



European
Commission



Clear writing for Europe 2021



13-14 October 2021, Brussels, Belgium

PROGRAMME
SPEAKER BIOGRAPHIES

Translation





Foreword

By Rytis Martikonis, Director-General for Translation,
European Commission



Welcome to the Clear Writing for Europe conference 2021. We are pleased to host this event to showcase all that the EU institutions have achieved and continue to work for, and to draw in the expertise of practitioners from all of our Member States.

The translation services of the EU institutions have always dealt with the written word, and helped put the EU's policy of multilingualism into practice. But multilingual communication alone is not enough: our messaging in each language must also be clear. Our institutions must use language that citizens as well as stakeholders can relate to and that brings the EU's policy objectives closer to home.

We are all well aware of the importance of written communication that is clear, accessible and inclusive. Building on the first Clear Writing for Europe conference in 2019, this conference brings us here together to celebrate clear writing for our citizens and to strengthen our networks that will help us work towards this common goal in the years to come.

We have a lot to share and we hope that the networks we create and the expertise we pool in this event will help us all make clear and multilingual communication across the EU a reality.

A handwritten signature in black ink, consisting of stylized initials 'RM' followed by a long horizontal line that tapers to the right.

PROGRAMME

Day 1

13 October 2021

9:00-9:05 **Opening and welcome by Master of Ceremonies, [Nika Truhačev](#), Clear writing campaign coordinator, Directorate-General for Translation, European Commission**

9:05-9:15 **Welcome address**

[Nicola Beer](#), Vice-President responsible for multilingualism, European Parliament

9:15-10:15 **PANEL DISCUSSION**

How to reach your citizens through clear communication

Moderated by [Anna Holmén](#)

Information and Communication Officer - Coordinator for Internal Communication, Directorate General for Translation, European Commission:

- **[Cathy Waibel](#)**
Director, Citizens' Language Directorate, European Parliament
- **[Rosie ter Beek](#)**
Acting Head of Unit, Editing Unit and Clear Writing Campaign, Directorate-General for Translation, European Commission
- **[Camille Rozier](#)**
Cheffe de projet à la Direction interministérielle de la Transformation publique, Ministère de la Transformation et de la Fonction publiques, France
- **[Nataša Pirih Svetina](#) and [Monika Kavalir](#)**
University of Ljubljana, Faculty of Arts, Department of Slovene Studies

PROGRAMME

Day 1

13 October 2021

10:15-10:45 **Clear writing for all**

Inclusive language

- **András Egyedi**
Head of Hungarian Translation Unit, Joint Services of the European Economic and Social Committee and the Committee of the Regions (How to draft texts that address inclusive language and clear writing)
- **Paola Pepe**
Communication and Policy officer, "Accessibility, Multilingualism and Safer Internet" unit, Directorate-General for Communications Networks, Content and Technology, European Commission (The life-changing magic of accessibility)

10:45-11:00 **Break (Eurish video)**

11:00-11:50 **PANEL DISCUSSION**

Understanding your rights

Moderated by Eleanor Pitt

Translator, Translation Centre for the Bodies of the European Union

- **Vera Gergely** *Plain language expert, Hungary, and*
Florence Cols *Legal design expert, Belgium*
(Do you understand your rights? A European project for plain language in criminal justice)
- **Patrick McCarthy**
Data and Knowledge for Policy, Business and People Unit, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission (Your Europe - Information, help and advice on EU rights for EU nationals and businesses)
- **Helena Haapio**
Associate Professor of Business Law, Contract Strategist, University of Vaasa, and Lexpert Ltd, Finland (When drafting met design... making legal documents functional and user-friendly by design)

11:50-12:00 **Break**

PROGRAMME

Day 1

13 October 2021

12:00-12:40 **Best practice presentations**

- **William Aitchison**
Editor, Editing Unit and Clear Writing Campaign, Directorate-General for Translation, European Commission (Claire's clear writing tips)
- **Dr Sibylle Hallik**
Head of the GfdS Editorial Team, German Bundestag Clear Writing at the German Bundestag: Challenges and Opportunities
- **Juta Preisa** and **Denis Smyth**
Linguistic Administrators, Translation Service, General Secretariat of the Council of the European Union (Anyone can be a Wordsmith!)

12:40-12:50 **Closing address by Johannes Hahn**

European Commissioner for Budget and Administration

12:50-13:00 **End of day 1 + announcement of afternoon workshops**

Day 1

Afternoon workshops
+ networking via Zoom
(optional)

14:00-15:00 **Networking**

15:00-15:40 **Linguists let loose – the video box set**

Catherine Dobson and **Charlotte Stubbings**
English linguists, European Union Intellectual Property Office

15:45-17:00 **A case study - designing and delivering a synchronous online course to sensitize multilingual staff members of an international organization to the principles and practice of writing in plain English.**

Sarah Jordan
English language teacher, United Nations

PROGRAMME

Day 2

14 October 2021

9:00-9:05 **Welcome by Master of Ceremonies, [Nika Truhačev](#), Clear writing campaign coordinator, Directorate-General for Translation, European Commission**

9:05-9:15 **Keynote**

[Emily O'Reilly](#)
European Ombudsman

9:15-10:15 **PANEL DISCUSSION**

The importance of testing communications for your audience

Moderated by [Conrad Toft](#)

Head of Unit, English & Irish Translation Unit, Joint Services of the European Economic and Social Committee and the Committee of the Regions

- **[Romina Marazzato Sparano](#)**
PLAIN board member, ISA
(Best practices in health communication: textuality and adequacy strategies for plain and bias-free language)
- **[Lodewijk van Noort](#)**
PLAIN communication advisor, Municipality of The Hague – The Netherlands
(The importance of testing all your communications)
- **[Laura Salovaara](#)**
Communications Specialist, Finnish Tax Administration
(Better guidance by using continuous taxpayer feedback)

10:15-10:30 **Break**

PROGRAMME

Day 2

14 October 2021

10:30-11:00 **KEYNOTE:**

Update your writing with science-based guidelines

Cheryl Stephens

Plain Language Editor and Trainer, Canada

11:00-11:45 **PANEL DISCUSSION**

Communicating science in plain language

Moderated by David Lodder

Information and Communication Officer, Communication Unit, Directorate-General for Research and Innovation, European Commission

- **Cristina Nobre Soares**
Science Communication consultant, Portugal (Why should we communicate science in plain language?)
- **Anne-Mette Jensen-Foreman**
Deputy Head of Unit, Communication, Joint Research Centre, European Commission
- **Velina Pendolovska**
Deputy Head of Unit, Health Security Unit, Directorate-General for Health and Food Safety, European Commission

11:45-11:55 **Break**

11:55-12:45 **Closing panel with Directors-General of organising bodies**

Moderated by Rosie ter Beek

Acting Head of Unit, Editing Unit and Clear Writing Campaign, Directorate-General for Translation, European Commission

- **Rytis Martikonis**
Director-General for Translation, European Commission
- **Valter Mavrič**
Director-General for Translation, European Parliament

PROGRAMME

Day 2

14 October 2021

- **Máire Killoran**
Deputy Director-General, General Secretariat of the Council of the European Union
- **Ineta Strautina**
Director for Translation at the Joint services of the European Economic and Social Committee and Committee of the Regions
- **Benoît Vitale**
Acting Director of the Translation Centre for the Bodies of the European Union

12:45-12:55 **Closing remarks Dubravka Šuica**
Vice President of European Commission for Democracy and Demography

12:55-13:00 **End of the conference + announcement of afternoon workshops**

14:00-15:00 **Networking**

15:00-16:00 **Design patterns for clarity – a hands-on legal design workshop**

- **Arianna Rossi** and **Marietjie Botes**
Interdisciplinary Centre for Security, Reliability and Trust, University of Luxembourg
- **Rossana Ducato**
Lecturer in IT Law and Regulation, University of Aberdeen, Scotland and research fellow at the Université Catholique de Louvain, Belgium
- **Helena Haapio**
Associate Professor of Business Law, Contract Strategist, University of Vaasa, Finland

16:00-17:00 **Informing children about important things – turning complicated text into illustrations**

Charlotta Carlberg Eriksson, **Marie Mattson** and **Karin Hansson**
Plain language experts, Sweden

Day 2

Afternoon workshops
+ networking
via Zoom
(optional)



Clear writing for Europe 2021



13-14 October 2021, Brussels, Belgium

SPEAKER BIOGRAPHIES

- ▶ [Nicole Beer](#)
- ▶ [Marietjie Botes](#)
- ▶ [Charlotta Carlberg Eriksson](#)
- ▶ [Florence Cols](#)
- ▶ [Catherine Dobson](#)
- ▶ [Rossana Ducato](#)
- ▶ [András Egyedi](#)
- ▶ [Vera Gergely](#)
- ▶ [Helena Haapio](#)
- ▶ [Commissioner Johannes Hahn](#)
- ▶ [Dr Sibylle Hallik](#)
- ▶ [Karin Hansson](#)
- ▶ [Anna Holmén](#)
- ▶ [Anne-Mette Jensen-Foreman](#)
- ▶ [Sarah Jordan](#)
- ▶ [Monika Kavalir](#)
- ▶ [Máire Killoran](#)
- ▶ [David Lodder](#)
- ▶ [Romina Marazzato Sparano](#)
- ▶ [Rytis Martikonis](#)
- ▶ [Marie Mattson](#)
- ▶ [Valter Mavrič](#)
- ▶ [Patrick McCarthy](#)
- ▶ [Cristina Nobre Soares](#)
- ▶ [Emily O'Reilly](#)
- ▶ [Velina Pendolovska](#)
- ▶ [Paola Pepe](#)
- ▶ [Nataša Pirih Svetina](#)
- ▶ [Eleanor Pitt](#)
- ▶ [Juta Preisa](#)
- ▶ [Arianna Rossi](#)
- ▶ [Camille Rozier](#)
- ▶ [Laura Salovaara](#)
- ▶ [Denis Smyth](#)
- ▶ [Cheryl Stephens](#)
- ▶ [Ineta Strautina](#)
- ▶ [Charlotte Stubbings](#)
- ▶ [Dubravka Šuica](#)
- ▶ [Rosie ter Beek](#)
- ▶ [Conrad Toft](#)
- ▶ [Nika Truhačev](#)
- ▶ [Lodewijk van Noort](#)
- ▶ [Benoit Vitale](#)
- ▶ [Cathy Waibel](#)



Nicola Beer

European Parliament

Nicola Beer is Vice-President and a Member of the European Parliament. She has been serving as a Member of the European Parliament since 2019. Previously, she was a member of the German Bundestag and general secretary of her party. Her responsibilities as Vice-President include multilingualism. Since 2021, she has also been part of the Parliament's delegation to the Conference on the Future of Europe.

Nicola Beer is a self-employed lawyer. She studied law at the Goethe University in Frankfurt, graduated as a bank clerk and completed a bilingual German-French high school diploma.



Marietjie Botes

University of Luxembourg, Luxembourg

Marietjie has transitioned from a 20-year career as practising attorney in health law and biotechnology to academia focussing on interdisciplinary research in the intersection between science, technology and law. She holds the degrees of BProc, LLB, LLM (Intellectual Property Law) and a PhD (Biotechnology Law). In 2019 Marietjie has joined the University of Kwa-Zulu Natal as a postdoctoral researcher in Health Law and Bioethics where she focussed on the governance of advanced biotechnical therapies, ethics pertaining to stem cell and genetic research, privacy issues relating to health information, data sharing and its commercialisation. Marietjie is also appointed as a member of the Academy of Science of South Africa (ASSAf) and African Biogenome Programme to investigate the Ethical, Legal and Social Issues related to Advance Therapies and Gene Editing. In April 2021 Marietjie joined the IRiSC Research Group of the SnT Interdisciplinary Centre for Security, Reliability Security and Trust at the University of Luxembourg to investigate the regulation of ICT and digital ethics, with a special interest in Brain Computer Interfaces (BCI) and the redesign of digital consent models for long term genomic data storage and future use.



Charlotta Carlberg Eriksson

Statistics Sweden

Charlotta is a plain language expert with a degree from Stockholm University. Since 2019, she has worked at Statistics Sweden and before that at the Swedish Tax Agency and within the City of Stockholm organisation. Charlotta is especially interested in how to inspire other people to write plain language by learning to understand their target groups and how to adapt their writing to the target groups' needs and interests. Currently, she is mainly working on invitation letters and other communication with respondents in Statistics Sweden's surveys. Her motto: 'Public information should not only be correct, it should also be easy to understand. Sometimes we need to step out of our comfort zone, dare to be brave and try new ways of reaching our target group. Maybe text isn't always the answer!'



Florence Cols

Droits Quotidiens, Belgium

Florence Cols is a legal design expert consultant for public and private organizations in Belgium.

She has been working at "Droits Quotidiens Legal Design" for 11 years.

She is the Belgian country representative for Clarity International.

She works on making law understandable and accessible for all. Mainly by:

- rewriting and redrafting legal documents of public and private organisations;
- training and coaching professionals to communicate more clearly;
- creating visuals;
- explaining rights and obligations in plain legal language.

She holds a Master's degree in Law, and in Law & Health Ethics.



Catherine Dobson

European Union Intellectual Property Office

While being an avid reader in her spare time, Catherine is surprised to have found herself working in linguistics. She began her professional life as a secondary school teacher in the UK. Her subjects? Religious education and sports! Having moved to Spain in the late 1980s, she continued to teach for some years.

Twenty-one years ago, Catherine started to work for the EUIPO, where her career has been varied. She has been an internal auditor, a business analyst, responsible for customer data, and a team leader in different areas. In most recent times she has been part of the Linguistic Quality Assurance team, where her passion for quality and concise communication found a natural outlet. The LLL initiative was born as part of the drive for clear communication.

A few years ago, Catherine became aware of and a passionate supporter of the Commission's clear writing campaign.

Contact Catherine at: Catherine.DOBSON@euipo.europa.eu



Rossana Ducato

University of Aberdeen, UK and Université catholique de Louvain, Belgium

Rossana is Lecturer of IT Law and Regulation at the University of Aberdeen, School of Law. She is also research fellow at the UCLouvain Centre de recherche interdisciplinaire Droit Entreprise et Société (CRIDES), where she is Module leader of the Erasmus+ Jean Monnet course "European IT Law by Design".

Her research interests are always pursued in a comparative vein and range from Privacy and Data Protection to Consumer protection, Intellectual Property Law, Law and Design, and Law and Behavioural Science, with a special focus on the problems related to new technologies and their impact on society.

She is the author of several peer-reviewed articles and chapters in scholarly books about issues related to law and technology with particular attention to the platform economy, Big and Open Data, cloud computing, drones, research biobanks, and health information technologies.



András Egyedi

Joint services of the European Economic and Social Committee and Committee of the Regions

András was born in 1967 in Budapest, Hungary. He studied philosophy, literature and linguistics in Budapest, Paderborn, Berlin and Paris, followed by a Diplôme d'études approfondies (DEA) in philosophy in Paris and a PhD in philosophy in Budapest. After teaching philosophy in Budapest and Miskolc, Hungary, he worked for an NGO in the wine sector.

András joined the Committee of the Regions (CoR) in 2004 as a translator and has been the Head of the Hungarian Translation Unit since 2007. He is also interested in development of language tests for translators, testing of translators in general, equal opportunities and inclusive language. He is the chair of the CoR Joint Committee for Equal Opportunities. Has coordinated the development of main language skills tests for the European Personnel Selection Office and the compilation of inclusive language guidelines for the EESC and the CoR.



Vera Gergely

Plain language consultant, Hungary

In 2014 Vera embarked on the ambitious task of introducing plain language in Hungary. Since then, they have worked as a freelancer, offering plain language editing, training and coaching to companies. They partnered up with a news portal and launched a plain language award. Vera also wrote a comprehensive guide on how to write clearly in Hungarian.

Vera has been chairing the International Plain Language Federation since 2020. Vera also serves on the Drafting Committee of the ISO Working Group 11 for international plain language standards, is a Board member of PLAIN International, and a country representative for Clarity International. They love bouldering and reading fantasy and science fiction. Vera holds a Master's degree in Economics.



Helena Haapio

University of Vaasa, Finland

Helena Haapio is an Associate Professor of Business Law at the University of Vaasa, an Adjunct Professor of Proactive Law and Contract Design at the University of Lapland and a Contract Strategist at Lexpert Ltd. After completing legal studies at the University of Turku, Finland, and Cambridge University, England, she served for several years as in-house Legal Counsel. A pioneer of the Proactive Law approach, she has for many years promoted the use of simplification and visualization in commercial contracting. Her multidisciplinary research focuses on ways to enhance the functionality and usability of contracts through design. Her recent books include Research Handbook on Contract Design (Edward Elgar 2022), Legal Design (Edward Elgar 2021), Legal Tech, Smart Contracts and Blockchain (Springer 2019) and Next Generation Contracts: A Paradigm Shift (Lexpert 2013). She is also a co-founder of the Legal Design Alliance and a co-author of its Legal Design Manifesto.



Johannes Hahn

European Commission

Johannes Hahn is the European Commissioner for Budget and Administration and a firm supporter of clear writing. Previously, he was the European Commissioner for Neighbourhood Policy and Enlargement Negotiations and prior to that the European Commissioner for Regional Policy. Before joining the European Commission, he served as the Austrian Minister for Science and Research.



Dr Sibylle Hallik

German Bundestag

After studying at the University of Hamburg, Queen Mary & Westfield College London and the University of Tübingen, Sibylle Hallik completed her PhD and started working as a linguist. She became part of the Editorial Team of the Society for the German Language at the German Bundestag in 2006. From 2009 to 2012 she was Deputy Head of the Unit for Legal Drafting Support at the Federal Ministry of Justice; since 2013 she has been head of the Editorial Team at the German Bundestag. She focuses on legal language, plain language/citizens' language, easy-to-read language, administrative language and technical languages.



Karin Hansson

Statistics Sweden, Institute for Language and Folklore, Sweden

Karin has been working as a plain language expert at Statistics Sweden since 2012. There, she has initiated various plain language activities, such as improving workflows and processes, training staff in plain language and implementing plain language policies. She is especially interested in exploring how plain language can be used to improve data collection in Statistics Sweden's surveys, as well as finding efficient ways to inspire colleagues outside the communication department to change how they communicate. Since 2019 she has also been working at the Language Council of Sweden, a department of the official language authority the ISOF (the Institute for Language and Folklore). Currently, she is mainly working (together with Marie) on a collaboration project among government bodies involving multilingual terminology to improve communication via translators and interpreters. Karin also has a PhD in Modern Irish linguistics from Uppsala University and has taught Modern Irish grammar.



Anna Holmén

European Commission

Anna Holmén is a Communication Officer at the European Commission. She first joined the organisation as a translator in the Swedish department. After 11 years of translating, she spent almost a decade in external communication promoting foreign languages and translation to schools in Europe, before switching to internal communication. She studied languages and literature at Uppsala University in the early nineties and expected a career in language teaching. Instead Sweden joined the European Union and new possibilities opened up. Both in her job and in her spare time Anna Holmén is particularly passionate about how the EU institutions can improve communication with the public.



Anne-Mette Jensen-Foreman

European Commission

Anne-Mette JENSEN-FOREMAN is Deputy Head of Unit for Communication in the European Commission's Joint Research Centre, and she has led the JRC's Clear Writers' Network since its launch in 2017.

A scientist by training, she earned her degree in Food Chemistry from the Royal Veterinary and Agricultural University, Copenhagen.

When Anne-Mette first joined the European Commission in 2004, she was involved in scientific evaluations related to feed additives authorisation. In 2011, she joined the JRC's International team, based in Brussels. She has been in her current post since June 2021.

Prior to joining the Commission, Anne-Mette held various scientific posts in the agri-food industry and worked as a lobbyist.



Sarah Jordan

United Nations

Sarah has always been interested in words. A London university degree in French took her to Paris. There, she realised teaching her native language would be a good way to earn a living, so she completed an RSA Dip TEFLA course in 1988 and started teaching English as a foreign language to adults. In parallel, she worked as a translator and interpreter (traductrice assermentée près la cour d'appel de Chambéry) and founded her own language school in Rhône-Alpes, which she ran successfully for 15 years. She then joined the United Nations as a full-time English language teacher in 2005 and has progressively become something of a writing skills specialist. Plain English has always been an integral part of her courses. In her free time, she has edited the staff magazines UN Special and NewSpecial since 2008. Teaching, translating and editing English for 30 years has given her a broad overview of the problems writers have, as well as practical experience of how to apply useful tools and strategies to overcome them.



Monika Kavalir

University of Ljubljana, Slovenia

Monika Kavalir studied English and journalism and obtained her doctoral degree in English linguistics from the University of Ljubljana, Slovenia in 2014. She teaches the history of English and modern English language at the Department of English and American Studies, University of Ljubljana. Her main interests lie in the fields of intercultural communication, historical sociolinguistics, corpus linguistics, Systemic Functional Linguistics, contrastive analysis of English and Slovenian, and stylistics. Some of her recent projects focus on intercultural communication via English as a lingua franca and indirect translation, and on institutional communication and specifically healthcare communication with international students in Slovenia. Contact: monika.kavalir@ff.uni-lj.si



Máire Killoran

Council of the European Union

Máire Killoran est la directrice générale adjointe du service de traduction du Conseil de l'Union européenne. Elle a été nommée à ce poste en janvier 2019. De 2016 à 2018, Mme Killoran a dirigé le Centre de traduction des organes de l'Union européenne (une agence de l'UE basée à Luxembourg). De 2010 à 2015, Mme Killoran a occupé le poste de directrice au sein d'un ministère irlandais, où elle a été responsable de la langue irlandaise entre autres. Auparavant, elle a travaillé dans diverses administrations en Irlande et en Irlande du Nord. Mme Killoran est titulaire d'un Master en gouvernance appliquée, d'un Master en administration des affaires (MBA), d'une licence en sciences juridiques (Droit) et d'une licence en sciences de l'éducation. Elle est également diplômée de l'enseignement supérieur dans les domaines de la traduction et des communications.



David Lodder

European Commission

David Lodder is Press and Communication officer at the Directorate General for Research and Innovation of the European Commission. He develops communication campaigns and press materials for topics such as the European Research Area and Horizon Europe, the new European Research and Innovation Programme (2021-2027). Before moving to Brussels, David worked as communication officer at the Representation of the European Commission in The Hague. Next to his daily work, he produces the Dejargonator, a monthly blog/podcast to make colleagues laugh and raise awareness on the importance of communicating in an attractive and understandable way.



Romina Marazzato Sparano

Plain language consultant

Romina Marazzato Sparano is a plain language expert, translator, and educator with over 20 years of experience in medical localization and health literacy, working with private firms and public agencies. With studies in biochemistry and linguistics, she is passionate about science communication and pursues research in this area. She designed the Master of Arts in Translation/Localization Management program at the Middlebury Institute of International Studies at Monterey and co-founded the multilingual Plain Language Academies. She has contributed as board member and in other capacities to several professional organizations, including ACES, the American Medical Writers Association, the American Translators Association, the Spanish Editors Association, the International Alliance of Spanish Editing Associations, and the Center for Plain Language—where she serves as judge for the ClearMark Awards. She is currently a board member at PLAIN, Plain Language Association International. She contributes to language standards development at ASTM International and ISO, the International Organization for Standardization.



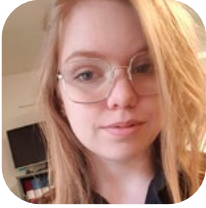
Rytis Martikonis

European Commission

Rytis Martikonis holds degrees in law, political science and international relations. He studied in Lithuania, the United States, Denmark and the Netherlands.

He started his career in the Ministry of Foreign Affairs of Lithuania. Prior to his post as Director of the European Integration Department of the Ministry of Foreign Affairs (1999-2001), Rytis served as Counsellor at the Mission of Lithuania to the European Union (1995-1999). In 2002 and 2003 he was a Member of the European Convention.

From 2001 to 2004, he worked as the Secretary of State in the Lithuanian Ministry of Foreign Affairs. During the same period, until 2003, he was the Deputy Head of Lithuania's delegation for the European Union accession negotiations.



Marie Mattson

Statistics Sweden

Marie has a degree in Swedish and linguistics at Uppsala University. She did her internship at Statistics Sweden, where she learned about plain language and communication. That is also where she met Karin and Charlotta. She is especially interested in passive verb constructions, which is what her bachelor thesis was about. Marie currently works at ISOF (the Institute for Language and Folklore) on two projects concerning multilingual terminology: one is a collaboration project among government bodies involving multilingual terminology to improve communication via translators and interpreters (together with Karin); the other is the FedTerm EU project to develop a Federated eTranslation TermBank Network for organisations and institutions in EU Member States.



Valter Mavrič

European Parliament

Valter Mavrič has been Director-General of the Translation Service (DG TRAD) at the European Parliament since 2016, where he was previously acting Director-General (from 2014), Director (from 2010) and Head of the Slovenian Translation Unit (from 2004). With an MA in applied linguistics and further training in translation, interpretation, linguistics and management, he has a long experience as manager, translator, interpreter and teacher of languages. He works in Slovenian, Italian, English, French, and Croatian and is currently preparing a PhD in strategic communication.



Patrick McCarthy

European Commission

'Your Europe' is an online portal run by the European Commission. It provides citizens and businesses authoritative information – in 23 languages – about their rights and obligations in the European Union. Patrick McCarthy and his team work to ensure that Your Europe:

- is the first website that users find when searching for answers to practical questions about how EU law affects them.
- answers those questions with content that is up-to-date and expressed in plain language.
- Patrick has lived in Brussels since 1998. When he isn't writing clearly, he enjoys playing blues harmonica.



Cristina Nobre Soares

Plain language consultant, Portugal

Cristina Soares is a trainer and consultant in science communication and plain language. With a background in Forestry Engineering and Geographic Information Systems, she taught cartography and remote sensing at Instituto Politécnico de Tomar from 2008 till 2012. Still, her passion for writing, stories, and people led her to the path of science communication and plain language. She worked with the Portuguese plain language agency “Claro” between 2015 and 2016.

Since then, she has trained around 200 scientists, agronomists and forest engineers, from several Portuguese universities and institutions such as:

- Instituto Superior de Agronomia – Universidade de Lisboa
- MARE – Universidade de Coimbra
- Instituto Mediterrâneo para a Agricultura, Ambiente e Desenvolvimento (MED)- Universidade Évora
- Universidade da Madeira
- Instituto de Telecomunicações (Instituto Superior Técnico)
- Instituto Nacional de Saúde Doutor Ricardo Jorge
- APAI (Associação Portuguesa de Impacto Ambiental)
- Montis
- FENAREG – Federação Nacional de Regantes

Email: cnsoares@gmail.com

Website: www.cristinanobresoares.com

Science and plain language blog: <https://cienciaclara.blogs.sapo.pt/>



Emily O'Reilly

European Ombudsman

Emily O'Reilly was first elected as the European Ombudsman by the European Parliament in 2013 and then re-elected for a five- year mandate in 2014 and again in 2019. She investigates maladministration in the institutions and bodies of the European Union. She was awarded Schwarzkopf Europe Award in 2017 in recognition of her work.

From 2003 until 2013, Ms O'Reilly was Ombudsman and Information Commissioner in Ireland. In 2008 the National University in Ireland conferred her with an Honorary Doctorate in Law and in 2014 she was awarded an Honorary Doctorate of Law from the University College Dublin for her commitment as Irish Ombudsman.

As a former journalist Ms O'Reilly's career attracted significant domestic and international recognition, including a Harvard University Fellowship and multiple national awards. She has written three critically acclaimed books on Irish politics and media and is a current member of the International Advisory Board of Harvard's Nieman Foundation for Journalism.



Velina Pendolovska

European Commission

Velina is Deputy Head of Unit of the Health Security Unit at the European Commission's Directorate-General for Health and Food Safety (DG SANTE). After studying international relations and politics at the University of Plymouth in the United Kingdom, Velina obtained her Master's in international relations, law and economics at the Diplomatic Academy of Vienna. Before joining the European Commission, Velina worked for the United Nations Industrial Development Organization (UNIDO) in Vienna and for JICA (Japan's international cooperation agency) in Bulgaria. Velina joined the European Commission in 2009, working in Eurostat and the Directorate-General for Climate Action as a policy officer dealing with energy, environment and greenhouse gas emissions monitoring. Velina joined DG SANTE in 2015, working on diverse files related to serious cross-border health threats, communicable disease, preparedness, health security, risk communication and antimicrobial resistance.



Paola Pepe

European Commission

Paola Pepe joined the European Commission in 2004 and she has worked in a wide variety of fields, including publications, online services, open data, communication and digital inclusion.

Her current work at the Directorate-General for Communications Networks, Content & Technology (DG CNECT) aims to promote a more accessible and inclusive digital life in Europe, particularly supporting online access for Persons with Disabilities.

LinkedIn: <https://www.linkedin.com/in/paolapepe/>



Nataša Pirih Svetina

University of Ljubljana, Slovenia

Nataša Pirih Svetina studied Slovene and history of art and obtained her doctoral degree in Slovene linguistics from the University of Ljubljana, Slovenia in 2001. She teaches applied linguistics at the Department of Slovene Studies, University of Ljubljana. Her main interests lie in Slovene as foreign and second language, methodology of teaching Slovene, and sociolinguistics. She is the coordinator of the Year Plus module at the University of Ljubljana intended for incoming international students. Daily work with international students at the University of Ljubljana led her to research various aspects of intercultural communication, institutional communication, strategies in communication and translanguaging. Contact: natasa.pirihsvetina@ff.uni-lj.si



Eleanor Pitt

Translation Centre for the Bodies of the European Union

After spending almost 10 years of her career working for several large book publishing houses, Eleanor went on to become a freelance translator, editor and interpreter. Since 2016, she has been employed by the Translation Centre for the Bodies of the European Union in Luxembourg as an English translator, working mainly from French, Spanish and Italian, and as a reviser and editor. She coordinated the latest English edition of the Translation Centre's Writing for translation guide, published in early 2020.



Juta Preisa

Council of the European Union

Juta Preisa has been working as a translator in the Latvian Translation Unit of the Language Service of the General Secretariat of the Council since 2014. Her working languages are English and French, but she is also fluent in Portuguese and is slowly conquering Dutch too. She is the coordinator of the Unit's web functional group and has been a member of the Wordsmith group since its creation in 2019.



Arianna Rossi

University in Luxembourg, Luxembourg

Arianna Rossi is an associate researcher at the Interdisciplinary Centre for Security, Reliability and Trust (SnT) of the University of Luxembourg. She carries out research at the intersection between design, computer science, law, and linguistics concerning human aspects of privacy, legal design, online manipulation, and online trust. Arianna has a mixed background, with a joint international Doctoral Degree in Law, Science and Technology (University of Bologna) and a PhD degree in Computer Science (University of Luxembourg). She holds an MSc in Linguistics with a focus on Natural Language Processing. She has been an invited speaker at international conferences in the EU and the US and she routinely gives seminars at several universities. She also organizes events to promote legal innovation and open access to law.



Camille Rozier

Ministère de la Transformation et de la Fonction publiques, France

Docteur en neurosciences cognitives, Camille Rozier est cheffe de projet à la Direction Interministérielle de la Transformation Publique (DITP). Elle a un intérêt particulier à la façon dont le cerveau traite les informations ainsi qu'à ses limites attentionnelles. Elle est actuellement responsable du programme de simplification des communications administratives au sein de l'équipe sciences comportementales de la DITP. Les travaux de l'équipe portent plus particulièrement sur la prise en compte des particularités cognitives des usagers afin de concevoir des communications adaptées. Camille participe à de nombreux travaux de refonte de documents avec les administrations et surtout à concevoir des outils et des supports pédagogiques pour diffuser ces bonnes pratiques. Parmi les outils produits, la plateforme Voxdocs permet de plus facilement solliciter l'avis des usagers dans les projets de conception de documents.



Laura Salovaara

Tax Administration, Finland

Laura Salovaara works as a Communications Specialist at the Finnish Tax Administration.

Her main task is to write customer guidance for individual taxpayers on the website tax.fi.

With almost 20 years' experience in the Tax Administration, Laura has worked in several development projects where she used her knowledge in both writing and tax issues. For example, she participated in the reform of the letters that the Tax Administration sends to taxpayers.

Laura has a Master's degree in journalism – her passion is to make complicated tax issues as easy as possible to understand. Nowadays people are very impatient when they are browsing the Internet. They want to find the information they are looking for quickly and by using search engines. Laura continuously monitors customer feedback because it helps her to write better content in a language that customers use.



Denis Smyth

Council of the European Union

Denis Smyth is a translator with dual Spanish and English nationality and upbringing, working in the General Secretariat of the Council (GSC) in Brussels. He studied languages as a hobby, but then got more serious by taking up linguistics and literature at university, and later made it his job by becoming a teacher and translator. At the GSC he is a member of the teams responsible for the internal web page of the Spanish language unit and for communications within the linguistic department. He has been a member of the Wordsmith project since its inception in 2019.



Cheryl Stephens

Plain Language Editor and Trainer, Canada

Cheryl Stephens is a leader in the international plain language field and the author of Plain Language Legal Writing, and Plain Language In Plain English, guides to principles and techniques to use plain language. For 30 years, she has been writing, speaking, and teaching about plain language, helping clients to become more successful communicators using plain language principles. She lives in the Pacific Northwest and provides online training internationally.



Ineta Strautina

Joint services of the European Economic and Social Committee and Committee of the Regions

Ineta began her professional career at the Mission of Latvia to the European Union, where she contributed to Latvia's EU integration. She has managed EU translation services since 2004 and is currently Director for Translation at the joint services of the European Economic and Social Committee (EESC) and the Committee of the Regions (CoR). The directorate has recently launched several initiatives in the field of clear writing and inclusive language.

Besides her direct professional duties, she coordinates the CoR informal network for gender balance in management and raises awareness about burnout. Her academic background includes a degree in English language and literature, leadership training at Oxford and Cambridge universities and training as a burnout coach.



Charlotte Stubbings

European Union Intellectual Property Office

As a content creator for the EUIPO, Charlotte collaborates with stakeholders to produce a range of digital content that is tailored to improving customer engagement in the EUIPO's tools and services. Crafting simple, clear and compelling content in both short and long form for multi-audience platforms, Charlotte writes for internal and external audiences to include social media, EUIPO websites, newsletters and industry publications.

Contact Charlotte at: Charlotte.Stubbings@euipo.europa.eu



Dubravka Šuica

European Commission

Since December 2019, Dubravka Šuica has been Vice-President of the European Commission in charge of Democracy and Demography. She is a Croatian politician from the city of Dubrovnik, where she served as the city's first female mayor for two terms and was awarded the 2006 World Mayor Award. She entered politics in the 1990s as a Member of the Croatian Democratic Union and served as a Member of the Croatian Parliament and Vice-Chair of the EU Integration Committee. Between 2004 and 2009, she was a Board Member of the Union of the Association of Towns and Municipalities of the Republic of Croatia. She was also the Vice-President of Congress of Local and Regional Authorities of the Council of Europe for 10 years. From 2013 to 2019, Dubravka Šuica served as a Member of the European Parliament and Vice-Chair of Foreign Affairs Committee. In June 2019, she was elected as first Vice-Chair of EPP Group in the European Parliament. Since 2012, she has been the Vice-President of European People's Party for Women.



Rosie ter Beek

European Commission

Rosie ter Beek is the head of the European Commission's unit responsible for editing and promoting clear writing. Before leading the team, Rosie worked as an English-language editor and clear writing trainer, improving the clarity of high-visibility Commission documents and teaching colleagues how to draft more clearly themselves. She remains part of the team behind the Claire's clear writing tips newsletter. Rosie spent her first 11 years in the Commission as an English translator, working mainly from Scandinavian languages, Estonian and Hungarian. As well as clear language, Rosie's passions include speaking Icelandic, cycling and running marathons.



Conrad Toft

Joint services of the European Economic and Social Committee and Committee of the Regions

Conrad is originally from Manchester, UK. He studied Computing and Social Statistics, Television and Radio Scriptwriting and HR Management in Practice in the UK and has a Master of Science in Leadership from Boston University. Conrad had a varied career before joining the European institutions: researcher, computer programmer, teacher, lecturer, journalist and freelance translator in the UK and Slovakia.

He joined the European Economic and Social Committee (EESC) as a translator in 2004, before working in the Translation Management Unit. He then moved to the European Commission as an internal consultant in participatory leadership and later as Deputy Head of Learning and Development. He re-joined the EESC as Head of the English and Irish Translation Unit in 2021. His current interests include clear writing, effective email communication, hybrid ways of working, use of Microsoft Teams and, outside work, amateur theatre and scouting.



Nika Truhačev

European Commission

Nika Truhačev coordinates the European Commission-wide clear writing campaign that encourages drafters in the Commission to write texts that are correct, concise and use plain language. She organises an extensive programme of conferences, seminars and workshops to raise awareness about writing clearly and help bring about a change in drafting culture at the Commission. Nika holds a MA in Political Science and an MBA. She joined the European Commission in 2007 and has since worked in a number of roles in the Directorate-General for Translation. She is one of the organisers of this year's Clear writing for Europe conference.



Lodewijk van Noort

Municipality of The Hague, the Netherlands

Lodewijk van Noort works at the municipality of The Hague. In 2017, he became National Ambassador Clear Language for the Government. In 2018 and 2019 he was the leader of the Dutch Clear Language Campaign (Direct Duidelijk).



Benoit Vitale

Translation Centre for the Bodies of the European Union

French & Italian, Born in France in 1961

Jan. 2019 to present: Acting Director, Translation Centre for the Bodies of the European Union

2016 to 2018: Head of IT, Translation Centre for the Bodies of the European Union

Aug. 2015 to Dec. 2015: Temporary Director, Translation Centre for the Bodies of the European Union

2006 to 2015: Head of IT Department, Translation Centre for the Bodies of the European Union

2001 to 2006: Deputy Head of IT Department, Translation Centre for the Bodies of the European Union

1992 to 2001: Head of IT (private sector: Kleber, Michelin)

Education: Advanced master's degree in IT (Dipl. Engineer.) Conservatoire National des Arts et Métiers, Metz, France



Cathy Waibel

European Parliament

Cathy Waibel is Director of the Directorate for Citizens' Language, one of the four directorates of the translation services of the European Parliament, headed by Valter Mavrič. A former translator, editor and advisor to Mr Mavrič, Cathy now leads an expert team of language professionals and technical staff, who provide multilingual content in clear language and in three formats: text, audio and video. 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 equipped her with a thorough knowledge of multilingualism in the European institutions.



