



Government  
of Canada

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du Canada

# FRENCH ON THE INTERNET: PROMOTION THROUGH INNOVATION



## **Final Report of the Government of Canada**

in response to the study by the Commissioner of Official Languages:  
*French on the Internet: Key to the Canadian Identity and the  
Knowledge Economy*

**March 2004**

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Dr. Dyane Adam  
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344 Slater Street  
Ottawa, Ontario  
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Dear Dr. Adam:

It is with great pleasure that I send you the Government's final report, **French on the Internet: Promotion through Innovation**, in response to your follow-up study, **French on the Internet: Key to the Canadian Identity and the Knowledge Economy**, released in March 2002. In this study, you make nineteen recommendations for strengthening the presence of French on the Internet and encouraging the emergence within government and Canadian society of a coherent, overall vision in this regard.

Several specific structuring initiatives have already been undertaken within the government based on these recommendations in order to meet the challenges that are underlined. The recommendations will also be useful in the future considering the rapid evolution of the Internet and the consequent need to be permanently on the lookout for emerging opportunities that could benefit all Canadians.

As you have pointed out several times over the last few years, it is important for the entire government apparatus and even for all partners in civil society and the private sector in Canada to take strategic action to ensure that the Internet serves our economy and way of life, and in so doing, expresses our identity and values to the world.

The Government has therefore noted the general recommendation that an integrated governance and accountability framework should be adopted to ensure that the Canadian principle of linguistic duality is observed on the Internet. The Action Plan for Official Languages, released in March 2003,

provides a detailed accountability and coordination framework for ensuring that the official languages always remain an everyday priority in the design and implementation of the public policies and programs of the Government of Canada that affect French on the Internet. I am convinced that the implementation of this action plan will provide a sufficient and adequate response to this basic concern.

At the same time, the creation of a Canadian Advisory Committee for French on the Internet will allow us to take advantage of the ideas and suggestions of leading Canadians and in turn, make it possible to deepen and expand the real scope of Canada's activities.

The development and availability of Canadian content in French on the Internet has been a central focus of the Government ever since the publication of the first study that you did on this issue. For this reason, the Government has been making a major effort for quite a while now in one of the areas for which you made a recommendation in your study: namely support for our language industry. Through support for basic and applied research and for the networking of major players in this sector, we have developed structuring initiatives that will ensure that Canadian expertise, which is already highly regarded around the world, will continue to progress and will be in a position to respond even more effectively to the needs of Canada and the international community for technolinguistic services and multilingualism on the Internet.

Finally, the position that Canada occupies in the international community, and especially in the Francophonie, means that we must support, through digital solidarity, the development of an Internet that reflects who we really are. Here too, several practical initiatives have been undertaken that are demonstrating clearly in the actual field that it is no accident that Canada has been called one of the most connected countries on earth.

I therefore encourage you to look at our final report, **French on the Internet: Promotion through Innovation**, and note what the Government of Canada is doing in response to the recommendations in your study.

Yours sincerely,

Judith A. LaRocque

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# BACKGROUND

The Internet is now at the heart of our market economies and societies. Western economies were once based on the extraction and processing of resources, and then on the production and delivery of goods and services; today, they rest on the acquisition, production and circulation of knowledge and information. In our times, it is the Internet, more than any other medium, that enables Canadians from all parts of the country, and especially young people, to gather information, share their culture online, and open themselves to the world.

While the Internet has certainly invaded all parts of the private sector, it is playing an equally important role in government, especially in Canada. Conscious of the Internet's importance and potential, the Government of Canada wants to position the country in the world vanguard. Many initiatives have been undertaken over the last ten years to position Canada as a world leader; there are the "Connecting Canadians," "Government On-Line," "Canadian Culture Online," "Broadband for Rural and Northern Development Pilot Program," and "*Francommunautés virtuelles*" programs, to name just a few. Not only have

government departments turned resolutely to the Internet to provide information to the public and facilitate transactions and the delivery of services, but many government agencies and Crown corporations have also launched major programs and targeted initiatives designed exclusively for the Internet. For example, CBC/Radio-Canada, the National Film Board and the National Archives of Canada now provide vast amounts of constantly refreshed information, original programming and quality online Canadian content.

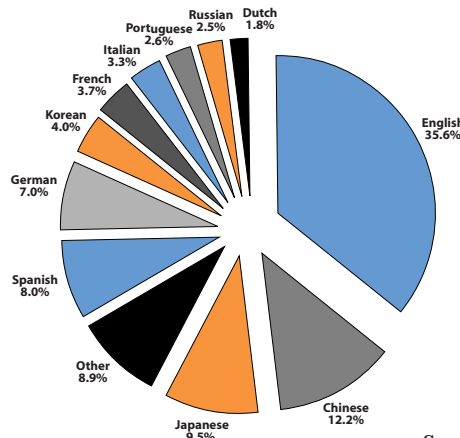
Canada is recognized as a leader around the world for both its language industry and its language planning. However, with all the demographic changes (see Figures 1 and 2) and the rapid technological developments, Canada has had to re-double its efforts to remain in the world forefront in these areas. This has led Canada, for example, to hold a Language Industry Symposium in the spring of 2002, help organize the World Summit on the Information Society (phase I of which was held in Geneva in December 2003, and phase II of which is scheduled for the fall of 2005 in Tunis), and make the world Francophonie a priority.

*Canadian Statement to the World Summit on the Information Society, delivered by Ambassador Sergio Marchi, underlined the Government of Canada's commitment to using technology to foster cultural diversity, and promote fundamental values such as freedom of expression, pluralism, cultural diversity, and to support multilingualism in cyberspace.*

*The Summit's Action Plan, ratified in Geneva in December 2003 and to which Canada contributed greatly, includes a number of measures aimed at promoting linguistic diversity on the Internet. It states: "cultural and linguistic diversity, while stimulating respect for cultural identity, traditions and religions, is essential to the development of an Information Society based on the dialogue among cultures as well as regional and international co-operation. It is an important factor for sustainable development."*

Figure 1

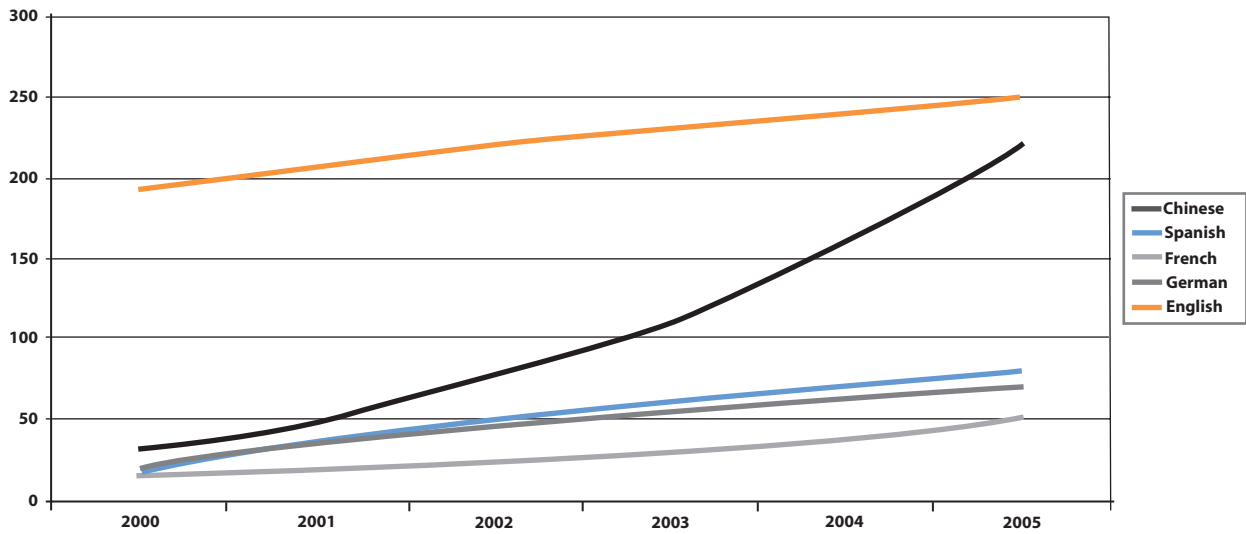
World Population with Internet Connections by Language, September 2003



Source: Global Reach 2004 (<http://global-reach.biz>)

Figure 2

Growth in the Number of Internet Users by Certain Languages: 2002-05 (millions of speakers)



Source: Global Reach 2004 (<http://global-reach.biz>)

Although the data seem to show that the proportion of French-language content on the Internet is at least equivalent to the demographic weight of Francophones in the world, it is important to remain vigilant and ensure that French retains an equitable share on the Internet. Federal government departments

and agencies are working in partnership with each other and with public institutions elsewhere in the country, non-profit organizations and the private sector on the creation of a critical mass of content that reflects the richness and diversity of our society, culture, history and heritage on the Internet.

<sup>1</sup> Morin, R., (2000), *L'Internationalisation de l'Internet ou l'essor du multilinguisme numérique*, Objectif, vol. 1, no 2, été 2000



*In a rapidly evolving world, linguistic duality on the Internet is essential to the Canadian identity for at least three reasons:*

- *The projection of Canadian values in the world: **showcasing***
- *Economic development through e-commerce: **prosperity***
- *Services for citizens: **transparency and democracy***

*Source: French on the Internet: Key to the Canadian Identity and the Knowledge Economy, March 2002*

The studies done by the Office of the Commissioner of Official Languages on the use of French on the Internet and issued in 1999, and more recently in March 2002—the latter entitled **French on the Internet: Key to the Canadian Identity and the Knowledge Economy** ([www.ocol-clo.gc.ca/archives/sst\\_es/2002/internet\\_id\\_can/internet\\_2002\\_e.htm](http://www.ocol-clo.gc.ca/archives/sst_es/2002/internet_id_can/internet_2002_e.htm)) are an intrinsic part of the Government's efforts to ensure that an equitable share of investment and taxpayer dollars go to French. These studies re-emphasized issues of primary importance that were already among the priorities of the Public Service of Canada—particularly in its Innovation Strategy and in the work leading to the development of the Action Plan for Official Languages.

This paper reports, therefore, on the follow-up to the 19 recommendations in the Commissioner's special study of March 2002. To make the paper easier to read and follow, the information is covered in the same order as in the Commissioner's study. It is organized around the three great initiatives identified by the Commissioner, namely:

- the development of a critical mass of French-language content on the Internet;
- the development of the language industry; and
- Canadian foreign policy issues.

The reader will find attached a table summarizing the follow-up to the recommendations by centre of responsibility.



# GOVERNANCE FRAMEWORK

Many contributors are needed to ensure an integrated strategy and vigorous management for the production, presence and quality of French-language content and services on the Internet. The accountability and reporting mechanisms must also be flexible and effective. This question should be examined in light of the Action Plan for Official Languages released in March 2003, entitled **The Next Act: New Momentum for Canada's Linguistic Duality**.

This action plan provides a very detailed accountability and coordination framework for ensuring that the official languages always remain a priority integral to the design and implementation of public policies and programs of the Government of Canada. This accountability and coordination framework can also be used, therefore, in following up on the recommendations in the Commissioner of Official Languages' special study from 2002.

*On March 12, 2003, Prime Minister Jean Chrétien and ministers Stéphane Dion and Lucienne Robillard released the Action Plan for Official Languages—**The Next Act: New Momentum for Canada's Linguistic Duality**. ([www.pco-bcp.gc.ca/aia/default.asp?Language=E&page=actionplan](http://www.pco-bcp.gc.ca/aia/default.asp?Language=E&page=actionplan))*

*This action plan provides for a total investment of \$751.3 million over five years. It includes an accountability framework that clarifies and specifies the responsibilities of government departments and agencies and improves their coordination. The plan's thrust and the financial commitments involved are focused on three areas: education, community development and the federal Public Service.*

## Recommendation 1:

That Industry Canada create a Canadian Advisory Committee on Official Languages on the Internet, with a two-year mandate, to recommend to the Government of Canada effective measures to ensure the growth of the knowledge economy by promoting English and French on the Internet.

### Result achieved:

- The Canadian Advisory Committee for French on the Internet (CACFFI) will be formed and operational in 2004.

## Canadian Advisory Committee for French on the Internet

This first recommendation calls for the creation of a body to strengthen the Government of Canada's strategic interventions to ensure that both the official languages are featured on the Internet in connection with the knowledge economy. To determine the best way of proceeding, the Department of Industry mandated the Conference Board of Canada to study this question, particularly in regard to the various procedures to consider and the composition of such a committee.

Pursuant to the Conference Board's final report and the recommendations in it, the Department of Industry developed a proposal that was approved by its senior management in the fall of 2003. This proposal relied on the collaboration of other government bodies, including the Privy Council Office, the Treasury Board Secretariat (TBS), the Department of Public Works and Government Services (Translation

Bureau), the National Research Council of Canada and the Department of Canadian Heritage.

An implementation committee, the Government Group in Support of the Canadian Advisory Committee for French on the Internet, has met several times in the meantime. These meetings, co-chaired by Industry Canada and the Privy Council Office, have made it possible to examine the extent of other federal partners' involvement, ponder the structure and mandate of the Canadian Advisory Committee for French on the Internet (CACFOI), identify the issues, and launch the member selection process.

The CACFOI will bring together about a dozen leading figures from all economic sectors in Canadian society. The CACFOI, which will begin to sit in 2004, will benefit from the contributions of experts from the private, university, and non-profit sectors. It should issue its final report at the end of the 2005-06 financial year.

## Recommendation 2:

That the Treasury Board Secretariat put in place a coherent, ongoing and integrated governance framework that includes permanent accountability and follow-up mechanisms in order to ensure compliance with the principle of linguistic duality on the Internet, in particular with respect to Government On-Line (GOL).

### Results achieved:

- Implementation of a coherent governance framework for the official languages (an accountability and coordination framework) in accordance with the Action Plan for Official Languages.
- Strengthened role for the Committee of Deputy Ministers on Official Languages (CDMOL) in this new framework that makes French on the Internet one of its four priorities.
- Rationalization of the GOL governance framework.
- Development of new policy tools on the official languages addressing the question of Web sites and electronic communications. (see recommendation 5).

## Government-Wide Official Languages Accountability and Coordination Framework

The Action Plan for Official Languages adopted in March 2003 contains an accountability and coordination

framework aimed at further developing an overall strategy for linguistic duality in Canada. This framework is based on the obligations and commitments in the *Official Languages Act* and specifies how they

will be carried out and the particular roles to be played by various departments and key agencies.

The result is that all activities of the federal government affecting the official languages, and especially the implementation of the recommendations in the Commissioner's special study, must take into account the coordination and accountability mechanisms in the Action Plan for Official Languages. In light of the Action Plan for Official Languages, the governance framework for the inclusion of French on the Internet will henceforth devolve to the Privy Council Office.

In addition, the development of a coherent governance framework must take into consideration in particular the creation of the Canadian Advisory Committee for French on the Internet (CACFFI). It will advise the government on strategies for expanding French on the Internet.

#### **Committee of Deputy Ministers on Official Languages**

Many different federal departments and agencies work with the Committee of Deputy Ministers on Official Languages (CDMOL), particularly by drawing to the Committee's attention all the relevant questions and

files in their respective areas of competence, supported by the necessary studies and consultations. The Action Plan for Official Languages of March 2003 strengthens the role and mandate of the CDMOL so that it is accountable for all questions related to the application of the *Official Languages Act*. In February 2000, the Committee of Deputy Ministers also made French on the Internet one of its four priorities. This Committee is the governance mechanism guiding the entire government apparatus insofar as French on the Internet is concerned.

#### **Rationalization of the Government On-Line Governance Framework**

Prior to December 12, 2003,<sup>1</sup> the Chief Information Officer Branch (CIOB) of the Treasury Board Secretariat (TBS) was responsible for the rollout of the merged Government On-Line and Service Improvement Initiative (GOL/SII). In connection with the review and rationalization of the mandate of the various GOL/SII support committees, the CIOB mandated the Information Management and Policies Committee to include compliance with various applicable policies, including on the official languages, in all facets of the GOL/SII rollout.

### **Recommendation 3:**

That the Interdepartmental Consultative Committee on Language Industries (ICCLI) of the Treasury Board Secretariat become the Strategic Committee for French on the Internet (SCFI), with an expanded mandate to develop an integrated strategy.

#### **Results achieved:**

- Strengthened coordination following the implementation of the action plan.
- Creation of a CACFFI.

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<sup>1</sup> On December 12, 2003, the new prime minister, the Rt. Hon. Paul Martin, announced that Government On-Line would henceforth be the responsibility of the Department of Public Works and Government Services. However, the Chief Information Officer Branch of the Treasury Board Secretariat retains responsibility for the "official languages" part of this file.

## **Interdepartmental Consultative Committee on Language Industries**

The Interdepartmental Consultation Committee on Language Industries was created to help strengthen the ties between the language industries and to enhance their visibility. The Government of Canada's Action Plan for Official Languages sets out specific objectives with respect to the language industries and provide for funding for Industry Canada to continue the work it has begun in this area. This must be taken into account in following up on the recommendation.

## **Canadian Advisory Committee for French on the Internet**

In support of this recommendation, Industry Canada and the Privy Council co-chair an interdepartmental group, made up of officials from the Treasury Board Secretariat and other key departments, which is responsible for creating a Canadian Advisory Committee on Official Languages on the Internet (see follow-up on recommendation 1)

# FIRST STRATEGIC INITIATIVE: DEVELOPMENT OF A CRITICAL MASS OF FRENCH-LANGUAGE CONTENT ON THE INTERNET

## Recommendation 4:

*That [the Department of] Canadian Heritage ensure that all assistance forthcoming from programs to fund the production of Canadian digital content include guidelines and criteria that take into account the principle of Canada's linguistic duality.*

### Results achieved:

- The Canadian Culture Online (CCO) Program allocates about \$70 million a year to facilitate the development of digital cultural content and access to it; more than 80 percent of the Web sites to which the program has provided funding have a French-language interface.
- Addition of new components and strengthening of the CCO Program with specific criteria for increasing the quality and quantity of French-language content on the Internet.
- Launch of the cultural gateway Culture.ca, available in both official languages.

## Content Production and Accessibility

This recommendation is one of the priorities of the CCO Program, which stems from the government strategy to promote a quintessentially Canadian presence on the Internet. One of the program's objectives is already to invest half the available budget in developing French-language content and making it accessible. This was included in the guidelines for all parts of the CCO Program, including the Applied Research in Interactive Media Program, as well as in the development and rollout of a cultural gateway (available at [www.culture.ca](http://www.culture.ca)). All in all, the

CCO Program will allocate \$208 million over three years to developing content, raising the visibility of this content, and fostering conditions conducive to the development of Canadian content. The considerable budget for this helps artists, the cultural sector, communities and institutions produce digital cultural content and make it available to the Canadian public to highlight Canada's rich culture, history, artistic achievements and heritage.

*The Canadian Culture Online (CCO) Program has made it possible to put the www.objetsparlants.com site online, through which French-language oral and musical traditions in Canada are safeguarded and showcased.*

## **New Components and Strengthening of the Canadian Culture Online Program**

Since the Commissioner of Official Languages' special study of French on the Internet was tabled in March 2002, the CCO Program has added three new program components, each with criteria specifically designed to increase the quality, accessibility and amount of French-language content on the Internet. It has also strengthened two components of the program, the Partnerships Fund and the Canadian Memory Fund, by doubling the amounts allocated to them.

### **Canada-TELUS New Media Learning Fund**

The Canada-TELUS New Media Learning Fund, a one-year pilot project nearing its end, was intended to increase the amount of Canadian cultural content for educational purposes in both English and French. From the start, one-third of the budget was earmarked for funding French-language projects. The data show that the Canada-TELUS Fund funded a dozen projects in French, representing 35 percent of the funds invested to create content in French.

### **New Media Research Networks Fund**

The objective of this fund is to facilitate research in many different areas, including technolinguistic tools. It was determined that two of five projects receiving money from this fund were conducted in French.

### **Francommunautés virtuelles**

The *Francommunautés virtuelles* program, administered by Industry Canada, is designed to help Francophone and Acadian communities across the country become actively involved in information and communication technologies. Since it was created in 1998, this program has supported 110 innovative projects to develop French-language content,

applications and services for the Internet. These projects have made it possible to improve the skills of Francophones all across the country in cutting-edge technologies in French, and lay the foundations for a vast Francophone network based on partnerships and the sharing of knowledge among people in various communities.

*Francommunautés virtuelles* is supported by the Department of Canadian Heritage under the Canadian Culture Online funding programs. Thanks to a successful partnership between the departments of Industry and Canadian Heritage, Canadian Francophone communities have a virtual platform reflecting their own culture, language and vitality.

In March 2003, the federal government announced supplementary funding of \$13 million over five years under the Action Plan for Official Languages for activities in this program. This additional funding will make it possible to establish an even more active network bringing together all the Francophone and Acadian communities in Canada in order to continue helping them position themselves advantageously in the digital world.

On December 1, 2003, *Francommunautés virtuelles* called for project proposals for the 2003-05 period. A total of \$2 million will be allocated to the projects deemed most innovative. The competition results will be announced in the spring of 2004.

The projects funded under the *Francommunautés virtuelles* program deal with many different subjects meeting the interests of all Francophones, particularly tourism, business and the economy, current events and the media.



*The community portal created by the Fédération acadienne de la Nouvelle-Écosse provides access to about 40 Web sites of Acadian associations and organizations. This portal raises the profile of the Acadian and Francophone community on the Internet and helps it to prosper. (www.capacadie.com)*

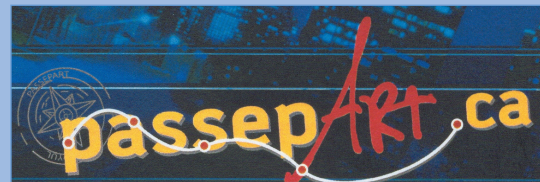


## Culture.ca

The Department of Canadian Heritage funded the development of a cultural gateway called Culture.ca inaugurated in the fall of 2003. This gateway is fully accessible in both official languages and includes nearly 9,500 hyperlinks to quality Canadian cultural sites, including 2,918 in French, or nearly one-third of the entire collection.

This gateway can also be used for exchanges and dialogue among Canadians, both in English and French. All the texts in the thematic showcases (Topic of the Month) and the comments in the “My Perspective” section are posted in both English and French. As of February 15, 2004, the “My Perspective” section had disseminated a total of 35 comments, including 23 from Francophones in various parts of Canada and 12 from Anglophones.

*Visit Tête-à-tête on the PassepArt site to experience an intimate exchange with francophone artists in Canada. This is a fine example of original Canadian content made available on the Internet. This weekly magazine promotes Francophone cultural and artistic life from one end of Canada to the other and can be accessed at [www.passepart.ca](http://www.passepart.ca).*



## Recommendation 5:

That the Treasury Board Secretariat ensure, as part of the implementation of Government On-Line (GOL), that an equitable share of content is produced originally in French.

### Results achieved:

- Tools created to facilitate and encourage the production of French-language content for GOL.
- Sharing of innovative practices and solutions to ensure that an equitable share of GOL content is produced in French.
- Official language policies, standards, guidelines and best practices are better integrated into the GOL initiative, especially through greater sensitization of federal departments and agencies, the common look and feel standards for Internet Web sites, and the establishment of a monitoring program with citizens.
- Review of the official languages policies to take the question of official languages into account on electronic sites and in electronic communications.

Culture.ca is working together with the *Fondation Concept'art multimédia* and the *Fédération culturelle canadienne-française* on the development of a thematic showcase on Francophone culture in Canada, which will be featured over the next few months, in both official languages.

## Activities Fostering the Creation of French-language Content

### Creation of a Technolinguistic Working Group

Since geographic borders do not apply to the Internet, which operates in a borderless virtual world, it was suggested that we should work on developing a virtual test laboratory for federal research on the Internet, which would include technological support tools (bilingual search engine), comprehension support tools (such as glossaries and assisted reading and automatic translation tools), as well as technolinguistic and summarizer tools. These tools could be used by managers and people who search for documents and information in order to ensure the greatest possible equality of content and accessibility in both official languages.

This laboratory could be used not only as an interface for sharing among federal departments and agencies but would also enable them to test tools designed by industry.

A technolinguistic working group to develop a virtual laboratory was created in June 2003. This working group, consisting of representatives from the Treasury Board Secretariat (Official Languages Branch and the Chief Information Officer Branch), Canadian Heritage, Industry Canada, the National Research Council, the Translation Bureau and the Office of the Commissioner of Official Languages, is working on a definition of what the virtual laboratory would be, (on) the content of this laboratory and the assistance modules, (on) how to develop such a laboratory and (on) proposing a prototype.

**Creation of a Language Toolbox** made available to federal public servants (see the follow-up to Recommendation 16).

**Creation and launching of a Canadian Online Language Toolkit**, “Word Wizards” made available to all Canadians (see the follow-up to Recommendation 16).

### Sharing Best Practices and Innovative Solutions

In the summer of 2002, the Treasury Board Secretariat’s Chief Information Officer Branch (CIOB) and the Official Languages Branch first undertook a pilot project during which a targeted survey was done of the Department of Canadian Heritage and the Department of Natural Resources. This survey made it possible to collect data on the problems and challenges that would have to be met in order to integrate both official languages into Government On-Line (GOL) and identify possible solutions. The results of this preliminary survey were forwarded to the Information Management and Policies Committee (IMPC), which then decided to carry out a more extensive survey of the other departments and agencies participating in the Government On-Line/Service Improvement Initiative. This survey, done in the spring of 2003, was intended to confirm the issues determined in the pilot project, as well as to gather the best practices and innovative solutions adopted by federal institutions to ensure that French has an equitable share. The survey results were given to the IMPC in the fall of 2003 and then distributed to the participating departments and agencies, as well as to the Office of the Commissioner of Official Languages. The appropriate follow-up was initiated and will continue in the 2004-05 year.

For example, to ensure that federal departments and institutions are sensitized to official languages issues and have the appropriate reference materials, the CIOB created a special section on the GOL Web site. Through this single wicket, it is now possible in a few clicks to access all government policies, standards, guidelines and best practices on official languages. This site also has interesting links to some practical tools that can be accessed online (TERMIUM<sup>®</sup>, the GOL Glossary and other glossaries, Word Wizards, etc.). In addition to facilitating access to this information, this measure has raised the profile of the official languages requirements while

making it easier to create French-language content on the Internet. Secondly, under the common look and feel standards for government Web sites, the CIOB has established some very specific requirements regarding official languages. Since the success of the Government On-Line/Service Improvement Initiative depends on public support, it is essential for the public to be continually consulted in order to measure its level of satisfaction and determine its needs and expectations. The Chief Information Officer Branch has therefore instituted a public opinion research program carried out among anglophone and francophone

citizens all across the country. In addition, some consultations include questions bearing specifically on the availability of information and the delivery of services in French.

### Review of Official Languages Policies

The Official Languages Branch of the Treasury Board Secretariat (TBS) has undertaken the second phase of its review of official languages policies and expects to address the issue of Web sites and electronic communications in its new tools.

## Recommendation 6:

That [the Department of] Public Works and Government Services Canada (PWGSC) provide ongoing training to network and content managers of federal institution Web sites in order to increase their awareness of official languages issues and of the technolinguistic tools available to promote the production of content that respects the special character of Canada's two official languages.

### Results achieved:

- Ongoing training workshops will be provided for network and content managers of federal institution Web sites.
- A component on the official languages was included in the credited training program on the creation of Web pages.
- The contents of the training workshops will be made available on the Web sites of PWGSC's Knowledge Centre and Knowledge Exchange Service.

## Ongoing Training of Network and Content Managers

To follow up on this recommendation, PWGSC consulted the Office of the Commissioner of Official Languages, the Department of Canadian Heritage, the TBS and the Translation Bureau before deciding on the best approach to adopt. It was decided that there would be three phases to the implementation of this ongoing training: the holding of training workshops, the change to the Web page creation program, and finally, the posting of the workshop contents on the Internet.

### Holding of Training Workshops

After a common syllabus has been worked out, half-day training workshops will be offered in English and French to all network and content managers of federal institution Web sites. These workshops will make it possible to achieve two objectives. First, the managers will be sensitized to the various obligations and requirements under the *Official Languages Act*. These considerations will be included from the start in the development of Web sites and the production of documents to be posted there. Secondly, the workshops will become a vehicle of choice for informing site and content managers about the existence of the

entire range of technolinguistic products, services and tools available on the market, and for discussing the potential advantages and drawbacks of all of them. This targeted training will encourage the production of quality content that upholds not only the letter but also the spirit of the *Official Languages Act* in order to take into account the respective characteristics of the English and French contexts when quality content is being produced for, and posted on the Internet. In addition, the managers who participate in these training workshops can be expected to have a multiplier effect within their respective departments and agencies.

### **Change to the Web Page Creation Program—Credit Certificate**

Together with the supplier, the Web page creation program has been changed to include a new component on the requirements of the *Official Languages Act*.

This program leads to the acquisition of a credit certificate. This addition demonstrates the Government's commitment to taking the necessary steps to sensitize the participants to the importance of complying with the *Official Languages Act* and the obligation to do so in the development and use of the Internet in the institutions from which they come.

### **Putting the Training Workshops on the Internet**

The reference materials for the workshops and the relevant documents will be made available on the Intranet sites of Public Works and Government Services Canada's Knowledge Centre and Knowledge Exchange Service. This documentation will be available in both English and French and will therefore be a valuable reference tool to which any interested person can refer in order to update his/her knowledge, or which to take distance or computer-assisted training.

## **Recommendation 7:**

That the Treasury Board Secretariat (TBS) commit the budgetary resources necessary to allow federal departments and agencies to meet the increasing need for translation in response to the publication of content in both official languages on the Internet.

### **Result achieved:**

- The Government's current budgetary process requires federal departments and agencies to cover all costs associated with the delivery of their programs, including translation costs.

## **Content Translation**

Translation costs are part of the operational costs of government institutions. The resources needed for translation are included in the Government's current budgetary process, which requires federal departments and agencies to provide in their planning for all

costs associated with the delivery of their programs, including translation costs, and to report on these costs in order to justify their funding requests in submissions to the TBS.

## Recommendation 8:

That the Treasury Board Secretariat take the appropriate steps to ensure that the content in both official languages on federal Internet sites is of high quality and to propose corrective measures to institutions as needed.

### Results achieved:

- The Treasury Board Secretariat (TBS) has carried out a preliminary audit of the quality of the content in both official languages on federal government Internet sites.
- A tool has been created to enable federal departments and agencies to do their own evaluation of the linguistic quality of their site.

## Linguistic Quality of Web Sites

In the fall of 2002, the TBS carried out a preliminary audit of the linguistic quality of the content in both official languages of the Web sites of institutions subject to the *Official Languages Act*.

The audit revealed certain shortcomings and, pursuant to the submission of the report, the TBS decided that it would be more appropriate and desirable, in view of the rapidity with which Web sites were being

developed, to help departments conduct their own self-evaluation exercises. This would make it possible to address the recommendations in the preliminary audit while having a more lasting effect. This approach fits in perfectly with the attempt to raise the departments' awareness of their responsibilities in regard to the official languages. It was in this context that that TBS designed a self-evaluation tool and is presently examining methods of distribution to the various institutions.

## Recommendation 9:

That Canadian Heritage step up the pace of investment in order to encourage the digitization of Canadian cultural content in both official languages on the Internet.

### Result achieved:

- The budget allocated to the Canadian Culture Online (CCO) Program has more than doubled, rising from \$100 million to \$208 million over three years, and more than 80 percent of the Web sites to which the program gave funding have an interface in French.

## Investment Strategy

Over the last few years, the Department has considerably increased its investments in the digitization of Canadian content, since the budget allocated to the CCO Program has more than doubled, rising from \$100 million to \$208 million over three years. This budget increase has been targeted largely at youth and is intended to increase the amount of French content

on the Internet and its accessibility. To these ends, the CCO Program has added to its components specific criteria aimed at increasing the amount of French on the Internet. It has also supported *Francommunautés virtuelles*, a program administered by Industry Canada, aimed at helping Francophone and Acadian communities across the country make active use of information and communications technology.

This investment strategy has been successful. The Department of Canadian Heritage has determined that, to date, about three-quarters of the money invested by the Canadian Culture Online (CCO) Program has helped to make quality French-language content available on the Internet: content originally produced in French, bilingual content designed and

produced specifically for the Internet, as well as content originally in English, translated into French and posted on the Internet. The success of this strategy can be seen in the fact that 80 percent of the Web sites to which the CCO Program gave funding have an interface in French.

## Recommendation 10:

That Communication Canada develop by 2003 a federal investment strategy aimed at fostering the development of private-sector and non-profit organizations working in the area of French-language content.

### Results achieved:

- Purchase of advertising space on the Internet to promote the Canada Web Site.
- More inclusion of information portals in media advertising.
- Implementation of a study on the impact of government advertising on the Internet to guide decision-makers in this area.

### Government Advertising on the Internet

It is important to remember, first of all, that any initiative to advertise on French-language portals requires an English-language counterpart in order to comply with the Official Languages Policy.

Furthermore, there are still doubts about the effectiveness of advertising on Internet Web sites, whether using banners or context windows. Communication Canada tried it in the fall of 2002, purchasing advertising space on the Internet to promote the Canada Site. Pursuant to this initiative, Communication Canada undertook a study to evaluate the impact of the advertising on the Internet for this campaign. The evaluation showed clearly that, for this campaign, the advertising on the Internet was less effective and performed less well for the amount of money invested. In all, when compared with other forms of advertising, especially the purchase of space in the print media (large daily or weekly newspapers) or advertising in the electronic media (radio or television), advertising on the Internet was less effective.

Nevertheless, Communication Canada has started to include information portals in its media advertising when the subject lends itself to this kind of advertising and the target public can be reached effectively through the Internet. It should be noted, though, that advertising on the Internet accounts for a very small part of the Government of Canada's advertising budget because Communication Canada controls only a tiny part of all the advertising budgets. Thus in 2001-02, the Government of Canada spent nearly \$2 million on advertising on the Internet. Of this amount, \$100,000 was for campaigns conducted under the aegis of Communication Canada (i.e., less than five percent). Under the circumstances, there is no reason to consider developing and implementing an investment strategy for advertising on French-language Web sites.

This having been said, Communication Canada ordered a review of the literature on the impact and effectiveness of purchasing advertising space on the Internet in support of government information campaigns—a review that was completed in January 2004. Communication Canada expects to share this review with other Government of Canada departments and institutions before it is dissolved on March 31, 2004.

# SECOND STRATEGIC INITIATIVE: DEVELOPMENT OF THE LANGUAGE INDUSTRY

The language industry is an important sector in the Canadian economy. It employs several thousand people, both professionals who are self-employed and those who work for the Translation Bureau of Canada. The language industry provides products and services in the areas of translation and

interpretation, language training and technology. The average annual world growth rates from now until 2006, in the following segments of the industry are expected to be 4 percent for translation, 18 percent for language training, and 50 percent for language technologies.

*The Canadian language industry is growing at a rapid rate and now generates more than \$900 million a year in goods and services. More than 1,300 companies are active in the Canadian market, employing more than 28,000 people. The pillars of the industry are human translation and language training, with respective annual revenues of \$409 million and \$447 million. Although Canada accounts for only 0.5 percent of the global population, it is in first place in the entire world in both these sectors, with more than 5 percent and 10 percent respectively of the world market. Linguistic technology firms and research organizations work mainly on designing and marketing assisted translation and automatic translation tools. This sector is growing quickly and exports 20 percent of its production.*

## Standardization and Tools

### Recommendation 11:

That the Treasury Board Secretariat require that all workstations in the federal government be ready to operate in both official languages by 2005.

#### Result achieved:

- Bilingual, transliterable operating systems and computer toolkits developed and made available to public servants.

## Transliterated Computer Operating Systems and Applications

The Treasury Board Secretariat (TBS) has worked together with the industry in order to obtain bilingual computer operating systems and applications, which can be transliterated (i.e. able to move from one language to the other).

Windows XP operating systems and transliterated Office 2003 series applications from Microsoft will be installed during the next update of the workstations of TBS employees.

More than 80 percent of the workstations of federal public servants are equipped with Microsoft operating systems. These systems are regularly updated and it is likely that other federal departments and agencies will follow the TBS's example and adopt the transliterable system for their employees' workstations.

It is important to know that most of the current applications of other manufacturers can operate in a Microsoft environment. Only a few rare, highly specialized applications can not.

## Recommendation 12:

That the Treasury Board Secretariat participate actively in and support the work of international organizations working to establish standards to enhance linguistic diversity on the Internet.

### Results achieved:

- The Treasury Board Secretariat has strengthened its involvement in international standardization organizations, especially in the Joint Technical Committee 1 (JTC1) National Committee of ISO's JTC1, Information Technology.
- Canada has proposed that a standardized IT vocabulary be adopted and mechanisms developed to ensure that this vocabulary is used in all standards dealing with information technology in ISO's IT subcommittee.

## Involvement in the Work of International Organizations

The TBS is already involved in organizations that develop Canadian and international information management and information technology standards, along with other representatives of the Government of Canada, the Government of Quebec, universities and industry. Thus it has a representative on the Joint Technical Committee 1 (JTC1) National Committee of ISO's JTC1, Information Technology, in which 25 countries are involved and which deals with a broad array of activities.

On this committee, Canada recently proposed that a standardized IT vocabulary be adopted and mechanisms developed to ensure that this vocabulary is used in all IT standards.

The Standards Council of Canada, which reports to Parliament through Industry Canada, coordinates and manages the work of the National Standards System (NSS). The NSS covers organizations and individuals involved in Canada in developing, promoting and implementing standards. Organizations that develop accredited standards submit them for



approval as National Standards of Canada. The standards may have been developed in Canada or derived from international standards, which may or may not have been modified. More than 15,000 Canadian members contribute to the work of the committees that develop national and international standards.

Because the Standards Council of Canada (SCC) was designated under the *Standards Council of Canada Act* as the agency that is a member of ISO and the International Electrotechnical Commission (IEC), it coordinates on the international scene Canada's involvement in ISO and the IEC, which are two of the most important voluntary standardization organizations in the world. In turn, the SCC has designated the Canadian National Committee of

the IEC as the official member of the IEC for Canada. Each national standardization committee has an international counterpart.

Although a number of federal departments are involved in standardization in Canada, Canada's representatives on the international committees are not always federal officials because it is the national committee that chooses Canada's representative on the international committees to advance the national position that was agreed upon.

Efforts have been made in the past and are continuing at the Treasury Board Secretariat to persuade the departments to agree on a position to be presented at the national level.

## Recommendation 13:

That Industry Canada work in close cooperation with key players and federal departments with economic responsibilities to ensure that the Canadian language industries become a driving force of the knowledge economy.

### Results achieved:

- The language industry initiative has been set up at the Department of Industry.
- The *Association de l'industrie de la langue*/Language Industry Association, a Canada-wide businesses network, has been created and is operating.
- A new steering committee has been created that is responsible for implementing the Language Industry Initiative. This committee includes representatives of the public and private sectors and universities.
- A funding program has been established to help market and brand the Canadian language industry.
- An initial effort has been made to develop a technology roadmap of the language industry. A technology roadmap piloted by the industry is currently in the final stages of development.

## Strategic Support for the Language Industry

This recommendation called for a contribution from partners, besides Industry Canada, such as the Department of Public Works and Government Services (Translation Bureau), the Department of Human Resources Development, the Department of Canadian Heritage and the National Research Council of Canada. Thanks to these partnerships and a three-part strategy (the creation of a business network, a program to support marketing and promotion, and the development of a technology roadmap), the implementation of this recommendation is well underway. The initiatives brought forward to support the language industries stem from the establishment of a language industry

program in the fall of 2003 under the Action Plan for Official Languages.

### Creation of a Language Industry Business Network

The first part of the program saw the launch of the first national association of language companies on September 29, 2003: the *Association de l'industrie de la langue*/Language Industry Association (AILIA). It will receive \$3 million from the Department of Industry over the next five years. This association was created at the behest of the various industry representatives who took part in the national consultation on the Canadian language industry, held in early 2002 under Canada's Innovation Strategy. The purpose of this consultation was to pave the way for the Language Industry Symposium held on May 9, 2002, in Montréal.

*The Language Industry Association (www.ailia.ca) brings together the driving forces and lends a voice to the Canadian language industry to make Canada a world leader in this sector.*



The formation of an association will enable partners in the public and private sectors to network and to determine the strategic approaches that they should adopt to face the steadily mounting demand for language products and services. It should be possible, in this way, to counteract the fragmentation of the industry, raise its profile, and deal with the problems caused by the insufficient numbers of new professionals. The Association and the Department of Industry's Advisory Committee on the Language Industry are also expected to work closely together in order to advance issues of common concern.

The funding for the Association enabled it to hold its first general meeting in November 2003 and undertake a recruitment drive, organize activities to identify tools such as the technology roadmap (which will be discussed later under another heading), and commission a series of more finely tuned studies on the language industry and the segmentation of the market, which will provide the necessary data on which to base the Association's future strategy and action plan.

### Measures to Support Marketing and Branding

On November 25, 2003, the Department of Industry announced a new funding initiative to help the language industry market and brand its products and services. With a budget of \$2 million, this part of the language industry program will support companies that undertake marketing and branding activities in Canada or abroad by covering 50 percent of their cost, up to \$10,000. Among the activities eligible for this financial support are, for example, participation in international trade missions or trade fairs. In this way, companies will be helped to make their products and areas of expertise better known, both in Canada and on the international scene. In view of the difficulties that companies in this sector have experienced in promoting their know-how, these investments will help them come out ahead in an increasingly competitive environment.

### Technology Roadmap

The objective of the technology roadmap is to identify key cutting-edge technologies, industrial capacities and strategic skills that will enable Canada to better

target and coordinate its research and development to support the sustainable growth of its language industries on national and international markets.

The comments on the implementation of Recommendation 14 provide further information about the roadmap.

## Recommendation 14:

That the National Research Council of Canada (NRC) establish a Centre of Excellence to promote the development of technolinguistic tools by 2003.

### Results achieved:

- A Language Technology Research Centre was created under the aegis of the NRC and the *Université du Québec en Outaouais* (UQO). It is now operational and its facilities are under construction.
- The first step toward the development of a technology roadmap of the language industry has been completed. A technology roadmap piloted by the industry is in the final stage of development.
- Technolinguistic tools have been developed by the NRC's Institute for Information Technology.
- The development of technolinguistic tools for online commercial transactions is being supported by the Institute for Information Technology–e-Business in Fredericton.

## Centres of Expertise

### Language Technology Research Centre

In view of the deficient research in this area and to support the production of new technologies, the Action Plan for Official Languages, released in March 2003, provided for an investment of \$10 million over five years to establish a Language Technology Research Centre. In all, the Centre will employ 15 people, of whom seven are already at work and among which 10 will be researchers. This is in addition to pre-existing activities undertaken by the NRC in the field of natural language processing where eight researchers have been working until now. The Centre is the product of a partnership between the NRC, the UQO, the Translation Bureau, the *Corporation de développement économique de la Ville de Gatineau*, Industry Canada and the *Association de l'industrie de la langue*/Language Industry Association. It will help create a language industry technology hub bringing together as many

as 150 experts, industrialists and young people in training. The Centre will develop partnerships all across Canada to meet the challenges that arise in a technology sector that is evolving quickly in regard, for example, to e-commerce, online training and even the governance of large corporations and communities.

### Technology Roadmap

This map, also discussed in the comments under Recommendation 13, is a consultation and planning approach piloted by the language industry with the help of universities and various government partners to ensure that the needs are well defined and means are found to support the development of key technologies. The first phase was completed in the spring of 2003. Phase II started in September 2003 with a meeting at which representatives of the industry, government bodies and the universities developed an array of key projects.

### Institute for Information Technology

The National Research Council of Canada (NRC) also drew on its Institute for Information Technology (IIT) and its team of eight researchers. The NRC and the Department of Canadian Heritage joined forces to provide \$350,000 in cash and scientific resources to help the Institute develop technolinguistic tools.

### E-Business

In addition, the new Institute for Information Technology–e-Business has hired a researcher who will work on developing technolinguistic tools for online commercial transactions.

## Recommendation 15:

That, by 2003, Public Works and Government Services Canada (PWGSC) specify in all calls for tenders issued by the Government of Canada that hardware, software, manuals and training must be provided in both of Canada's official languages.

### Result achieved:

- Support for the industry to develop and produce bilingual hardware, software, materials, and training.

Although the Commissioner's study specifically identified PWGSC to implement this recommendation, it was agreed that this is more a responsibility of the Treasury Board Secretariat (TBS).

In light of the first objective in the recommendation, which is to foster the growth of the language industry, the TBS is proposing to act on the supply, rather than taking the approach used so far of acting on the demand.

In the Action Plan for Official Languages, the Government undertakes to support the growth and development of the language industry, recognizing that it provides an opportunity for Canadians to take competitive advantage of our two official languages both in Canada and abroad.

This commitment, supported by a \$20 million investment, is intended to enable the Government to "play a role as a catalyst in the economic development of the language industries" and "provide them with mechanisms and tools that will help them take

responsibility for their own growth." The government also specifies the approach that it will take henceforth to support the growth of the language industries: "It is time for the Government to go from its previous practice of supporting only the purchase of products and services, to a support approach that is more in tune with industry forces" (chapter 6 of the Action Plan for Official Languages).

The measures proposed in this plan are still in the development stage, though the follow-up is well underway, as can be seen in the recent formation by people in the language industry of the *Association de l'industrie de la langue*/Language Industry Association of Canada and the creation of the Language Technology Research Centre in Gatineau. The fact that Industry Canada is sponsoring this initiative also lends it a certain prestige and credibility, guaranteeing that people in the industry will make a solid commitment to it.

## Recommendation 16:

That, by 2003, Public Works and Government Services Canada (PWGSC) make available free-of-charge on the Internet a complete suite of technolinguistic tools, including writing and translating aids, terminology banks like Termium, and specialized bilingual research modules in order to facilitate access to information in both official languages for all Canadians.

### Results achieved:

- The Translation Bureau's creation of a Language Toolbox on its Web site and in TERMIUM® for all federal public servants.
- The Translation Bureau's establishment of a technolinguistic service.
- Canadian Heritage's creation and launching of "Word Wizards—the Canadian Online Language Toolkit."

## Technolinguistic Tools

### Technolinguistic Toolboxes

A working group has been created to ensure that this recommendation is implemented. Chaired by PWGSC (Translation Bureau), it brings together representatives of various departments and reports to the Interdepartmental Consultative Committee on Language Industries. This group was mandated to develop a technolinguistic toolbox in stages.

First, a survey was carried out of technolinguistic companies in Canada to inquire into their views and interest in the development of a toolbox. Once the data had been compiled, it was checked with the clientele and the target public.

It was thus that the Translation Bureau created the Language Toolbox available to all federal public servants on the government extranet.

*The Language Toolbox provides federal public servants with a broad array of linguistic and terminological resources to help them solve their most difficult linguistic, terminological and usage problems. It provides access to TERMIUM®, a host of glossaries and the Government of Canada's new Language Nook (as well as its French-language version, Le Coin linguistique), launched by the Translation Bureau in collaboration with Industry Canada where the Nook was created as one of the activities surrounding the Year of the Francophonie in Canada. The Language Nook and Le Coin linguistique are full of advice on grammar, syntax and usage problems that arise in English and French, and provide a multitude of practical tools. In this way, they help people solve all the conundrums posed by the two official languages.*

*The Translation Bureau's Toolbox can be found at:  
[www.translationbureau.gc.ca/pwgsc\\_internet/en/outils\\_tools\\_e.htm](http://www.translationbureau.gc.ca/pwgsc_internet/en/outils_tools_e.htm)*

### Technolinguistic Service

The Translation Bureau of the Department of Public Works and Government Services has also set up a Technolinguistic Service whose objective is to

facilitate the creation and management of government Web sites in order to optimize their quality and linguistic duality at the best possible overall cost.

*Experts in human and computer languages, the technolinguists have the skills of language professionals and computer programmers, all in one package. This unique blend of expertise puts them in an ideal position to manage complex communications projects in a multimedia environment.*

*To meet the Canadian government's new needs for Web solutions and applications, the Translation Bureau has matched up its technically savvy language professionals with computer specialists and graphic artists. The result is a one-stop shop that offers a full range of Web and multimedia products and services. Localization and technolinguistic expertise, design of Web sites and multimedia products, remodelling of Web sites, translation of Web pages and applications, diagnostic analysis of Web sites, writing of Web content, technical and language quality assurance for Internet and multimedia products, analysis of compliance with Common Look and Feel, expertise in translation assistance tools, graphics services, project management: there's everything!*

*Technolinguistics-Web solutions that speak!!*

### **Word Wizards—the Canadian Online Language Toolkit**

Finally, it is in this connection as well that the Department of Canadian Heritage launched *Word Wizards, the Canadian Online Language Toolkit* in the summer of 2003—a pilot project with three objectives. First, it is intended to provide the people of Canada with language tools that are cost-free or fee-based, as the case may be, online and designed in Canada to encourage and help the public create content for the Internet. The second objective is to promote Canadian companies and organizations that develop language tools. Word Wizards' final objective is to gather user comments on the effectiveness of

the toolkit so that its contents and utilization can be improved.

It should be kept in mind that a number of cost-free or fee-based databanks are available on the Internet. Since the revenues generated by the fee-based sites are reinvested to pay for their expansion and improvement, the impact that a decision to make all the databanks cost-free would have on their continued development should be thoroughly examined. In any case, the Government is continuing its efforts to design accessible, user-friendly, useful, effective technolinguistic tools and put them online.



*certainly seems to be responding to the concerns raised by the Commissioner in her special study from March 2002.*

*Word Wizards has been visited by people from 51 different countries over the last four months and is referenced by some 40 Web sites, in Canada for the most part but also in the United States and Germany.*

*Word Wizards ([www.wordwizards.gc.ca](http://www.wordwizards.gc.ca)) is the most complete directory of Canadian-designed language tools for the general public. Judging by the inclusion of Word Wizards in the Commissioner of Official Languages' "Showcase of Success Stories," the project*

# THIRD STRATEGIC APPROACH: CANADIAN FOREIGN POLICY ISSUES

The Internet is an important topic in Canada's foreign policy, international cooperation and development initiatives. It is a key tool in Canada's activities in the

Francophonie and a focal point for helping developing countries to fully join the knowledge economy.

## Recommendation 17:

That the Department of Foreign Affairs and International Trade (DFAIT) immediately take appropriate action to ensure that foreign embassies in Canada, non governmental organizations, and international organizations in which Canada is a full participant include information in both English and French on their Internet sites.

### Result achieved:

- A letter has been sent to all ambassadors and high commissioners posted to Canada encouraging and prompting them to make their respective Web sites available in both official languages.

## Linguistic Duality Reflected on Web Sites

The Department has written to the ambassador in every foreign mission and embassy in Canada and to the high commissioners accredited to Canada to encourage and prompt them to take Canada's linguistic duality into account by making their Web sites bilingual or even trilingual, that is, including the official language of the country in question when it is not English or French. Some foreign missions in Canada are inclined to comply with this request but feel that

the cost would be prohibitive. Others pointed out as well that the Web sites of Canadian embassies are not necessarily in the official or local language of the country.

With respect to encouraging progress, it can be noted that the Web site of the U.S. Embassy in Canada is henceforth in both English and French, whereas the previous version asked Francophones to use the site of the U.S. Embassy in France.

## Recommendation 18:

That, in its programs, the Canadian International Development Agency (CIDA) do more to encourage the use of the Internet by the developing countries of the Francophonie.

### Results achieved:

- The “Cyberspace for Francophone Africa” program was created.
- The second phase of the African Virtual University (AVU) has been completed and has made it possible to create a network of 10,000 holders of email accounts as well as establish a digital library with 1,000 journals and magazines.
- The FrancoNet-Canada Project is continuing.
- A project to support IT education has started in Cameroon.
- Ongoing support has been provided to the *Fonds francophone des inforoutes* to stimulate the development of French-language content and access to it.

## Connectivity and Linguistic Diversity

### Cyberspace for Francophone Africa

Together with the Association of Universities and Colleges of Canada and *Université Laval* (in Québec City), CIDA has launched the “Cyberspace for Francophone Africa” program. Its objective is to strengthen the technical, university, administrative and financial capacities of the AVU and its partner universities in the Francophonie with a view to offering a four-year program in French leading to a Bachelor’s degree in computer science adapted to African needs. Since March 2003, a miniprogram has been offered in information and communications technology. In 2002-04, \$2 million was injected in this program.

### African Virtual University

In 2001-04, \$4 million was granted to Phase II of the AVU initiative. It is working with eight Francophone universities in seven countries of sub-Saharan Africa, and in all, nine learning centres are provided. The project objective is to support the efforts to improve education in Africa by taking advantage of modern information and communications technology to posi-

tion Africa in the new knowledge economy. The AVU facilitates access to quality international education in the countries of sub-Saharan Africa. The objective of Phase II of the project is to expand the presence of the AVU in the Francophone countries.

The AVU has made it possible to create a network of 10,000 holders of email accounts and a digital library with about 1,000 magazines and journals. In addition, 40 percent of the participants in the pre-university courses provided by the AVU in its most active learning centres are women.

### FrancoNet-Canada

The FrancoNet-Canada project has two basic objectives. First, increase the number of users of the new information and communications technologies, and their mastery of it, in the developing countries of the Francophonie. Secondly, encourage the exchange of information, the development of national, regional and international cooperation, especially in the economic realm, and the advancement of women and young people in French-speaking countries. FrancoNet-Canada was carried out in partnership with Tecsalt Eduplus with a budget of \$5 million



over five years. Basically, the project made it possible to train the trainers, who in turn trained their members and the target population. At the time of writing, the 13 African partners had received computer equipment and training in new information and communications technology and all had developed their own training programs. In addition, four had created their own Web sites.

### Support for IT Training in Cameroon

The mission of the project to support the acquisition of skills in information and communications technology is to help reduce poverty and fill in the digital divide by putting information technology at the service of sustainable development in the Cameroonian context. The project will support the technical education provided locally to ensure that Cameroon has a qualified, skilled IT workforce. The project will last four years (2002-06) and will be carried out through a partnership with New Brunswick Training Group Inc., which works closely together with the New Brunswick Community College Network and the sponsor in Cameroon, the *Institut supérieur des technologies et*

*du design industriel*, on the project rollout in Douala. A \$3 million budget has been allocated to this project.

### Fonds francophone des inforoutes

The Francophonie has established a *Fonds francophone des inforoutes* (FFI) to enable various organizations in member countries of the Francophonie to propose projects to make ICT more accessible and help these countries participate in the development of French-language content. In the first four years in which the fund has operated, 875 projects were submitted and 123 were selected. Their proponents were from Francophone countries as varied as the Central African Republic, Congo, Egypt, Laos, Mauritius, Morocco, Vietnam, Benin, Burkina Faso, the Comoros, Ivory Coast, Haiti, Gabon, Cameroon, Mali, and Senegal. An annual budget of \$500,000 is allocated to the FFI by the Canadian International Development Agency, which works together with the *Agence intergouvernementale de la Francophonie*, the Department of Foreign Affairs and International Trade (DFAIT), and the Department of Industry.

## Recommendation 19:

That the Department of Foreign Affairs and International Trade (DFAIT) take the steps necessary to further the creation by 2003 of an Interamerican Network to promote English, Spanish, French and Portuguese in an integrated America.

### Results achieved:

- The Translation Bureau's Terminology and Standardization Directorate has taken steps to add Spanish and Portuguese data to TERMIUM®.
- The Web sites of DFAIT missions are perfectly trilingual when they are addressed to people in a country with Spanish or Portuguese as the official language.

## **Linguistic Diversity in the Americas**

The discussions about creating an inter-American network to promote the languages of the Americas have continued intermittently since the first Summit of the Americas was held in Québec City. The January 2004 Summit in Monterey provided the Canadian delegation with another opportunity to sensitize the delegations from other countries in the Americas to the benefits of such a network.

Since Canada is a leader in the protection and promotion of linguistic and cultural diversity in the

Americas, it is only appropriate that it should set an example. Canada has therefore ensured that all the Web sites of DFAIT missions are perfectly trilingual when addressed to people in a country with Spanish or Portuguese as the official language.

In addition, a number of activities have been completed to enhance the Spanish and Portuguese databanks of the Translation Bureau's Terminology and Standardization Directorate. This was done to take more account of multilingualism in Canada's work in the Americas.

# CONCLUSION

The study by the Commissioner of Official Languages entitled **French on the Internet: Key to the Canadian Identity and the Knowledge Economy** identified and brought forward a number of important questions in regard to the crucial concerns surrounding French on the Internet. As this report shows, the Government has made several efforts to act on the 19 recommendations in this second study by the Commissioner. The Government is continuing to take this matter very seriously, as can be seen in the account provided here of the efforts undertaken, which can be measured by the nature and extent of the concrete results achieved under each of the three main approaches suggested by the Commissioner.

One can say now, with no hesitation, that Canada provides major support for the development and expansion of access to a critical mass of French-language content on the Internet, that it has taken measures to create conditions in which its language industry can structure itself strategically in order to meet the challenges posed by the increasing multilingualism of the Internet, and that its foreign policy helps to ensure that the international Francophonie is more firmly entrenched in the Information Society.

We should also emphasize that, in order to have a lasting, structuring effect in all these areas, the Government has put particular emphasis on the importance of its departments and agencies working in partnership with one another and with public institutions elsewhere in the country, non-profit organizations and the private sector. The government has also taken steps to ensure that all its activities surrounding French on the Internet will ultimately

benefit from the governance and accountability framework described in the Action Plan for Official Languages released in March 2003.

In a globalizing world, though, the place of French on the Internet requires continuous effort and the vigilance of all authorities.

A number of initiatives are therefore being studied or developed at the present time in certain crucial departments, often in partnership with civil society and the private sector, to ensure that French on the Internet remains a priority in the design and implementation of government policy and programs and actually does remain “key to the Canadian identity.”

The development of a strong, vibrant language industry in Canada is certainly one of the most promising approaches taken in this regard. Canadian experience and expertise in technolinguistics is a major asset in meeting the challenges of a multilingual Internet. In addition, this industry provides a unique opportunity to create solutions that reinforce our efforts to meet the requirements of bilingualism here in Canada.

We have made Canada one of the most connected countries on earth. Innovative Canadian IT solutions are exported around the world. Our vision and strategy for putting information technology at the service of the citizenry provides a model for others to follow.

Our ability to innovate will remain “*key to the knowledge economy*” and will ensure the maximum vitality of the French language and Francophone culture on the Internet.

# TABLE SUMMARIZING THE FOLLOW-UP TO THE RECOMMENDATIONS BY CENTRE OF RESPONSIBILITY

Department	Recommendation	Results Achieved
Industry Canada (IC)	<p><b>Recommendation 1</b> That IC create a Canadian Advisory Committee on Official Languages on the Internet, with a two-year mandate, to recommend to the Government of Canada effective measures to ensure the growth of the knowledge economy by promoting English and French on the Internet.</p>	<ul style="list-style-type: none"> <li>• The Canadian Advisory Committee for French on the Internet (CACFFI) will be formed and operational in 2004.</li> </ul>
IC	<p><b>Recommendation 13</b> That IC work in close cooperation with key players and federal departments with economic responsibilities to ensure that the Canadian language industries become a driving force of the knowledge economy.</p>	<ul style="list-style-type: none"> <li>• The language industry initiative has been undertaken at the Department of Industry.</li> <li>• The <i>Association de l'industrie de la langue</i>/Language Industry Association (ALLIA), a cross-Canada business network, has been created and is operating.</li> <li>• A new steering committee has been created with responsibility for implementing the Language Industry Initiative. This committee includes representatives of the public and private sectors and the universities.</li> <li>• A funding program has been established to help market and brand the Canadian language industry.</li> <li>• An initial effort to develop a technology roadmap of the language industry has been completed. A technology roadmap managed by the industry is currently in the final stages of development.</li> </ul>

Department	Recommendation	Results Achieved
Treasury Board Secretariat (TBS)	<p><b>Recommendation 2</b></p> <p>That TBS put in place a coherent, ongoing and integrated governance framework that includes permanent accountability and follow-up mechanisms in order to ensure compliance with the principle of linguistic duality on the Internet, in particular with respect to GOL.</p>	<ul style="list-style-type: none"> <li>• Implementation of a coherent governance framework for the official languages (an accountability and coordination framework) in accordance with the Action Plan for Official Languages.</li> <li>• Strengthened role for the CDMOL in this new framework that makes French on the Internet one of its four priorities.</li> <li>• Rationalization of the Government On-Line initiative (GOL) governance framework.</li> <li>• Development of new policy tools on the official languages addressing the question of Web sites and electronic communications.</li> </ul>
TBS ➔IC	<p><b>Recommendation 3</b></p> <p>That the ICCLI of TBS become the <i>Strategic Committee for French on the Internet</i>, with an expanded mandate to develop an integrated strategy.</p>	<p><i>Pursuant to the Action Plan for Official Languages, this recommendation is the responsibility of Industry Canada.</i></p> <ul style="list-style-type: none"> <li>• Strengthened coordination following the implementation of the action plan.</li> <li>• Creation of a CACFFI.</li> </ul>
TBS	<p><b>Recommendation 5</b></p> <p>That TBS ensure, as part of the implementation of GOL, that an equitable share of content is produced originally in French.</p>	<ul style="list-style-type: none"> <li>• Tools created to facilitate and encourage the production of French-language content for GOL.</li> <li>• Sharing of innovative practices and solutions to ensure that an equitable share of GOL content is produced in French.</li> <li>• Official languages policies, standards, guidelines and best practices are better integrated into the GOL, especially through greater sensitization of federal departments and agencies, the common look and feel standards for Internet Web sites, and the establishment of a monitoring program with citizens.</li> <li>• Review of the official languages policies to take the question of official languages into account on Web sites and in electronic communications.</li> </ul>

Department	Recommendation	Results Achieved
TBS	<p><b>Recommendation 7</b> That TBS commit the budgetary resources necessary to allow federal departments and agencies to meet the increasing need for translation in response to the publication of content in both official languages on the Internet.</p>	<ul style="list-style-type: none"> <li>• The Government's current budgetary process requires federal departments and agencies to cover all costs associated with the delivery of their programs, including translation costs.</li> </ul>
TBS	<p><b>Recommendation 8</b> That TBS take the appropriate steps to ensure that the content in both official languages on federal Internet sites is of high quality and to propose corrective measures to institutions as needed.</p>	<ul style="list-style-type: none"> <li>• The TBS has carried out a preliminary audit of the quality of the content in both official languages on federal Internet sites.</li> <li>• A tool has been created to enable federal departments and agencies to do their own evaluation of the linguistic quality of their sites.</li> </ul>
TBS	<p><b>Recommendation 11</b> That TBS require that all workstations in the federal government be ready to operate in both official languages by 2005.</p>	<ul style="list-style-type: none"> <li>• Bilingual, transliterable operating systems and computer toolkits developed and made available to public servants.</li> </ul>
TBS	<p><b>Recommendation 12</b> That TBS participate actively in and support the work of international organizations working to establish standards to enhance linguistic diversity on the Internet.</p>	<ul style="list-style-type: none"> <li>• The TBS has strengthened its involvement in international standardization organizations and is involved in particular in the Joint Technical Committee 1 (JTC1) National Committee of ISO's JTC1, Information Technology.</li> <li>• Canada has proposed that a standardized IT vocabulary be adopted and mechanisms developed to ensure that this vocabulary is used in all IT norms in ISO's IT subcommittee.</li> </ul>

Department	Recommendation	Results Achieved
Public Works and Government Services (PWGSC)	<p><b>Recommendation 6</b></p> <p>That PWGSC provide ongoing training to network and content managers of federal institution Web sites in order to increase their awareness of official languages issues and of the technolinguistic tools available to promote the production of content that respects the special character of Canada's two official languages.</p>	<ul style="list-style-type: none"> <li>• Ongoing training workshops will be provided for network and content managers of federal institution Web sites.</li> <li>• A component on the official languages was included in the credited training program on the creation of Web pages.</li> <li>• The contents of the training workshops will be made available on the Web sites of PWGSC's Knowledge Centre and Knowledge Exchange Service.</li> </ul>
PWGSC →TBS	<p><b>Recommendation 15</b></p> <p>That, by 2003, PWGSC specify in all calls for tenders issued by the Government of Canada that hardware, software, manuals and training must be provided in both of Canada's official languages.</p>	<p><i>This recommendation is the TBS's responsibility.</i></p> <ul style="list-style-type: none"> <li>• Support for the industry to develop and produce bilingual hardware, software, materials, and training.</li> </ul>
PWGSC	<p><b>Recommendation 16</b></p> <p>That, by 2003, PWGSC make available free-of-charge on the Internet a complete suite of technolinguistic tools, including writing and translating aids, terminology banks like Termium®, and specialized bilingual research modules in order to facilitate access to information in both official languages for all Canadians.</p>	<ul style="list-style-type: none"> <li>• The Translation Bureau's creation of a Language Toolbox on its Web site and in TERMIUM® for all federal public servants.</li> <li>• The Translation Bureau's establishment of a Technolinguistic Service.</li> <li>• Canadian Heritage's creation and launching of "Word Wizards—the Canadian Online Language Toolkit."</li> </ul>

Department	Recommendation	Results Achieved
Communication Canada (CC)	<p><b>Recommendation 10</b> That CC develop by 2003 a federal investment strategy aimed at fostering the development of private-sector and non-profit organizations working in the area of French-language content.</p>	<ul style="list-style-type: none"> <li>• Purchase of advertising space on the Internet to promote the Canada Web Site.</li> <li>• More inclusion of information portals in media advertising.</li> <li>• Implementation of a study on the impact of government advertising on the Internet to guide decision-makers in this area.</li> </ul>
Canadian Heritage (PCH)	<p><b>Recommendation 4</b> That PCH ensure that all assistance forthcoming from programs to fund the production of Canadian digital content include guidelines and criteria that take into account the principle of Canada's linguistic duality.</p>	<ul style="list-style-type: none"> <li>• The Canadian Culture Online (CCO) Program allocates about \$70 million a year to facilitate the development of digital cultural content and access to it; more than 80 percent of the Web sites to which the program provided funding have a French-language interface.</li> <li>• Addition of new components and strengthening of the CCO Program with specific criteria for increasing the quality and quantity of French-language content on the Internet.</li> <li>• Launch of the cultural gateway Culture.ca, available in both official languages.</li> </ul>
PCH	<p><b>Recommendation 9</b> That Canadian Heritage step up the pace of investment in order to encourage the digitization of Canadian cultural content in both official languages on the Internet.</p>	<ul style="list-style-type: none"> <li>• The budget allocated to the CCO Program has more than doubled, rising from \$100 million to \$208 million over three years, and more than 80 percent of the Web sites to which the program gave funding have an interface in French.</li> </ul>
Department of Foreign Affairs and International Trade (DFAIT)	<p><b>Recommendation 17</b> That DFAIT immediately take appropriate action to ensure that foreign embassies in Canada, non governmental organizations, and international organizations in which Canada is a full participant include information in both English and French on their Internet sites.</p>	<ul style="list-style-type: none"> <li>• A letter has been sent to all ambassadors and high commissioners posted to Canada encouraging and prompting them to make their respective Web sites available in both official languages.</li> </ul>



Department	Recommendation	Results Achieved
DFAIT	<p><b>Recommendation 19</b> That DFAIT take the steps necessary to further the creation by 2003 of an Interamerican Network to promote English, Spanish, French and Portuguese in an integrated America.</p>	<ul style="list-style-type: none"> <li>• The Translation Bureau’s Terminology and Standardization Directorate has taken steps to add Spanish and Portuguese data to TERMIUM®.</li> <li>• The Web sites of DFAIT missions are perfectly trilingual when addressed to people in a country with Spanish or Portuguese as the official language.</li> </ul>
Canadian International Development Agency (CIDA)	<p><b>Recommendation 18</b> That, in its programs, CIDA do more to encourage the use of the Internet by the developing countries of the Francophonie.</p>	<ul style="list-style-type: none"> <li>• The “Cyberspace for Francophone Africa” program was created.</li> <li>• The second phase of the African Virtual University has been completed and has made it possible to create a network of 10,000 holders of email accounts as well as establish a digital library with 1,000 journals and magazines.</li> <li>• The “FrancoNet-Canada” project is continuing.</li> <li>• A project to support IT education has started in Cameroon.</li> <li>• Ongoing support has been provided to the <i>Fonds francophone des inforoutes</i> to stimulate the development of French-language content and access to it.</li> </ul>
National Research Council of Canada (NRC)	<p><b>Recommendation 14</b> That NRC establish a Centre of Excellence to promote the development of technolinguistic tools by 2003.</p>	<ul style="list-style-type: none"> <li>• The Language Technology Research Centre was created under the aegis of the NRC and UQO. The Centre is now operational and its facilities are under construction.</li> <li>• The first step toward the development of a technology roadmap of the language industry has been completed. A technology roadmap piloted by the industry is in the final stage of development.</li> <li>• Technolinguistic tools have been developed by the NRC’s Institute for Information Technology.</li> <li>• The development of technolinguistic tools for online commercial transactions is being supported by the Institute for Information Technology–e-Business in Fredericton.</li> </ul>

# GLOSSARY

AILIA:	<i>Association de l'industrie des langues</i> /Language Industry Association
ARIM:	Applied Research in Interactive Media Program
AVU:	African Virtual University
CACFOI:	Canadian Advisory Committee for French on the Internet
CCO:	Canadian Culture Online
CDMOL:	Committee of Deputy Ministers on Official Languages
CIDA:	Canadian International Development Agency
CIOB:	Chief Information Officer Branch
DFAIT:	Department of Foreign Affairs and International Trade
FFI:	<i>Fonds francophone des inforoutes</i>
GOL/SII:	Government On-Line/Service Improvement Initiative
ICCLI:	Interdepartmental Consultative Committee on Language Industries
ICT:	Information and communications technology
IEC:	International Electrotechnical Commission
IIT:	Institute for Information Technology
IMPC:	Information Management and Policies Committee
ISO:	International Organization for Standardization
ISTDI:	<i>Institut supérieur des technologies et du design industriel</i>
NICT:	New information and communications technology
NRC:	National Research Council of Canada
NSS:	National Standards System
OLB:	Official Languages Branch
PWGSC:	Public Works and Government Services Canada
SACTIC:	Project to support the acquisition of skills in information and communications technology
SCC:	Standards Council of Canada
SCFI:	Strategic Committee for French on the Internet
TBS:	Treasury Board Secretariat
UQO:	<i>Université du Québec en Outaouais</i>
VISAF:	Cyberspace for Francophone Africa