tacaíochta gnó Gaeilge a fhiosrú, go háirithe sna hearnálacha turasóireachta agus fáilteachais.
- Moltar go bhforbraíonn Foras na Gaeilge straitéisí speisialta do ghnóthaí agus earnálacha eacnamaíocha aonarach, chun aitheantas a thabhairt do na dúshláin áirithe atá roimh ghnóthaí sna hearnálacha difriúla.

- It is recommended that Foras na Gaeilge's Business Support Unit partners the foreign language support initiatives described above, as opportunities to increase commercial use of the Irish language.
- It is further recommended that Foras na Gaeilge identifies indigenous/immigrant foreign language enterprises that could incorporate Irish language use into their businesses as a means of encouraging commercial awareness and use of the language generally and specifically among the 'new Irish' communities.

Incentivising Irish Language Use – Supporting Language Use in Business

Evidence from other countries that have attempted to encourage minority ethnic languages in business suggests that the most successful and popular initiatives in this area are those that incentivise language use, rather than penalise non-use. An excellent example of this approach is the policy of BT Wales to financially reward staff with Welsh language ability who use the language in their work. Not only does this provide an incentive for workers to use the language in their work but it communicates a positive message that such language skills are valued and valuable.

Clearly, this approach places significant onus on commercial businesses to support the development of the language financially. The difficulty of promoting such an approach in Ireland is that increasing commercial use of the language first requires acceptance from these businesses that it makes financial sense to do so. There is evidence to suggest that the business community shares some of the passivity of the general public with regard to the Irish language i.e. they see it as important, but do not necessarily believe they have an active role to play in its use. Financial incentives in the form of training grants and supports for employees using the Irish language as part of the business represent one mechanism for encouraging businesses to value commercial use of the language. Training programmes, such as those employed by BT Wales, may act as a template for Foras na Gaeilge's activities in this regard.

- It is recommended that Foras na Gaeilge expands its current programme of support for commercial use of the Irish language, to include financial incentives for both employers and employees using Irish language in their business.
- It is recommended that Foras na Gaeilge continues to work with allied organisations, such as the Welsh Language Board, and with government to identify appropriate means of developing Irish language business skills/training policy that will engage the private sector.
- It is also recommended that Foras na Gaeilge works with employer and industry groupings to explore opportunities for Irish language business training support, particularly in the tourism and hospitality sectors.
- It is recommended that Foras na Gaeilge develops specific strategies for individual business and economic sectors, in recognition of the particular challenges faced by businesses in different sectors.

- Moltar go sainaithníonn Foras na Gaeilge deiseanna le haghaidh forbairt tacaíocht fiontraíochta do ghnóthaí Gaeilge (a chlúdaíonn gnóthaí as gach earnáil agus de gach méid), laistigh de na struchtúir tacaíochta fiontair agus lasmuigh dóibh, chun a chinntiú go bhfuil dóthain tacaíochta ag fiontraithe Gaeilge.
- Moltar freisin go ndéanann Foras na Gaeilge iniúchadh ar na líonraí tacaíochta fiontair Ghaeilge, ar nós na tacaíochtaí sin a chuireann *Gaillimh le Gaeilge* agus *Gael Taca Corcaigh* ar fáil go neamhspleách, chun breith a thabhairt an bhféadfadh nó ar cheart go mbeadh eagraíocht náisiúnta ann chun tacaíocht a thabhairt d'fhiontair Ghaeilge chun tacaíocht bhreise a thabhairt do na heagraíochtaí réigiúnacha seo.
- Moltar go ndéanfaidh Foras na Gaeilge sainaithint, earcú agus cur chun cinn ar mheantóirí gnó, le taithí ar úsáid na Gaeilge i ngnó, atá toilteanach cabhrú le cuideachtaí eile an teanga a úsáid, chun tacaíocht neamhfhoirmiúil agus foirmiúil a chur ar fáil do ghnóthaí a bhfuil suim acu an Ghaeilge a úsáid ina ngnó.
- Moltar go bhforbraíonn Foras na Gaeilge straitéisí cumarsáide feiliúnacha chun feacht speisialta a chur chun cinn laistigh den tionscal ar bhranda *Gnó Means Business* de chuid an Aonaid Tacaíochta Gnó, le go n-aithneoidh gnóthaí é mar bhranda tacaíochta teanga atá tráchtáil-bhunaithe.
- Moltar fós go bhforbraíonn Foras na Gaeilge Straitéis Corparáideach speisialta dá Aonad Tacaíochta Gnó agus an branda *Gnó Means Business*, i gcomhthéacs na moltaí seo.

Feidhmiú a Thomhais – Úsáid na Gaeilge a Mheas & a Luacháil

Ba í aidhm an taighde seo buntáistí a bhaineann le húsáid na Gaeilge a léiriú trí féachaint ar roinnt cuideachtaí roghnaithe agus a dtaithe in úsáid na teanga. Is é an chéad chéim eile, áfach, i gcur chun cinn an chláir oibre seo, tomhais chainníochtúla a fhorbairt ar bhuntáistí a bhaineann le húsáid *aon* Ghaeilge i ngnó. Mar shampla, faoi láthair cuireann Foras na Gaeilge réimse tacaíochta ar fáil do ghnóthaí chun comharthaíocht Ghaeilge a úsáid. Cé go bhfuil an fhianaise ón taighde seo agus taithí gnóthaí eile a ionchorpraigh an Ghaeilge ina ngnó an-dearfach, beidh sé riachtanach bunús fianaise a fhorbairt dá húsáid, trí tomhais chainníochtúla, ar féidir a úsáid ansin ina bunús ar iarratais sa todhchaí, chuig an rialtas agus geallsealbhóirí tionscail araon.

- Moltar go mbunaíonn Foras na Gaeilge suirbhé bliantúil ar shampla ionadaíoch gnóthaí Éireannacha, chun treochtaí i meon gnóthaí i leith úsáid na Gaeilge san earnáil phríobháideach a mheas.
- Moltar freisin go gcuireann Foras na Gaeilge leis seo le suirbhé bliantúil ar shampla ionadaíoch tomhaltóirí, chun treochtaí comparáide i meoin tomhaltóirí i leith úsáid na Gaeilge i dtáirgí agus seirbhísí a mheas, chun torthaí an tsuirbhé seo a úsáid i gcumarsáid agus/nó iarratais bheartais amach anseo.

- It is recommended that Foras na Gaeilge identifies opportunities for developing enterprise support for Irish language businesses (covering all business sectors and sizes), both within existing enterprise support structures, and without, to ensure that Irish language entrepreneurs are adequately supported.
- It is further recommended that Foras na Gaeilge undertake an audit of dedicated Irish language enterprise support networks, such as those provided separately by *Gaillimh le Gaeilge* and *Gael Taca Corcaigh*, to determine whether a national Irish language enterprise support organisation could, or should, provide additional support to these regional organisations.
- It is recommended that Foras na Gaeilge identifies, recruits, and promotes business mentors, with experience of Irish language use in business, who are willing to assist other companies in their use of the language, to provide informal and formal support to businesses that are interested in using the Irish language in their business.
- It is recommended that Foras na Gaeilge develops appropriate communication strategies to promote specific awareness within industry of the Business Support Unit's *Gnó Means Business* brand, such that businesses recognise it as a *commercially-oriented* Irish language advocacy brand.
- It is further recommended that Foras na Gaeilge develop a specific Corporate Strategy for its Business Support Unit and the *Gnó Means Business* brand, in light of these recommendations.

Measuring Performance – Valuing & Evaluating Irish Language Use

The purpose of this research has been to illustrate the benefits of using the Irish language in business by looking at a selected number of companies and their experiences of using the language. However, the next step in progressing this agenda will be the development of quantitative measurements of the benefits of *any* Irish language use in business. For example, Foras na Gaeilge currently provides a range of support for businesses to use Irish language signage. While the evidence from this research and the experiences of other businesses that have incorporated Irish language use into their business has been very positive, it will be necessary to develop an evidence base for its use, through quantitative measurements, which can then be used as a basis for future policy submissions, both to government and industrial stakeholders.

- It is recommended that Foras na Gaeilge establishes an annual survey of a representative sample of Irish businesses, to determine trends in business attitudes to use of the Irish language in the private sector.
- It is further recommended that Foras na Gaeilge complements this with an annual survey of a representative sample of consumers, to determine comparable trends in consumer attitudes to use of the Irish language in products and services, with a view to using results from this exercise in future communications and/or policy submissions.

- Moltar go mbunaíonn Foras na Gaeilge clár cuimsitheach monatóireachta ar úsáid na Gaeilge, chun úsáid na Gaeilge i mbrandáil agus fógraíocht táirge a chuimsiú, chun *infheictheacht* úsáid na Gaeilge i ngnó a thomhais.
- Moltar freisin go bhforbraíonn Foras na Gaeilge uirlisí chun costais agus buntáistí a bhaineann le húsáid na Gaeilge i ngnó a thomhais, ar féidir le gnóthaí é a úsáid ansin le maoiniú ó Foras na Gaeilge faoi chlár reatha ar nós clár mhaoinithe do chomharthaíocht nua, mar bhealach chun straitéis Foras na Gaeilge a chur ar an eolas maidir le clár dá leithéid.
- Moltar go dtomhaiseann Foras na Gaeilge úsáid reatha na Gaeilge i ngnó (e.g. úsáideann 2% de ghnóthaí Gaeilge ina ngnó), ar féidir é a úsáid chun tuilleadh dul chun cinn a thomhas sa réimse seo.

- It is recommended that Foras na Gaeilge establishes a comprehensive programme of monitoring use of the Irish language in business, to include use of the Irish language in product branding and advertising, to measure the *visibility* of Irish language use in business.
- It is also recommended that Foras na Gaeilge develops tools for measuring the costs and benefits associated with using the Irish language in business, which can then be used by businesses in receipt of funding from Foras na Gaeilge under existing programmes such as funding programmes for new signage, as a means of informing Foras na Gaeilge's strategy in relation to such programmes.
- It is recommended that Foras na Gaeilge identifies a measure of current Irish language use in business (e.g. 2% of businesses use Irish in their business), against which future progress in this area can be measured.

Aguisín I: Treoir topaicí do na hagallaimh doimhneachta le geallsealbhóirí Gaeilge

Foras na Gaeilge

Luach na Gaeilge don Earnáil Phríobháideach

Aidhmeanna an Taighde:

- Cur síos a dhéanamh agus míniú a thabhairt ar úsáid na Gaeilge san earnáil phríobháideach;
- Argóintí i bhfabhar úsáid na Gaeilge i ngnó go ginearálta a bhunú;
- Treoir a thabhairt d'Aonad Gnó Foras na Gaeilge ar an gcaoi ar féidir líonraí gnó agus gnóthaí aonarach a mhealladh chun an Ghaeilge a ionchorprú ina gcuid oibre;

Réamhrá

Buíochas a ghlacadh leis na daoine a ghlac páirt. Aidhm an taighde agus an gá le tuiscint ar úsáid na Gaeilge ina ngnó agus a luach a mhíniú.

Míniú dóibh go bhfuil suim againn ina dtuairimí go ginearálta, cé gur faoi úsáid agus cur chun cinn na Gaeilge ina ngnó atá an seisiún seo.

Mír A: Beartas Gaeilge i do Ghnó

Aidhm: bunús úsáide na Gaeilge i ngach gnó a scrúdú

- An bhfuil beartas/cur chuige i leith na Gaeilge ag do chuideachta/oifig?
 - An bhfuil sé oifigiúil/neamhoifigiúil?
- An bhféadfá léargas a thabhairt ar ábhar an bheartais/cur chuige?
- Cad as ar tháinig an smaoineamh?
 - *Tóraigh spreagadh inmheánach/seachtrach*
- An cinneadh áitiúil é seo nó an bhfuil sé i bhfeidhm ar fud na cuideachta?
- *Má tá sé neamhoifigiúil* – An bhfuil sé i gceist ag do chuideachta beartas oifigiúil a bhunú?
 - Mura bhfuil – Cén fáth?

Appendix I: Topic guide for depth interviews with Irish language stakeholders

Foras na Gaeilge

Value of the Irish Language to the Private Sector

Research objectives:

- Describe and explain the use of the Irish language in the private sector;
- Establish arguments for the use of Irish in business generally;
- Provide direction to the Foras na Gaeilge Business Unit on how business networks and individual businesses can be persuaded to incorporate the language into their work.

Introduction

Thank participants for agreeing to take part. Explain the purpose of the research and the need to understand the use of the Irish language in their business and its value.

Explain that, while the session is about the use and promotion of the Irish language in their company, we are also interested in their views generally.

Section A: Irish Language Policy in Your Business

Aim: to explore the origins of Irish language use in each business

- Does your company/office have an Irish language policy/approach?
 - Is this official/unofficial?
- Could you give an overview of what the policy/approach entails?
- Where did the idea come from?
 - Probe for internal / external trigger
- Is this a local decision or has this been implemented throughout the company?
- *If unofficial* - Does your company intend to formulate an official policy?
 - *If not* – Why not?

Mír A – Achoimre

- An molfá an cur chuige oifigiúil/neamhoifigiúil seo ar bheartas Gaeilge? Cén fáth?
- Bunaithe ar do thaithí, cén chaoi is éifeachtaí a gcuirfeadh gnóthaí beartas Gaeilge i bhfeidhm?
 - *Tóraigh gníomhaíochta gearr / meán / fad théarmacha*

Mír B: Úsáid na Gaeilge i do Ghnó

Aidhm: Úsáid na Gaeilge i ngach gnó a fhiosrú

- Cé mhéid duine atá freagrach as úsáid na Gaeilge i do ghnó?
 - Cad é an bhaint laethúil atá acu le forfheidhmiú an bheartais teanga?
- An féidir leat insint dom faoin dóigh ar fhás úsáid na Gaeilge?
- Cén chaoi go díreach a usáidtear an Ghaeilge i do ghnó?
 - *Tóraigh úsáid inmheánach / neamhfhoirmiúil / i gcomhair margáíochta amháin / soláthar seirbhísí*
- An bhfuil seirbhísí dhátheangacha ar fáil do chustaiméirí do ghnó?
 - *Tóraigh cén méid / cén céatadán*
- An bhfuil foireann dhátheangach ar fáil do chustaiméirí do ghnó?
 - *Tóraigh cén méid*
- An lorgaíonn tú foireann dhátheangach agus tú ag earcú le haghaidh do chuideachta?
 - Má lorgaíonn – Cé chomh deacair nó éasca is atá sé seo?
- Cén chaoi ar fhreagair d'fhoireann d'úsáid na Gaeilge sa ghnó?
 - An raibh aon fhreagraí dearfacha nó diúltacha ar leith?
 - *Tóraigh tuairimí daoine nach labhraíonn Gaeilge*
- Cén baint atá ag an bhfoireann le cur chun cinn na Gaeilge i do ghnó?
 - An spreagtar an fhoireann tacú a thabhairt d'úsáid na Gaeilge?
 - Cén chaoi?

Mír B – Achoimre

- Cén buntáistí atá ann, dar leat, don fhoireann as ucht an Ghaeilge a úsáid i do ghnó agus i ngnó go ginearálta?
 - *Tóraigh buntáistí i ngnó an fhreagróra*
 - *Tóraigh buntáistí go ginearálta*
- Cad iad na baic atá ann don fhoireann, agus iad ag úsáid na Gaeilge i do ghnó agus i ngnó go ginearálta?
 - *Tóraigh baic i ngnó an fhreagróra*

Section A – Summary

- Would you recommend this official/unofficial approach to an Irish language policy? and Why?
- Based on your experience, how might businesses efficiently put an Irish language policy into practice?
 - Probe for short / medium / long term actions

Section B: Use of the Irish Language in Your Business

Aim: to explore Irish language usage in each business

- How many people are responsibilities for Irish language usage in your business?
 - What is their day-to-day involvement with implementing the language policy?
- Could you tell me how the use of the Irish language evolved?
- How exactly is the Irish language used in your company?
 - Probe for internal use / informal use / marketing only / provision of services
- Are bi-lingual services available to customers of your business?
 - Probe to what extent / what percentage
- Are bi-lingual staff available to customers of your business?
 - Probe to what extent
- Do you look for bi-lingual staff when hiring for your company?
 - If yes – How difficult or easy is this?
- How have your staff reacted to the use of the Irish language in the business?
 - Have there been any particularly positive or negative reactions?
 - Probe for views of non-Irish speakers
- How involved are staff in promoting the Irish language in your business?
 - Are staff encouraged to contribute to Irish language use?
 - How?

Section B – Summary

- What benefits for staff, do you believe there are for using the Irish language in your business and in business generally?
 - Probe for benefits in respondent's business
 - Probe for benefits generally
- What are the obstacles for staff, when using the Irish language in your business and in business generally?
 - Probe for obstacles in respondent's business
 - Tóirigh baic go ginearálta

- Cén chaoi ar féidir na baic a shárú?

Mír C: Buntáistí Eacnamaíocha na Gaeilge

Aidhm: buntáistí eacnamaíocha/airgeadais úsáid na Gaeilge i ngach gnó a fhiosrú

- Cén leibhéal acmhainní atá tiomnaithe d'úsáid na Gaeilge i do chuideachta?
- Cén costas breise a bhaineann le húsáid na Gaeilge atá i do chuideachta?
- An bhfuil aon fhianaise eimpíreach nó airgeadais agat maidir le buntáistí a bhaineann le húsáid na Gaeilge i do chuideachta?
 - *Tóraigh díolacháin ardaithe / líon custaiméirí / leibhéal sásaimh*
- Mura bhfuil – Cén chaoi a mheasann tú an breisluach a bhaineann le húsáid na Gaeilge i do chuideachta?
- Cén gnéithe de do ghnó is mó a fhaigheann buntáiste an bhreisluacha as úsáid na Gaeilge?
 - *Tóraigh:*
 - cáil an chuideachta*
 - tacaíocht foirne*
 - earcú foirne*
 - sásamh custaiméara*
 - fairsingiú / forbairt (e.g. bogadh go ceantair Ghaeltachta)*
 - díolacháin / ioncam*
 - cumarsáid*
- An ndearna tú anailís costais is tairbhe roimh an bheartas a chur i bhfeidhm?
 - Cad a bhí mar thoradh ar an anailís sin?

Mír C – Achoimre

- Cé chomh tábhachtach is atá úsáid na Gaeilge do bhunlíne do chuideachta?
- Cad é an fhéidearthacht/scóp d'úsáid na Gaeilge a fhairsingiú i do chuideachta?
 - An bhfuil aon phleananna láithreach le haghaidh fairsingiú?
 - *Má tá* – Cad iad na plananna sin?

- *Probe for obstacles generally*
- How might the obstacles be overcome?

Section C: Economic Benefits of the Irish Language

Aim: to explore the economic/financial benefits of using the Irish language in each business

- What level of resources are devoted to Irish language use in your company?
- What is the added cost of using Irish in your company?
- Do you have any empirical or financial evidence on the benefits of using the Irish language in your company?
 - *Probe for increased sales / customer numbers / satisfaction levels*
- If none - How do you determine the added value of using Irish in your company?
- What aspects of your business benefit from that added value of using Irish?
 - *Probe for:*
 - company reputation*
 - staff advocacy*
 - recruiting staff*
 - customer satisfaction*
 - expansion / development (e.g. moving into Gaeltacht areas)*
 - sales / revenue*
 - communication*
- Did you run cost/benefit analysis before implementing the policy?
 - What was the outcome of this analysis?

Section C – Summary

- How important has the use of the Irish language been to your company's bottom line?
- What is the potential/scope for expanding the use of Irish in your company?
 - Are there any immediate plans for expansion?
 - If yes - What are these plans?

Mír D: Geallshealbhóirí agus Úsáid na Gaeilge

- Cén chaoi ar fhreagair custaiméirí le húsáid na Gaeilge i do ghnó?
 - An raibh aon fhreagraí dearfacha nó diúltacha ar leith?
- Ar thug tú aon ardú/laghdú faoi deara i líon custaiméirí do chuideachta mar gheall ar úsáid na Gaeilge?
 - An féidir leat insint dom faoi seo?
 - Cad a mhíníonn na spreagthaí seo?
 - Cén chaoi a ndearna tú monatóireacht ar seo? *Tóraigh fianaise*
- Cén aiseolas atá faighte agat ó chustaiméirí?
 - Cén chaoi a ndéanann tú aiseolas custaiméirí a mheas?
- An dtugann nó an dtabharfá túsáite do sholáthróirí / tríú páirtithe eile a úsáideann an Ghaeilge ina ngnó?
- An bhfuair tú riamh aon mholadh / tacaíocht / misniú poiblí as ucht an Ghaeilge a úsáid?
 - *E.g. Polaiteoirí, Eagraíochtaí/Comhlachtaí, Iriseoirí*
 - *Tóraigh tionchar*

Mír D – Achoimre

- I dtéarmaí caidrimh chustaiméirí agus úsáid na Gaeilge, cad a n-athrófá? Cén chaoi ar féidir an caidreamh a fheabhsú?
- Ó do thaithí féin, cad é an dóigh is fearr do ghnóthaí eile tacaíocht a fháil as ucht an Ghaeilge a úsáid?
 - *Tóraigh le haghaidh tacaíocht airgeadais*
 - *Tóraigh le haghaidh tacaíocht cheann fíorach*
 - *Tóraigh le haghaidh tacaíocht áitiúil/custaiméara*

Mír E: Achoimre

Mar achoimre, cén chaoi ar bhain do chuideachta leas as úsáid na Gaeilge?

An féidir leat insint dom cad iad na hargóintí tráchtála is láidre i do thuairim d'úsáid na Gaeilge go ginearálta?

An bhfuil aon rud eile ar mian leat cur leis sin?

BUÍOCHAS AGUS CRÍOCH

Section D: Stakeholders and the Use of the Irish Language

- How have your customers reacted to Irish language usage in your business?
 - Have there been any particularly positive or negative reactions?
- Have you noticed an increase/decrease in your company's customer numbers because of your use of the Irish language?
 - Could you tell me about this?
 - What explains these motivations?
 - How have you monitored this? *Probe for evidence*
- What feedback have you received from customers?
 - How do you measure feedback from customers?
- Do you or would you give preference to suppliers / other 3rd parties that use the Irish language in their business?
- Have you received any public praise / support / encouragement for your use of the Irish language?
 - *E.g. Politicians, Organisations/Bodies, Journalists*
 - *Probe for impact*

Section D – Summary

- In terms of the customer relationship, and the use of the Irish language, what would you have done differently? How could the relationship be improved?
- From your experience what is the best way for other businesses to gain support for using the Irish language ?
 - *Probe for financial support*
 - *Probe for figurehead support*
 - *Probe for local/customer support*

Section E: Summary

In summary, how has the use of the Irish language been of benefit to your company?

Could you tell me what you think are the strongest commercial arguments for using the Irish language generally?

Is there anything else you would like to add?

THANK AND CLOSE