

Business Language Champions in the sports' sector

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Quick quiz

1. Which European club decided to use its shirt sponsorship to promote a global charity?

A Liverpool FC

B Real Madrid

C FC Barcelona

D PSG

2. How many countries does InterCampus currently work in through its social programmes?

A 1

B 20

C 100

D 5

3. What percentage of its revenue does UEFA's Fair Play and Social Responsibility Committee donate to football and social responsibility programmes?

A 0.1%

B 20%

C 1%

D 0.7%

Quick quiz

4. What percentage of the UK population can converse in another language?

A 30%

B 5%

C 10%

D 60%

About CILT and its Business Language Champions programme

Overcoming the hurdles for languages through sport

-Bradford City

-Widnes Vikings

Why sports clubs engage with languages and education

What the impact is

Vision:

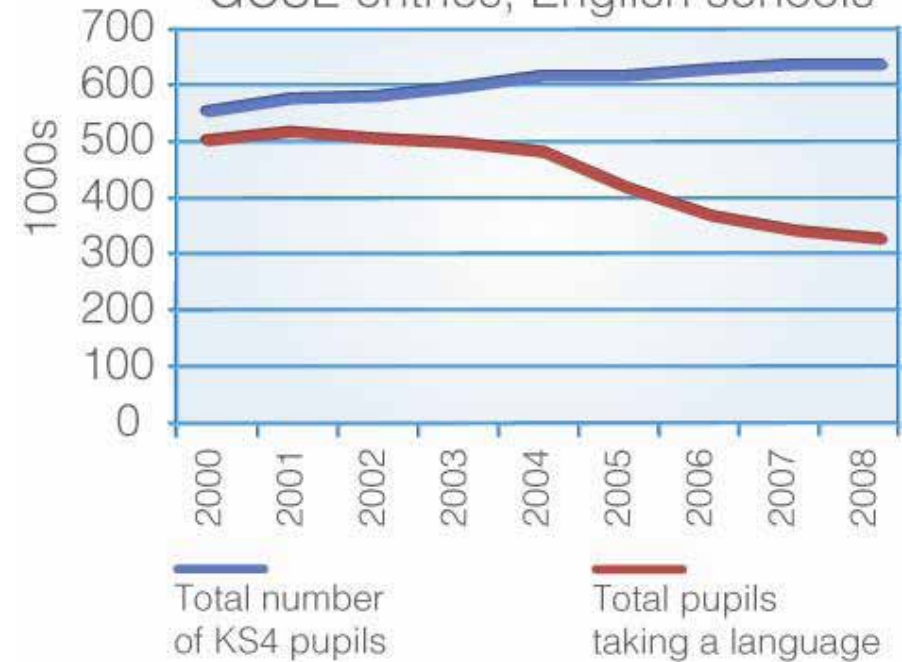
A society in which everyone recognises the value of languages and intercultural relationships and is able to use more than one language

How are we doing?

Proportion of population able to converse in another language



GCSE entries, English schools



Overcoming the hurdles



What is Business Language Champions?

National UK programme that builds **partnerships between businesses and schools** to help young people realise the **benefits of learning languages**

Impact:

150 employers + 150 schools + 15,000 pupils + 15
business sectors

+ 9 regions + français + español + Deutsch + Nihongo +
Hàny + russkiy yazyk + polszczyzna + Türkçe + Bangla

Using their stadium



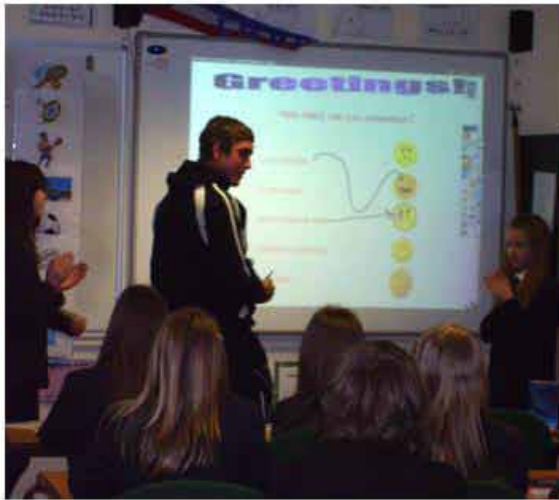
“ We hope that we will be able to do more activities with Bradford City next year because it is exciting and **lets us use the words we know in real situations.** ”

Engaging players



Benefits for clubs

Learning languages for international games,
building links with community, building fan base,
PR



Impact on young people

Inspires and motivates, encourages them to take up languages



Alternative learning environments

