



EUROPEAN COMMISSION
Directorate-General for Education and Culture
Culture, Multilingualism And Communication
Multilingualism policy

Brussels, 31 January 2008
EAC C5/LR/dm D(2007) Rép. D13475

**EUROPEAN LABEL AWARDED TO INNOVATIVE PROJECTS IN
LANGUAGE TEACHING AND LEARNING
The European priorities for the 2008-2009 Label Campaigns**

Taking into account the discussions of the Language Label meeting of 22 June, the European Commission hereby defines the priorities for the years 2008-2009.

1. Inter-cultural dialogue

2008 is the European Year of Inter-cultural Dialogue, underlining the important contribution of intercultural dialogue to a number of the European Union's strategic priorities, which are the promotion of cultural diversity, active European citizenship and social cohesion.

The Year is intended to highlight and raise awareness about this priority, and intercultural dialogue will, from now on, be a central theme for the activities of the Directorate-General.

Projects awarded the European Label should serve as references for demonstrating the interrelation of language skills on the one hand and mutual understanding and valuing cultures on the other hand. Examples may range from innovative methods of presenting various cultural aspects in the language class room, through raising interest in languages via cultural events, to using language learning to remove social and cultural barriers and further an inclusive society.

2. Languages and business

Each year, thousands of European companies lose business and miss out on contracts as a result of their lack of language skills, according to a study carried out for the European Commission during 2006 by CILT. The findings suggest that there is enormous potential for small businesses in Europe to increase their total exports if they invest more in languages and develop coherent language strategies.

This priority targets noteworthy examples of co-operation between language course providers and enterprises; services and tools offered to cover the language needs of enterprises or awareness raising of the role of languages in business.