



FIT EUROPE

REGIONAL CENTRE EUROPE OF THE

INTERNATIONAL FEDERATION OF TRANSLATORS

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Slogan / Visual Campaign to promote translation & interpreting

#GettingYouUnderstood

What is it?

A campaign to foster better understanding of the vital role translators and interpreters play in society and to improve the visibility of translators and interpreters.

Developed by FIT Europe. Artwork by @Conor_Merriman; Slogan and blurb consultant: Katy Egan

Who's the hashtag aimed at?

- Direct clients who appreciate the important work of translators and interpreters
- Anyone who has benefited from your professional services
- Anyone whom you have helped to get understood
- Potential clients who are looking to be understood
- Corporate, public, private sector clients
- Generally, anyone outside of the confines of the T&I world
- The general public
- Translators and interpreters and their professional associations

Why this slogan campaign?

- We all know there's a general lack of awareness of the importance of translation and interpreting for society and the benefits it brings
- Recent data shows demand for translation and interpreting services has fallen off a cliff or is slow because of COVID-19
- Many companies may think machine translation (MT) / automated translation and Remote Simultaneous Interpreting (RSI) are a good alternative to using human translators/interpreters
- MT quality remains problematic despite the hype, RSI is not without its problems
- Amid the COVID-19 crisis, the EU has made the European Commission's machine translation system, eTranslation, available free of charge to SMEs
- Translation/interpreting is all about one client getting his message across. Raw MT output won't necessarily do that. Translators and interpreters need to be in the equation
- MT doesn't get the client understood without a professional in the equation
- Clients need to realise that to be fully and properly understood, professional T&Is are vital
- The previous crisis saw an influx of non-professional T&Is into the market, impacting rates, quality, standards, etc.
- Professionals need to signal to clients that non-professionals won't help get them understood

- We need to go outside our own narrow T&I confines and convince the world that our work really is vital
- We as professionals need to make the case for human translators – LOUD and CLEAR

What does the slogan campaign consist of?

- A hashtag - #GettingYouUnderstood
- 10 visuals representing 10 of the contexts in which T&I work:
 - Medical/healthcare
 - Environmental
 - Audiovisual
 - Legal
 - The arts
 - Technology/Engineering
 - Crisis settings
 - Institutions
 - Finance
 - Tourism
- One visual each for social media (**Visual A**) and for websites/other media (**Visual B**)
- For the first phase, five context visuals will be released: healthcare, environmental, audiovisual, legal and crisis settings. The remaining five will be released over the coming weeks.

How to use the visuals and hashtag?

- Share the hashtag and image on social media
- Always use the #GettingYouUnderstood hashtag
- In your social media message add a bit of text extolling the value T&Is bring
- Tag any clients relevant to that area (medical image = doctors, nurses, manufacturers of med tech, people who've used your interpreting services, hospitals, health services, etc.) and ask them to share the image and spread the message [i.e. make the whole thing a Call to Action]
- Share the visuals and hashtag outside of the T&I arena
- Add the hashtag into your emails, blogs, etc.
- Use the visuals and texts for print media, tote bags, on the side of a bus ... or in any other creative way you can think of, that will help spread the message.

What about other languages?

- The English-language visuals are ready to use on social media, websites and all other media
- For non-English language use:
 - Visual A:** The hashtag / slogan Getting you understood should remain in English; a translation of this hashtag or a translation of the short blurb can be included in the space provided
 - Visual B:** The slogan GettingYouUnderstood should remain in English; a translation of this slogan and a translation of the blurb can be included.

Who is responsible for the translation of the hashtag and the blurb?

FIT Europe member associations are responsible for having the texts translated / deciding on the translations. Where there are two or more associations in one country, they should agree on the translations among themselves.

What do we have to do to create the non-English version?

Using the PPT-Files provided for each visual (**not** the finished English .jpgs), follow the instructions in the document "Guidelines FIT Europe Slogan Campaign". The final files for uploading must be in .jpg format to ensure good quality.

Is there a charge for using and disseminating these visuals?

There is no charge for FIT Europe associations or their members. However, if some of your members wish to make a donation to FIT Europe, they may do so. Information is available on the FIT Europe website at: <http://fit-europe-rc.org/en/donation/>.

The copyright for each of the visuals remains with FIT Europe.

FAQs - donating**Can I choose to donate money to a specific project?**

When you donate to FIT Europe, the money will be allocated to 'general funds' which allows us to focus on our priorities. We will report every year on how the money is being spent.

If I donate will I get a receipt for my donation?

At the moment, donations may be made directly to the FIT Europe bank account. In this case, the treasurer will send you a receipt when you make a donation.

In the future, it will be possible to donate through PayPal in which case you will automatically receive a receipt for your donation.

How can I get updates on FIT Europe's work?

You can sign up to receive free email updates, with regular news of our work and what you can do to support it.

Why is regular giving important?

Regular giving is the best way to support what we do. It allows us to plan more effectively: to help improve the professional standing of translators and interpreters and run long-term projects. It also allows us to campaign for lasting, meaningful change in how the profession is perceived. It also

means we have a reliable income we can count on for our ongoing projects. You can set up a regular donation for us to use in accordance with our projects and priorities. Subscribe to our mailing list to learn what good your money is doing.

Why do you need my personal data?

To provide you with a receipt for your donation. FIT Europe fully complies with the GDPR. See our privacy policy [here](#). We do not store your data for longer than is needed. Data is only used to issue receipts or if you register for a mailing list so you can receive regular updates about donated monies are being used for. You can contact us at privacy@fit-europe-rc.org at any time to have your name removed from our mailing list or exercise any other rights you may have under the GDPR.

Can I contact you if I have any further questions?

Yes, at donate@fit-europe-rc.org

Will my donation be used for political purposes?

The International Federation of Translators (FIT) is a non-political organisation. FIT Europe, one of the Regional Centres of FIT, is also non-political. We raise concerns about terms and conditions of work, employment status, pay, or poor business practices to ensure that trained, skilled professions use words in a way that promotes your interests.

FIT Europe Board

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