



## The Challenge for Languages

The UK is facing a major challenge in promoting the value of language learning. We are witnessing a decline in the number of students continuing to study languages at all levels at a time when language and intercultural skills are more important than ever before.

- More than a third of employers recruit people for their languages skills but are increasingly forced to recruit overseas to meet this need
- The UK has a shortage of people who can combine language skills with other specialisms
- Only 6% of the world's population speak English as a first language
- 75% of the world's population don't speak any English
- Language and intercultural skills are needed to compete and trade with the rapidly developing economies of Brazil, Russia, India and China
- Young people in the UK are disadvantaged in the open job market if they can only speak English

🇺🇸 JÓ NAPOT SZIA DIA DUIT BUON GIORNO 안녕하세요? SVEIKI KIA ORA САЙН БАЙНА УУ GODDAG ATTAAM JIRTU? CZEŚĆ OLÁ नमस्ते WINCHIS SALUT! ЗДРАВСТВУЙТЕ LATHA MATH HAYE ;HOLA!

## Benefits of the BLC programme

The Business Language Champions programme helps schools and businesses to work together through languages to equip young people with the international communication and employability skills that they will need for their future careers. It helps businesses to:

- Tackle the decline in language learning
- Develop the skills of future employees
- Develop corporate social responsibility activities in an innovative way
- Inspire and motivate languages students
- Increase local and national profile through PR, on-line marketing and awards
- Harness and develop employees' language skills
- Increase employee satisfaction and motivation
- Raise awareness of the importance of languages for our economy

## Could you be a Business Language Champion?

Here are just some of the activities that we can help your business to organise to inspire young language learners:

- Talk to schools about how languages are important to your business
- Host student and teacher visits to your company to see languages in action
- Act as a language mentor to students in a local school or schools
- Develop business projects for students in target languages
- Provide work experience placements and visits to UK and overseas offices
- Provide access to company resources and documents in target languages

**Read on to find out about other Business Language Champions**

🇺🇸 JÓ NAPOT SZIA DIA DUIT BUON GIORNO 안녕하세요? SVEIKI KIA ORA САЙН БАЙНА УУ GODDAG ATTAAM JIRTU? CZEŚĆ OLÁ नमस्ते WINCHIS SALUT! ЗДРАВСТВУЙТЕ LATHA MATH HAYE ;HOLA!

