



Workshop Briefing Report 3

Workshop theme: Language revitalisation and economic transformation

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Executive summary

- This paper reports on the deliberations of the third Revitalise project workshop held in Cardiff, 5 October 2018. The workshop was entitled 'Language Revitalisation and Economic Transformation'. Its aim was to investigate in detail the different dimensions of the relationship between language and economy in connection with minority language revitalisation. Key conclusions arising from the workshop are set out below.
- Whilst there is widespread consensus regarding the centrality of the language-economy link to language revitalisation efforts, the overall tendency is for discussion of the relationship between the two to be conducted in rather general terms. Instead, there is a need to differentiate more clearly between facets of the language-economy relationship (p. 4).
- Workshop discussions highlighted different dimensions of the language-economy relationship (pp. 4-6), namely how language variables can influence economic variables; how economic variables impact upon linguistic variables; and the indirect impact of economic factors on levels of language vitality. This briefing report recognises the inter-relationship between these dimensions, but strives to identify the key features of each one. The paper calls for further engagement with this categorisation of the distinct dimensions of the language-economy relationship in order to assess its usefulness, particularly whether it provides greater clarity for policy practitioners engaged in thinking about the relationship between the economy and minority languages.
- Presentations at the workshop also demonstrated how the tools of language economics can assist the analysis of language-related issues, including the potential to inform decisions regarding policy interventions (p. 6).
- Examination of the impact of language variables on economic variables focused specifically on the economic impact of minority languages (pp. 6-7). Research on Scotland has suggested that there is a Gaelic premium in employment and that there have been efforts to quantify the economic value of Gaelic to the Scottish economy. Discussion of the Welsh case suggested that there were continuing gaps in the evidence base with respect to the benefits of bilingual skills in the workplace, and especially the demand for bilingual skills in particular sectors. A robust evidence base is central to make the case of the benefits of bilingualism to businesses. Further research would therefore be beneficial to address these gaps.
- The most significant research gap identified, however, was the lack of a detailed understanding regarding how economic changes can impact positively or negatively on levels of linguistic vitality (pp. 7-10). The report discusses some of the key ways in which economic change and changes in employment can impact upon language vitality. Moreover, it highlights current policy trends that need to be considered further, such as: a lack of alignment between strategies to promote regional and minority languages and other governmental economic development policies; a lack of coordination between economic initiatives specifically conceived to promote a minority language; and the general approaches to economic development pursued by state and sub-state governments, ones that seem to be increasingly less responsive and sensitive to their impact on language revitalisation efforts. Consequently, there is a clear need for further research in this area. There is also a pressing need to identify methods to ensure better consideration of linguistic vitality as part of the process of formulating economic policies, including greater use of policy integration within the work of sub-state governments.
- The main tendency identified with regard to the indirect impact of economic changes on minority language revitalisation is the effect upon patterns of migration and the consequent impact of new



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patterns of employment for language vitality (pp. 10-11). Evidence discussed at the workshop pointed to the economic benefits of migration. However, policy initiatives to promote language revitalisation need to be more nuanced in order to take account of the impact of migration on policy processes that seek to strengthen the promotion of minority languages, without incurring the risk of heightening the discrimination facing migrants.



Language Revitalisation and Economic Transformation

1. Introduction

- 1.1 This paper reports on the **third Revitalise workshop, held at the Pierhead Building, Cardiff on 5 October 2018**. Revitalise is an interdisciplinary research network, funded by the Arts and Humanities Research Council (UK), that aims to examine the implications of some of the major social, economic and political changes witnessed across Western societies today for understanding how contemporary language revitalisation efforts should be designed and implemented. It brings together an international group of academic researchers, spanning the arts, humanities and social sciences, along with a number of prominent language policy practitioners. The network is led by Dr Huw Lewis (Aberystwyth University), Professor Wilson McLeod (Edinburgh University) and Dr Elin Royles (Aberystwyth University).
- 1.2 The third workshop was entitled '**Language Revitalisation and the Economy**'. Inevitably, economic transformations associated with globalisation underpin a number of socio-demographic trends that have a direct impact on language revitalisation efforts. Given the centrality of the language-economy link to promoting language revitalisation, this seminar focused specifically on the relationship between the two. Whilst recognising the significance placed on the language-economy link in both the academic and policy literatures on minority languages, the seminar sought to address the tendency for these issues to be discussed in relatively general terms. Instead, the seminar sought to differentiate more clearly between different facets of the language-economy relationship. Given the extent to which this relationship is impacted by the context of global change, developing a deeper understanding of how the economic variables can impact on linguistic variables as well as *vice versa* is potentially of significant practical benefit to the future development of language revitalisation initiatives. On this basis, the seminar sought to clarify an agenda of questions for broader discussion.
- 1.3 This report summarises key issues raised in workshop discussions, drawing on the eight presentations delivered during the day, along with the questions and comments made during discussions. Further material from the workshop, consisting of PowerPoint presentations and short audio clips where contributors discuss their presentations, can be found on the project's website: <https://revitalise.aber.ac.uk>. A copy of the workshop programme can be found at the end of the report.
- 1.4 This report is organised thematically and is structured according to the different dimensions of the language-economy relationship raised during the workshop. The sections that follow therefore centre on the following themes
 - Conceptualising different dimensions of the language-economy link
 - The impact of language variables on economic variables
 - The impact of economic variables on linguistic vitality
 - The indirect impact of economic transformations on minority language revitalisation

2. Conceptualising different dimensions of the language-economy link

- 2.1 Seminar presentations sought to differentiate between and provide greater clarification regarding the different dimensions to the language-economy relationship, in particular contributions by François Grin, Michele Gazzola, and Huw Lewis. We can point to three different dimensions to the language-economy link and to the role that language economics can play in language policy and planning.



2.2 Language > Economy / labour

The first dimension is associated with how language variables influence economic variables. As a consequence, this dimension links to broader research on major languages regarding the impact of linguistic attributes. In the context of minority languages, the focus can encompass issues such as the way in which language skills in a labour market can impact upon the income of individuals and their employment, or the way in which language skills can influence economic trends. Consequently, this dimension operates at both micro and macro levels. The micro relates to the impact of language skills on individual income and employment, with the macro associated with the impact of a society's language skills on general economic performance, such as levels of trade and levels of GDP. In practical terms, this can translate as the economic benefits of a bilingual workforce / a workforce able to work in a minority language, or the relative economic impact on companies of operating bilingually.

2.3 Economy > Language

A second dimension relates to how economic variables impact upon linguistic variables. From this perspective, the focus is on the direct impact of economic processes such as trade, new economic developments within an area, or regional economic planning strategies upon the vitality of minority language, in particular its numbers of speakers or levels of use. Such linguistic effects are often difficult to evaluate, and the main impacts on levels of linguistic vitality are likely to be most apparent at quite localised levels. It is important to note that the types of economic development under consideration are broad. They may include four types of developments:

- Category one is economic developments that are specifically associated with industries and activities that are directly related to a minority language and where the language may be a condition of employment. Examples of this category include cultural industries whose products are in a minority language and who operate in a minority language.
- Category two are developments where the focus of the business does not directly relate to the minority language itself. However, the economic activity can impact upon the vitality of a minority language, due to decisions regarding the language(s) through which the business operates and/or the language(s) in which they provide services. An example where a development may promote linguistic vitality within this category is a legal firm operates internally through the medium of the minority language and that provides services through the medium of that language.
- Category three relates to larger scale economic developments that have no direct association with a minority language, but that can have a direct impact on its vitality. In contrast to category i) the work is not directly related to a minority language, and in contrast to category ii) there is no specific language policy in place for the workplace and activity being undertaken that can influence linguistic vitality. Nevertheless, the linguistic impact may be either due to the impact of the development in providing employment in a particular geographical area (e.g. a linguistically significant area with a high density of language speakers), or in other types of locations as a consequence of employing a large workforce, where there is high or low representation of speakers of a minority language.
- A fourth category is the indirect impact of economic factors on levels of language vitality. Economic processes and developments identified may stimulate either single or multiple processes of social, economic and political change associated with globalisation that consequently impact upon regional and minority language vitality. The most evident factor in discussions to date is the indirect impact of economic variables upon linguistic vitality as a result of promoting and facilitating higher levels of mobility and (intranational or international, or outward) migration. This element is discussed in further detail in section 5



There are often strong interrelationships and overlaps between the dimensions outlined here in sections 2.2 and 2.3 and in how they consequently affect the vitality of minority languages. However, the distinction introduced above seeks to define in detail key dimensions of the relationship between language and economy. A key question therefore is how helpful is this differentiation? Is it beneficial to language policy and planning in practical and policy terms given its attempt to differentiate, refine and clarify key dimensions of the language-economy relationship? Further attention could be given to assessing its value and its potential in leading to greater differentiation between how policies are conceived and implemented as they affect the language-economy relationship.

2.4 Language economics

Finally, language economics encompasses the usage of tools, concepts and modelling techniques from the discipline of economics to analyse language-related issues. This is a growing area of research and includes aspects such as assessing the value associated with small languages that can be understood in both market and non-market terms. Consequently, such work can lead to defining social benefits in the context of a minority language; modelling to assess the relative contribution and effectiveness of different interventions for the long-term vitality of a minority language; and developing models of behaviour in order to better understand language choice and language use. As Grin and Gazzola discussed during their contributions, the strengths of such models are considered to be their ability to identify the combination of factors that can affect the proportion of minority-language speakers and long-term vitality of a language. This research can thus inform policy interventions, such as policies seeking to influence language behaviour within bilingual/multilingual families and evaluating the relative benefits, costs and effectiveness of language policy and planning interventions. Work in language economics differentiates between the use value and non-use value that individuals attach to particular languages in contexts where the value is not necessarily economically measurable. They differentiate between autocentric and ecocentric values, the value that individuals may hold towards a language in the present and in the future. Use value relates to how individuals attach a tangible present value to the language, for instance their ability to read a book or watch a film, and the value that they may attach to using the language in the future. Measurement of non-use value draws from environmental economics and is associated with individuals having an attachment to the language and viewing its value in terms of its contribution to identity or as a cultural inheritance. Alternatively, they may not use the language but consider its vitality to be important or attach a precaution value to the language in that they do not wish for it to be detrimentally impacted as it may become valuable in the future.

3. The impact of language variables on economic variables

- 3.1 In addition to discussion of language economics research that associates the value of bilingual skills with increasing knowledge, productivity and social capital, the seminar discussed research seeking to evaluate the economic impact of minority languages and barriers that affect our understanding of the current potential contribution of minority languages to economic vitality.
- 3.2 Iain Caimbeul referred to studies conducted in Scotland regarding the relationship between Gaelic and different areas of employment. Amongst these, one study highlighted a Gaelic premium in employment and income terms in the area of Inverness, even prior to the introduction of the Gaelic Language Act in 2005. Yet, one caveat regarding this research alluded to was the tendency in Scotland for some of the studies to have been conducted for a particular purpose, often to make the case for public funding, thus suggesting that the number of studies that are completely independent are limited. This observation may be of broader relevance.



- 3.3 Mike Danson presented research that provides a baseline in evaluating and evidencing the current and potential use of Gaelic as an asset to the economy and society of the Scottish Highlands and Islands, as well as Scotland as a whole.¹ The research entailed individual case studies and sectoral overviews of the media, publishing and the tourism sectors. In its assessment of the potential economic value of Gaelic to the Scottish economy, the research argues that Gaelic's potential value could be in the region of between £82 million and £149 million. This finding was based on the research conducted with key sectors of creative industries, tourism and the food and drinks sector and use of the 2011 Census data on Gaelic language skills as a proxy measure to estimate the weight and potential scale of the language's value.
- 3.4 According to Danson, the research argued that the value of a regional and minority language can be manifested in several different ways. In the tourism sector, there was evidence that in addition to Gaelic being a way of enhancing the distinctive appeal of Scotland, there was also demand for opportunities to learn and to speak the language. Furthermore, there was evidence that Gaelic was significant in promoting the international market of some products. In cases such as a whisky company where 70% of its product is exported, Gaelic is used on labelling and plays a role in promoting the business (for instance greetings etc. on the website, on letterheads and in e-mails). The company considers that Gaelic has contributed to around one-fifth of the turnover of the business as it has facilitated the creation of a niche market, enhancing the product's provenance and authenticity internationally.
- 3.5 The above points by Danson regarding the manner in which use of a minority language can assist in the international promotion of certain products were also discussed at a more general level as part of the presentation given by Finbarr Bradley. According to Bradley notions such as authenticity, rootedness and a sense of place are increasingly significant in the world of marketing. When seeking to promote products within a global economy companies increasingly seek to present themselves as possessing a distinct character or identity and as adhering to clear values. In this context, Bradley argued, drawing on examples from Scotland, Ireland and Wales, that there is scope to talk in much more positive terms about the potential economic value of companies using minority languages.
- 3.6 In Wales, references to the benefits of the Welsh language to businesses have featured in various language strategies. However, Heledd Bebb suggested that much groundwork was still needed to fully respond to the challenge set by a Welsh Government Task and Finish Group in its 2014 report.² Recommendations outlined by this group included developing a greater evidence base to persuade business of the benefits of operating bilingually. It was on this basis that the group recommended a strategy to promote the use of Welsh as a marketing tool and to promote the benefits that bilingualism can bring to business. Recent commissioned research conducted by Bebb, along with other colleagues, highlighted a range of continuing gaps, including:
- Awareness amongst young people in the FE sector of the general benefits of bilingual skills in the workplace in Wales. However, they had a lack of confidence in their own skills, and there were strong variations (particularly sectoral and geographical) in perceptions of the benefits of bilingual skills.
 - Young people of school age and in higher education wanted more robust evidence from a range of employers regarding the importance of bilingual skills for different work sectors in Wales

¹ Materials related to this project are available from: <http://www.hie.co.uk/community-support/support-for-gaelic-development/gaelic-research.html>

² Welsh Government (2014). *Task & Finish Group on Welsh Language and Economic Development* (no longer available online on the Welsh Government website).



- Despite the Welsh Language Measure 2011, a review highlighted that the number of jobs across the public sector that were classed as 'Welsh language skills essential' was very low – only covering 2% of all public sector jobs. This low percentage raised questions given that it was generally assumed that such requirements would be much higher in the public rather than the private sector.

Wynfford James also pointed to data gaps that could inform policy-making, including understanding of the existing levels of language skills in particular sectors and the demand for bilingual skills in different sectors.

4. The impact of economic variables on linguistic vitality

- 4.1 Whereas there is strong and extensive recognition of the importance of a viable economy to language revitalisation, there has been a lack of comprehensive and detailed research that seeks to understand how and when economic variables or processes impact either positively or negatively upon levels on linguistic vitality. Of particular significance is what is considered as a lack of detailed attention to the implications of changes in the economy and its structures and in patterns of employment for language vitality and language revitalisation efforts.
- 4.2 A clear starting point is identifying how changes in the economy and in employment can impact upon language vitality. Contributions to seminar discussions by Huw Lewis, Ben Ó Ceallaigh, and Wynfford James highlighted key facets including:
- It is common for discussions of language revitalisation to emphasise the need for the minority language to possess a measure of economic value, for example by being used in some contexts as a language of work. Changes within sectors such as agriculture, or previously (in Wales) industries such as coal-mining, impact upon the proportions that use a minority language as a language of work;
 - Similarly, changes in the economy, or in specific economic sectors, can impact upon social structures and influence both i) levels of civic engagement and the extent to which individuals have the capacity to be actively involved in activities that promote language revitalisation, and ii) the levels of social language use outside of employment (e.g. with friends, social networks etc.)
- 4.3 The contribution by Mike Danson also illustrated some of the ways in which structural economic changes can impact upon language vitality. He referred to examples where the economy was viewed as important to drive the development and promotion of the Gaelic language. As part of this, there was a growing belief amongst some enterprises and organisations that their use and normalisation of Gaelic within workplaces has the potential to positively contribute to its wider normalisation within education and society. At a micro level, this is well illustrated in an example of a whisky company, *Praban na Linne*. Gaelic is used in external communications with local companies or organisations; staff try to speak the language at work and see it as the core of their business in the area. The research also reported that the company believes that its usage of Gaelic has enhanced recognition and use of the language within their local area.
- 4.4 Contributors also highlighted some of the challenges that arise when thinking about the relationship between economic development and language revitalisation. Among these is the need to assess the degree to which the objectives and practices of general governmental strategies, particularly economic development and regional planning strategies, align with those that feature in strategies aiming to promote minority languages.



- 4.5 In the Welsh context, economic strategies are conceived as being central to long-term efforts to promote the Welsh language. Yet, despite this, according to Wynfford James, activists, language planners and other policy practitioners have neglected the inter-relationship. Consequently, there is often a lack of interconnection between governmental economic strategies and strategies to promote the Welsh language. One example cited was the work on recent city-region initiatives in Wales that have involved nearly no consideration of possible implications for the Welsh language, including in those cases where the region concerned encompasses or borders areas with a high concentration of Welsh-speakers. As a consequence, there are no references to the development of bilingual skills in the Swansea Bay City Deal and the Mid Wales Growth Deal. Greater attention could also be given to the extent to which consideration of Welsh is integrated into relevant sectoral strategies.
- 4.6 Overall, a key challenge therefore is to design economic policies and strategies that recognise and take into account their influence on the sustainability of the Welsh language. Whilst political will may support such developments, one of the main factors cited as impeding progress in this direction was the lack of understanding and sensitivity to linguistic matters at a managerial level within Welsh public bodies, leading to a need for greater awareness raising and training amongst this cohort of leaders in Wales. This point may also be of relevance in many other cases.
- 4.7 A second challenge is a lack of coordination between those economic development initiatives that have been specifically conceived to promote and support a minority language. For Wales, James recognised that a number of programmes and plans had been developed to specifically promote the Welsh language in the economic sphere (broadly described). He called for a clear action plan in order to address the lack of interconnection between such initiatives and to seek to integrate them with strategies in other policy areas that impinge on linguistic vitality.
- 4.8 Workshop contributors also stressed that location matters in terms of the impact of economic developments on linguistic vitality. Employment opportunities that are strongly associated with a minority language are not necessarily located in areas that are strongholds of the language, with a high density of speakers but where the language is in decline. Danson referred to how Gaelic creative industry jobs are understandably located in Glasgow due to the need to be close to the sector. This case presents an example where employment opportunities that require minority language skills are not necessarily located in areas that are strongholds of the language, where there is a high (albeit declining) density of speakers. As a result, such developments in a sector can potentially have negative effects on language promotion in 'core' areas.
- 4.9 A contrasting development referred to by James was the relocation of the S4C Welsh-medium television channel headquarters from Cardiff to Carmarthen. The strategic aim of this development was to promote linguistic vitality by increasing work opportunities through the medium of Welsh in the Carmarthen area and having broader effects within the locality with respect to language use and attitudes towards the language. Given the potential of developments of this type, he called for a detailed evaluation and assessments of the impact of relocation for linguistic vitality in the region. He also encouraged reconsideration of a Welsh Government Task and Finish Group recommendation of promoting the development of Bangor and Aberystwyth (towns also located in regions where we find a relatively high proportion of Welsh speakers) as centre points of city regions that emphasise the Welsh language as a critical asset to economic prosperity in the area.
- 4.6 A broader point that emerged during the workshop was the seeming tendency for economic development practices and models to be increasingly less sensitive to the situation of regional or minority languages. In Scotland, Highlands and Islands Enterprise (formerly the Highlands and Islands Development Board), the development agency for the north of Scotland, has a social



remit, which has resulted in some sensitivity towards how initiatives impacted on the Gaelic language. In Wales, the Development Board for Rural Wales also had a social remit but this was not the case for the Welsh Development Agency into which it was merged in 1998. Yet, recently the development of city region deals have been apparent across the UK and this has coincided with a trend in both Scotland and Wales to give less attention to rural areas. The suggestion, therefore, was that agglomeration economics tends to overcome other considerations, thus heightening the risk that minority languages become an afterthought in processes of developing proposals to achieve economic growth by means of clustering strategies focused on larger urban areas.

- 4.7 In his work on Ireland, Ben Ó Ceallaigh highlighted the implications of two trends in economic planning for language revitalisation. First, the main model of economic development adopted for the Gaeltacht in past decades to create employment was a combination of special grants and other incentives to attract foreign investors to an otherwise unattractive peripheral location. As a consequence, it created a strong tendency for employment opportunities to be most concentrated in jobs that are precarious, have low prestige and wages, thus lacking sustainability, particularly as many outside investors tended to have no long-term commitment to the area.
- 4.8 Second, Ó Ceallaigh discussed the multiple effects of austerity and a reduction in public funding on the Irish language. Whilst some argued that the extent to which the economic crisis has affected public services in Ireland as a whole made it difficult to fully evaluate the impact on the Irish language, Ó Ceallaigh suggested that the impact on the Irish language had been disproportionate. As a consequence, in a situation perceived as a neoliberal 'rollback' of the state, there had been a direct impact on the two most important language policies coinciding with the age of austerity: the 20-Year Irish language strategy for 2010-2030 and the Gaeltacht Act 2012. The former was viewed as being left unimplemented and ignored, and the government refused to engage with proposed amendments to the latter. The argument was that negative political attitudes towards the Irish language had capitalised on the economic situation and the consequences for public funding in order to reduce state involvement, most apparent in significant cuts to the capital budget for the Gaeltacht between 2008 and 2017, including for Údarás na Gaeltachta (the Gaeltacht development authority). Such trends were continuing with the proposed expenditure for 2018-2027 only being slightly greater than half the 2006-2018 spend. A combination of fairly precarious employment within the Gaeltacht owing to a high dependency upon Foreign Direct Investment jobs and the significant decline in government funding was posited as creating severe risks for the situation of the Irish language.
- 4.9 Finally, there was some discussion of the impact of Brexit on language revitalisation across the UK. As part of the far-reaching implications of Brexit, and reflecting the research on the impact of economic austerity in Ireland, the general view was that its principal economic impact would be a reduction in GDP growth, with a knock-on reduction in the amount of public funding available to support bilingual services and language revitalisation initiatives. In line with section 5 below, Brexit was also viewed as likely to impact on demographics in Wales by potentially reducing the level of international migration and increasing internal migration within the UK. It was posited that this may lead to mixed consequences for language planning. On the one hand, it may reduce the need to consider policy responses tailored to international migration. On the other, it may further increase the need to develop policies that respond to potentially higher levels of internal migration, as well as the need to tailor policies according to the density of speakers in those areas of Wales experiencing higher levels of migration.



5. The indirect impact of economic transformations on minority language revitalisation

- 5.1 Another area that forms part of the complex relationship between economic changes and minority language revitalisation is the impact of the economy on other forms of social transformation that subsequently impact on the vitality of regional and minority languages. The main trend highlighted during the seminar was the impact of economic changes upon patterns of migration and the consequent implications of employment patterns for language vitality. The suggestion was that a number of these challenges that affect language revitalisation had yet to be adequately addressed.
- 5.2 As discussed in the first Revitalise workshop³, migration to rural and remote areas plays an increasingly important role in labour markets as it contributes to the sustainability of public and private services, particularly in rural communities, and addresses the need to fill skills and labour shortages. Migration responds to depopulation trends in rural / peripheral areas and population decline that impact on the demographics within particular areas. Such areas may be viewed as strongholds of a minority language where there are particular concerns that the language is in decline. However, in cases discussed by Mike Danson, it wasn't clear that adequate opportunities were in place for migrants to learn minority languages, thus affecting the migrants and their potential effect on language revitalisation.
- 5.3 Mike Danson's work in the Faroe Islands pointed to some of the key challenges arising from the dual trends of migration to rural/peripheral areas and the feminisation of the workforce. Whereas the ability to speak Faroese is a requirement in public sector posts, the facilities for learning Faroese were limited. As a consequence, migrant women tended to work in low-skill posts in sectors such as food processing and their lack of ability to speak Faroese made them unable to secure more high earning jobs.
- 5.4 Similarly, for Ireland, the twenty-year strategy for the Irish language, 2010-2030, recognises the importance of economic activity for the language and advocates a series of initiatives to encourage entrepreneurship and economic activity among the Irish speaking community on a company, sectoral or local basis. However, the suggestion was that many of the identified sectors of the economy where Irish could be an asset corresponded to examples that have a high proportion of migrants in their workforce, resulting in a mismatch between the potential of the labour market to promote language revitalisation and the capacity to speak the language.
- 5.5 Mike Danson's work on Scotland highlighted a similar, indeed possibly more acute, situation with regard to policies to promote Gaelic having the potential unintended consequence of contributing to processes that discriminate against migrant workers. In-migrants to Scotland tended to be underemployed as a result of not utilising their professional skills and experience due to working in sectors of the economy that were most flexible, labour intensive and lacking in career prospects. Research identified that a lack of English skills and limited awareness of relevant agencies impeded progression opportunities and facilitated discrimination and exploitation, especially in large communities. A lack of time (often owing to employment conditions) means that individuals who may already have other language skills and thus may find it easier to learn additional languages don't have time to learn a language. This in-migration has the potential to add value to the Scottish economy in the Gaelic speaking areas and to reverse population decline. However, strategic approaches to increasing the resilience of communities by promoting the

³ See Workshop Briefing Report 1: Language Revitalisation, Mobility and the Transformation of Community. Available online at: <https://revitalise.aber.ac.uk/en/media/non-au/revitalise/Revitalise---Workshop-Briefing-Report-1---FINAL.pdf>



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Gaelic language, and without developing strategic ways of incorporating in-migrants into these initiatives, may have unintended consequences.

- 5.6 Overall, greater attention and recognition needs to be given to understanding and evaluating the indirect effects of economic developments on language revitalisation efforts, particularly those in relation to migration. Such evidence should also provide a basis to develop more nuanced language policy interventions in order to ensure that such processes align with, rather than being in conflict with trends in migration in order to strengthen the promotion of minority languages.



Workshop 3: Language revitalisation and economic transformation

Date: Friday, 5 October 2018

Location: Pierhead Centre, Cardiff Bay

9.45 Welcome and introduction, Huw Lewis, Aberystwyth University

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, Heriot-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