

We Speak Translate Project

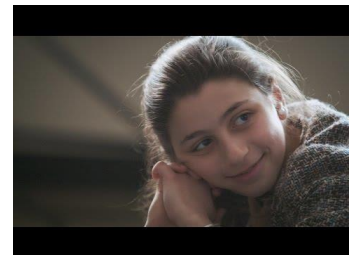


The We Speak Translate project is a first of its kind collaboration between Google Translate and the Inter-Cultural Association of Greater Victoria (ICA), BC, Canada, which uses the Google Translate app to aid in refugee resettlement and newcomer inclusion in communities. The We Speak Translate project address the number one barrier to new immigrant integration – language – by re-purposing technology as a tool and symbol for welcoming communities – which value diversity and inclusion.

The project involves training community stakeholders, organizations, business and institutions in the Google Translate app. Upon completion of the free, 50 minute training session, participants receive a We Speak Translate decal. A visible symbol of their community to promote diversity and communication across language barriers. Familiarity with the Google Translate app establishes a common platform for communication while newcomers develop their English language skills.

Since the project launch in April 2017, over 2400 community members and stakeholders across Canada have received Google Translate training through the We Speak Translate project. Project training has occurred for staff at local libraries, schools, recreation centre's, social service organizations, museums and banks.

Google is humbled and excited to be supporting this project with the goal of helping New Canadians make the often challenging transition to life in Canada through language and engagement - Roque Silva, Interaction Designer, Google Translate



[Click to watch video](#)

Training Goals & Benefits:

1. **Encourage** welcoming communities that value diversity, inclusion and integration.
2. **Become** familiar with the Google Translate app (free, downloadable app).
3. **Establish** a common platform for communication with newcomers while English language skills develop.

Training Logistics:

The We Speak Translate training can be delivered in person or via webinar at a convenient location for your organization or business. The webinar training can be accessed individually or presented in a group setting with access to Wi-Fi, smart tv or projector, screen and speakers.

Length of Training:

1 hour

Group Size:

Suggested number of participants at 25-35 persons/minimum 8 participants.

Training Costs:

The workshop is free. The workshop includes a facilitator and Google Translate webinar training. The We Speak Translate decals are available for participants at an additional cost of \$6.00.

Training Format:

1. Introduction and overview of project/objective
2. Google Translate training presentation
 - i. Explore the capacity of the Google Translate app
 - ii. Learn how to effectively use the Google Translate app
3. Hands on practice using the Google Translate app

We Speak Translate Training Facilitator:

Kate Longpre, M.A., is the Community Integration Coordinator at ICA. Kate works strategically across sectors to ensure that resettled refugees entering the Greater Victoria area are successfully integrated into welcoming communities. Kate approached Google Translate in September 2016 with the idea for the We Speak Translate project. In April 2017 the project launched in Victoria, BC, the first location worldwide to initiate the project.

**Additional Information:**

For more information or to arrange We Speak Translate training please contact:

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[Project website](#)

[Project Instagram](#)

[Project Evaluation \(October 2018\)](#)

[WST Promotional Video](#)

[We Speak Translate Interactive Map](#)

Project Funders: