



**CLEAR
WRITING**
for **EUROPE**
Conference
5 December 2019,
Brussels, Belgium

PROGRAMME

Robert Schuman Room, Berlaymont

8:30-9:00 **Registration**

9:00-9:20 **Welcome and reflections on clear writing
in the European Commission 10 years
after the campaign was launched**

Rytis Martikonis

*Director-General for Translation,
European Commission*

Karl-Johan Lönnroth

*Former Director-General for Translation,
European Commission*

9:20-10:30 **PANEL DISCUSSION**

**Taking the frustration out of
administration — clear writing
in the public sector**

Moderated by Rosie ter Beek

*Editing unit, DG Translation,
European Commission*

PANELLISTS:

- **Katrin Hallik**
Selge Sõnum, Estonia
- **Barbara Altomonte**
Presidency of Council Matters, Italy
- **Johan Van Hoorde**
Taalunie, Netherlands
- **Dirk Caluwé** *Heerlijk Helder, Belgium*
- **Thomas François** *Université catholique
de Louvain, Belgium*

10:30-10:50 **Coffee break**

10:50-12:30 **PANEL DISCUSSION**

Clear writing — measuring impact and success

Moderated by Anne-Mette Jensen-Foreman

*Joint Research Centre's Clear Writers' network,
European Commission*

Opening by **Margrethe Kvarenes**

President of the Plain Language Association International (PLAIN)

PANELLISTS:

- **Maciej Ogrodniczuk**
Jasnopis, Poland
- **Benedikt Lutz**
Donau-Universität Krems, Austria
- **Jurgita Jaroslaviene**
Institute of the Lithuanian Language, Lithuania
- **Sandra Fisher-Martins**
Claro, Portugal

12:30-14:00 **Buffet lunch**

14:00-15:30 **PANEL DISCUSSION**

Communicating legislation and making it more accessible to a broad public

Moderated by Cathy Waibel

Head of Editing, DG Translation, European Parliament

Opening by **Ülle Madise**

Chancellor of Justice, Estonia

PANELLISTS:

- **Daina Vaivare**
Legal Acts' Editorial Department at the State Chancellery, Latvia
- **Louise Wassdahl**
Riksdag (Parliament), Sweden
- **Giles Goodall**
Directorate-General for Justice and Consumers, European Commission

15:30-15:45 Coffee break

15:45-16:15 **Celebrating clear writing as part of our working culture**

Ilze Juhansone

Interim Secretary-General of the European Commission

Rytis Martikonis

Director-General for Translation, European Commission

16:15-17:15 **Clear Writing Awards ceremony**

Presentation of 2019 Clear Writing Awards

Ilze Juhansone

Interim Secretary-General of the European Commission

Rytis Martikonis

Director-General for Translation, European Commission

17:15-17:25 **Presentation of Noble Prize**

- **David Baker**
Head of Editing Unit, DGT
- **Jackie Morin**
Head of French language department
- **Levke King-Elsner**
Head of German translation unit

17:25-17:30 **Claire's Weather Girls**

Musical finale

17:30-18:30 **Reception**



SPEAKER BIOGRAPHIES



Karl-Johan Lönnroth

Director-General Emeritus, European Commission

Karl-Johan (Juhani) Lönnroth has a Master's Degree in Political Sciences (University of Helsinki), and a Master of Arts Degree (University of Wisconsin USA). He also graduated with a Diploma from the Ecole Nationale d'Administration (E.N.A.) in France. He passed the examination for the Diplomatic Service in Finland, and undertook further studies in Germany, France and the USA. He is also a qualified translator.

Karl-Johan has a long experience of international cooperation involving the Nordic countries, OECD, the United Nations, ILO, and the European Union. Beginning his career as a researcher and civil servant, he began his international career at the Secretariat of the Nordic Council of Ministers in 1973. After 1977, he was involved in the developing Finnish Government administration and cross-sectoral cooperation in the fields of labour, employment, migration, education and social policies. He worked in the Finnish Ministry of Labour until 1991, and then went on to become Director for Employment at the International Labour Office in Geneva. In 1996, he joined the European Commission as Director in the Directorate General for Employment and Social Affairs, where in 2000 he became Deputy Director General. He became the Director General of the Directorate General for Translation in 2004. He retired from the European Commission in May 2010.

He is proficient in Finnish, Swedish, English, German, French, Norwegian, Danish, and has some command of other languages. Karl-Johan Lönnroth is married, has two children and four grandchildren. His hobbies include literature, music, hiking and gardening. He is a member of several associations and is active in community work.



Rosie ter Beek

Editing unit, DG Translation, European Commission

Rosie ter Beek has worked in the European Commission for 15 years. She joined as a translator into English but for the last 4 years has been a language editor and clear writing trainer. Rosie read French and Scandinavian Studies at Hull University (UK), and holds an MA in translating and interpreting from the University of Bath (UK). A plain language enthusiast, she is a regular contributor to many of the Commission's clear writing initiatives.



Katrin Hallik

Senior Language Planner, Selge Sõnum, Estonia

Katrin Hallik works as a Senior Language Planner at the Institute of the Estonian Language. She initiated the process of promoting clear language in Estonia by seeking cooperation between different institutions, holding clear language training sessions, organising seminars and conferences, writing articles and presenting in the media. She has also launched a clear language award for both public bodies and private enterprises in Estonia.

Her goal is to raise awareness of the concept of clear language, promote a clear language strategy for Estonia and provide clear communication tools for Estonian public institutions. Katrin is a trained interpreter and translator and worked as a national expert for the European Commission in Luxembourg in 2012-2013. She also provides linguistic and terminological assistance to the translators and interpreters working with the Estonian language in the EU institutions. Katrin was a partner in the IC Clear project of the European Commission. She is a member of PLAIN and the International Plain Language Federation.



Johan Van Hoorde

Senior Policy Advisor, Taalunie, Netherlands

Johan Van Hoorde (Ghent, 1956) is a Senior Policy Advisor at the Nederlandse Taalunie (Union for the Dutch Language) in the Hague, the intergovernmental institution established in 1980 by Treaty by the Netherlands and Belgium as the instrument for a common policy on Dutch language and literature. Before 1991, he was an associate lecturer in Business Communication (in Dutch) at the University of Antwerp. He studied Germanic Languages at the University of Ghent (1974-78). Since 2018, he is President of the European Federation of National Institutions for Language, the collaborative platform of

language planning institutions and academies of various countries in Europe (www.efnil.org). One of the projects of EFNIL, ELIPS, deals with the use of our language in the public sector.

Ensuring a correct and effective use of Dutch in public administration is a domain of competence mentioned in the treaty. The Taalunie encourages the public sector of both countries to use plain language and to share models and practices. To this aim, it has established a network for plain language in the public sector. The Taalunie is a partner in the ongoing national campaigns, i.e. Direct Duidelijk in the Netherlands and Heerlijk Helder in Flanders.



Dirk Caluwé

Project Leader, Heerlijk Helder, Belgium

Dirk Caluwé is a language consultant and Head of the Language Advice Team at the Flemish governmental administration in Belgium. His team advises Flemish citizens who seek support on Dutch spelling, grammar, word use and text conventions. It also provides linguistic advice and editing services to Flemish civil servants and governmental organisations for the legal texts and forms of the Flemish Government.

He is the Project Leader of Heerlijk Helder, the Flemish campaign for the promotion of plain language in governmental organisations (heerlijkhelderetaal.be). He is also involved in the activities of the Dutch Language Union, the international regulatory institution that governs issues regarding the Dutch language. He is a member of the institution's Language Advice Commission and Spelling Commission. He has a Master's degree in linguistics from KU Leuven. At the beginning of his career, he was a teacher in applied linguistics in translation training programmes in Ghent and Antwerp.



Thomas François

Assistant Professor, Université catholique de Louvain, Belgium

Thomas François is an Assistant Professor in applied linguistics at UCLouvain (<http://cental.ftr.ucl.ac.be/team/tfrancois/>). His research focuses on readability, text simplification, automatic complex word identification, and efficient communication in professional contexts. He completed his PhD at the Centre for Natural Language Processing (CENTAL, UCLouvain) and received an award for the best PhD Thesis by the ATALA in 2012. He spent a year on a research stay at IRCS (University of Pennsylvania) as a B.A.E.F. and Fulbright Fellow.

He then returned to UCLouvain and benefited from several post-doctoral research scholarships at CENTAL (founded by the FNRS and several regional projects such as iMediate and SPORTIC), before becoming a member of the UCLouvain academic staff. He has led projects such as CEFRLex (<http://cental.uclouvain.be/cefrlex/>), a CEFR-graded lexicon for foreign language learning and AMesure (<http://cental.uclouvain.be/amesure/>), a platform to support simple writing. He also organized the CL4LC workshop, and has been invited to review for several NLP conferences (ACL, Coling, NAACL), journals (Computational Linguistics, ELRA), and book series (Synthesis Lectures on Human Technologies).



Margrethe Kvarenes

President of the Plain Language Association International (PLAIN)

Margrethe is Head of Unit at the Language Council of Norway, which is the Norwegian Government's consultative body on language issues. She is in charge of implementing the official Norwegian language policy in the education system and the public sector and has played a major part in establishing plain language in Norway's civil service – a ten-year initiative which has set a new standard for public communication in Norway.

Margrethe is an experienced plain language advocate, lecturer and author and currently President of Plain Language Association International (PLAIN), a non-profit organization for plain language professionals promoting clear communication in all languages. Her academic background includes technical translation, public law and a Master in Business Administration, specialising in organizational psychology and change management.



Sandra Fisher-Martins

Founder and Special Adviser, Claro, Portugal

Sandra is a plain-language activist and entrepreneur. She founded Claro in 2007 to work with Portuguese businesses and government agencies to simplify their communication and help people make better-informed decisions about their health, well-being, finances and education. Since then, Sandra has led transformative initiatives in banks, insurers, telecoms, utilities, and the public sector, to the benefit of millions of people.

An active plain-language advocate, Sandra has been invited to present to high-profile audiences around the world, including at the European Commission, the Swedish Ministry of Justice, the German Ministry of Justice, and the University of Barcelona. Her acclaimed TEDx Talk, The Right to Understand, featured on the TED homepage and sparked a nationwide conversation that ultimately led to several governmental plain-language initiatives.

Sandra was the Portuguese representative for Clarity, an international association that promotes plain legal language. She was on the board of PLAIN – Plain Language Association International and a member of the International Plain Language Working Group, a committee set up to define standards for plain language. She was also a member of the management team of IC Clear, an EU-funded initiative to develop a post-graduate course in clear communication. Prior to launching Claro, Sandra worked as a solution-focused psychotherapist for the British National Health Service and Lisbon's Santa Casa da Misericórdia. She holds a degree in Psychology from the University of Lisbon and an MBA from the University of Oxford, which she attended with a Skoll Scholarship for Social Entrepreneurship.



Jurgita Jaroslavienė

Head of the Research Centre of the Standard Language and Senior Researcher at the Institute of the Lithuanian Language, Lithuania

Dr Jurgita Jaroslavienė graduated from Vilnius University (Department of Baltic Studies, Faculty of Philology) where she completed her PhD thesis in 2010. She is also a graduate in piano from Vilnius Balys Dvarionas Music School. Jurgita has worked at the Institute of the Lithuanian Language since 2011. She became Head of the Research Centre on the Standard Language in 2016. She is also the Deputy

Editor-in-chief of the scientific journal *Bendrinė kalba* (the Standard Language), Chair of the Academic Ethics Commission, member of the Scientific Council and leads the Content Creation Team in the ICT solutions project, 'The development of the Lithuanian language resources system (e-language)'. She organizes academic and other events, manages one of the long-term institutional research and experimental (social, cultural) development (R&D) programme, and manages and participates in various academic and awareness-raising projects. Jurgita is the author or co-author of 4 books and more than 15 academic publications. She has attended and presented reports in 70 academic conferences and other national and international events in various countries. Jurgita has previously worked as a Senior Consultant at the State Commission of the Lithuanian Language, as an administrator at a law firm, and as a Senior Editor/Quality Coordinator at translation agencies specialising in translation and localisation, natural language processing and software development. Her professional interests include comparative experimental phonetics and phonology, dialectology, geolinguistics, language variation and diversity, developing digital linguistic resources and language technologies.



Benedikt Lutz

Course Director, Donau-Universität Krems, Austria

Benedikt Lutz studied applied linguistics in Vienna and wrote his PhD thesis on the comprehensibility of radio news. He then moved from academia to the software industry and worked for over 20 years for an international software development division at Siemens (technical communication, software engineering methodology, quality management, usability engineering, and training). He has now returned to academia, currently working as a Course Director at the Danube University Krems, an Austrian university for further education, with

Master's courses on quality management, knowledge management, text comprehensibility, scientific writing and more. He is also a lecturer at the University of Vienna, Universities for Applied Sciences, and the Austrian Federal Academy of Public Administration with text comprehensibility, knowledge management and legal language topics. In his habilitation thesis (2015), he developed a model for comprehensible technical / professional communication, in which different approaches from diverse disciplines are brought together (mainly applied linguistics, cognitive science, usability engineering, and information design). This model claims to be scientifically sound as well as comprehensible and applicable for practitioners. A short overview of this model and its application will be given in the presentation. Benedikt Lutz's specific topics of interest include technical communication, quality management, knowledge management, requirements engineering, and transdisciplinary approaches and methodologies applied to legal language. Details on research and publications: <https://www.donau-uni.ac.at/en/benedikt.lutz>. Some presentations and publications on-line: https://www.researchgate.net/profile/Benedikt_Lutz



Ülle Madise

The Chancellor of Justice of Estonia

The Estonian Parliament (Riigikogu) appointed Prof Dr Ülle Madise as the Chancellor of Justice of Estonia for a seven-year mandate in 2015. Her duties include carrying out a constitutional review of Estonia's state and local legislature and protecting people's fundamental rights and freedoms. Prior to this, Professor Madise was the Legal Counsel to the President of the Republic of Estonia, an Audit Director at the National Audit Office and a professor in public law at the Tallinn University of Technology.

Earlier in her professional career, Professor Madise was responsible for the national public law reform at the Ministry of Justice and as chief-of-staff of parliamentary committee headed the legal task force of the plebiscite for the constitutional amendment of Estonia's accession to the European Union in 2004. Chancellor Madise has been a member of supervisory board of several foundations that have influenced the development of Estonian society: the Estonian Cooperation Assembly, the Council of Ethics of Public Officials, the Board of Governors of the Estonian Academy of Arts, and more. Currently, she is a member of the Board of the International Ombudsman Institute (IOI) and a member of the European Commission against Racism and Intolerance (ECRI). Professor Madise has contributed and co-authored a number of Estonian and international scientific publications, primarily in the field of constitutional law, public administration, governance and elections. She has a Master's degree in Law from the University of Tartu (2001) and a PhD in Public Administration from the Tallinn University of Technology (2007).



Maciej Ogrodniczuk

Co-founder, Jasnopis, Poland

Maciej Ogrodniczuk graduated from the Faculty of Mathematics, Information Technology and Mechanics at the University of Warsaw and received his PhD in linguistics, and his habilitation qualification in information and communication technology. He is currently leading the Linguistic Engineering Group at the Institute of Computer Science in the Polish Academy of Sciences, and is involved in many national and international projects related to natural language processing.

His research interests include the semantic description of the Polish language, in particular automated analysis of reference relations. Together with Prof. Włodzimierz Gruszczyński, he was involved in development of Jasnopis, an application which computes readability of a given text with a developed formula and suggests how to make the text easier to understand.



Barbara Altomonte

Chief Coordinator, Protocol Unit, Presidency of Council of Ministers, Italy

Barbara Altomonte has just been appointed Chief Coordinator of the Unit for the Protocol abroad at the Presidency of the Council of Ministers (PCM). She is an expert in communication, public management and journalism. She began working in the public sector in 1990 as a philosophy and history teacher. She then worked as a civil servant for the Communication Unit of the Ministry for Labour and Social Affairs and the PCM. For the last 12 years, she has been Chief Coordinator of Communication for

the Government Communication Unit, at the Civil Protection Department, the Regional Affairs Department, and the European Affairs Department.

She specialises in the philosophy of language, and for over ten years she has been a member of the Coordination Committee of the REI – Rete per l'italiano istituzionale – promoted by the DG Translation of the European Commission. She has contributed to the “Manifesto for a quality institutional Italian language”. Her latest project is a multilingual website of the EU Department, including the EuroParole initiative (giving possible Italian translations and explanations of mainly English terms and expressions of EuroSpeak, which are often misunderstood or distorted in Italy, both in everyday language and by the media). Her latest publication is *A scuola di cittadinanza europea* (contribution for *Diventare cittadini europei. Idee, strumenti, risorse per un'educazione consapevole all'Europa*) Loescher editore, 2017.



Daina Vaivare

Head of the Legal Acts' Editorial Department at the State Chancellery, Latvia

Daina Vaivare is the Head of the Legal Acts' Editorial Department of the State Chancellery of the Republic of Latvia. She holds a Master's Degree in Public Administration, a Master's Degree in Philology, and a Bachelor's Degree in Law. Ms. Vaivare's professional duties entail evaluating draft legislation by the Latvian Government to ensure they comply with the norms of Latvian literary language, as well as ensuring the clarity, simplicity and comprehensibility of legal language.

Her professional interests include promoting uniform practices for the applying language standards, editorial accuracy, stylistic unity, conformity with the requirements of legal technique and the use of uniform terminology in legislation. She is also a lecturer at the School of Public Administration of Latvia. Her lectures to the civil servants focus on the fundamental principles for legal drafting, emphasising the role of clear language use. She is also a member of the Latvian Language Expert Commission of the Latvian Language Centre. Ms. Vaivare is a co-author of the *Encyclopaedic Dictionary of Latvia* (sections on law and legal terminology). She was awarded the Letter of Recognition of the Cabinet of Ministers of the Republic of Latvia for Dedicated Work and Accomplishments in Public Administration (2008), and the Letter of Gratitude from the Prime Minister of the Republic of Latvia for her Outstanding Contribution to the Introduction of the Euro in Latvia (2014).



Louise Wassdahl

Clear Language Adviser in the Riksdag (Parliament), Sweden

Louise Wassdahl has just started a new position as the Swedish Parliament's Language Usage Expert where she is responsible for promoting and for developing language work more strategically. She also supports other language experts in Parliament, providing answers to language questions of a more fundamental nature. She previously worked for the Prime Minister's Office in the Government Offices of Sweden, where in close cooperation with in-house lawyers, she was responsible for revising the language in laws and the other documents included in the legislative process.

Louise has a Bachelor's Degree in Swedish from the Swedish Language Consultancy Programme (Stockholm University, 1991), and for most of her professional life, she has been self-employed as a specialist in writing and communication. She has held assignments in both the private and public sectors and has primarily worked writing, redrafting and revising texts. She has also prepared writing guidelines, held training courses and supervised writers. She has interviewed lawyers, economists and other experts and has subsequently produced and provided structured content with headings for extensive websites. She has a deep-rooted belief in language as a tool for change and improvement, for increasing trust in public authorities and bringing people closer together. She is particularly interested in the educational, communicative and visionary aspects of language work.



Giles Goodall

Head of Communication unit, Directorate-General for Justice and Consumers, European Commission

Giles Goodall is Head of Unit for Communication and Strategic Planning in DG JUST, responsible both for communication and legal coordination at the European Commission's Justice and Consumers DG. His unit was responsible for implementing a clear writing pilot project across the department, which has since inspired other Commission departments to implement their own programmes.

A political scientist by background, Giles has long worked in press and communications roles at EU level, including in the Commission's employment and economic affairs departments, as well as the European Parliament. He has also previously worked as a journalist and editor, and has twice been a candidate in the European elections.



Cathy Waibel

Head of Editing, DG Translation, European Parliament

Cathy Waibel, Head of the Clear Language and Editing Unit at the European Parliament, is a former translator, editor and advisor to the Director-General for Translation of the European Parliament. She holds Master's degrees in Translation and European Legal Studies. Her 17 years of experience as a translator at the European Court of Human Rights, the Council of Europe, the European Commission and the European Parliament have provided her with a thorough knowledge of multilingualism in the European institutions.

She now leads a team of native-speaking editors who diplomatically polish the European Parliament's texts in English and in French.



Anne-Mette Jensen-Foreman

Joint Research Centre's Clear Writers' network,
European Commission

Anne-Mette Jensen-Foreman has worked for the European Commission for the past 15 years. She leads the Joint Research Centre's Clear Writers' Network, which has been put in place to make key scientific findings understandable to non-scientists such as policymakers, journalists, citizens and stakeholders. A scientist by training, she earned her degree in Food Chemistry in her native Denmark, at the Royal Veterinary and Agricultural University, Copenhagen.

When she first joined the European Commission in 2004, she was involved in feed additives authorisation. She later became group leader for a team of 30 scientists developing analytical methods for food safety and quality. From 2011-2017, she formed part of the JRC's International team, coordinating relations with the United States and China. Prior to joining the Commission, Anne-Mette Jensen-Foreman held various scientific and managerial posts in the agri-food industry and worked as a lobbyist.



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