



Workshop 3: Language revitalisation and economic transformation

Date: Friday, 5 October, 2018

Location: Pierhead Centre, Cardiff Bay

9.45 Welcome and introduction

10.00 **Session 1: Language and the economy: mapping the field**

François Grin, Faculty of Translation & Interpreting & Observatoire ÉLF, University of Geneva
Economic perspectives on “small” languages: principles, recent trends and new challenges

Michele Gazzola, School of Applied Social and Policy Sciences, the University of Ulster
Minority languages in an economic perspective

11.15 Break: tea/coffee

11.45 **Session 2: Economic change and regional and minority languages**

Mike Danson, School of Social Sciences, Herriot Watt University
Gaelic, Gaeilge and føyroyskt mál: minority languages as economic assets?

Ben Ó Ceallaigh, Celtic and Scottish Studies, University of Edinburgh
Tensions between language revitalisation and neoliberalism: lessons from Ireland 2008-18.

13.00 Lunch

14.00 **Session 3: ‘Known knowns and known unknowns’: language revitalisation strategies and economic issues**

Panel discussion with contributions from:

- Wynfford James, Sgema
- Iain Caimbeul, University of the Highlands and Islands
- Heledd Bebb, OB3 Research

3.15 Break: tea/coffee

3.30 **Session 4: Economic and linguistic regeneration**

Finbarr Bradley, Smurfit Business School, University College Dublin.
The Regenerative Economy: Language Weakness as Strength

4.30 Concluding remarks and close