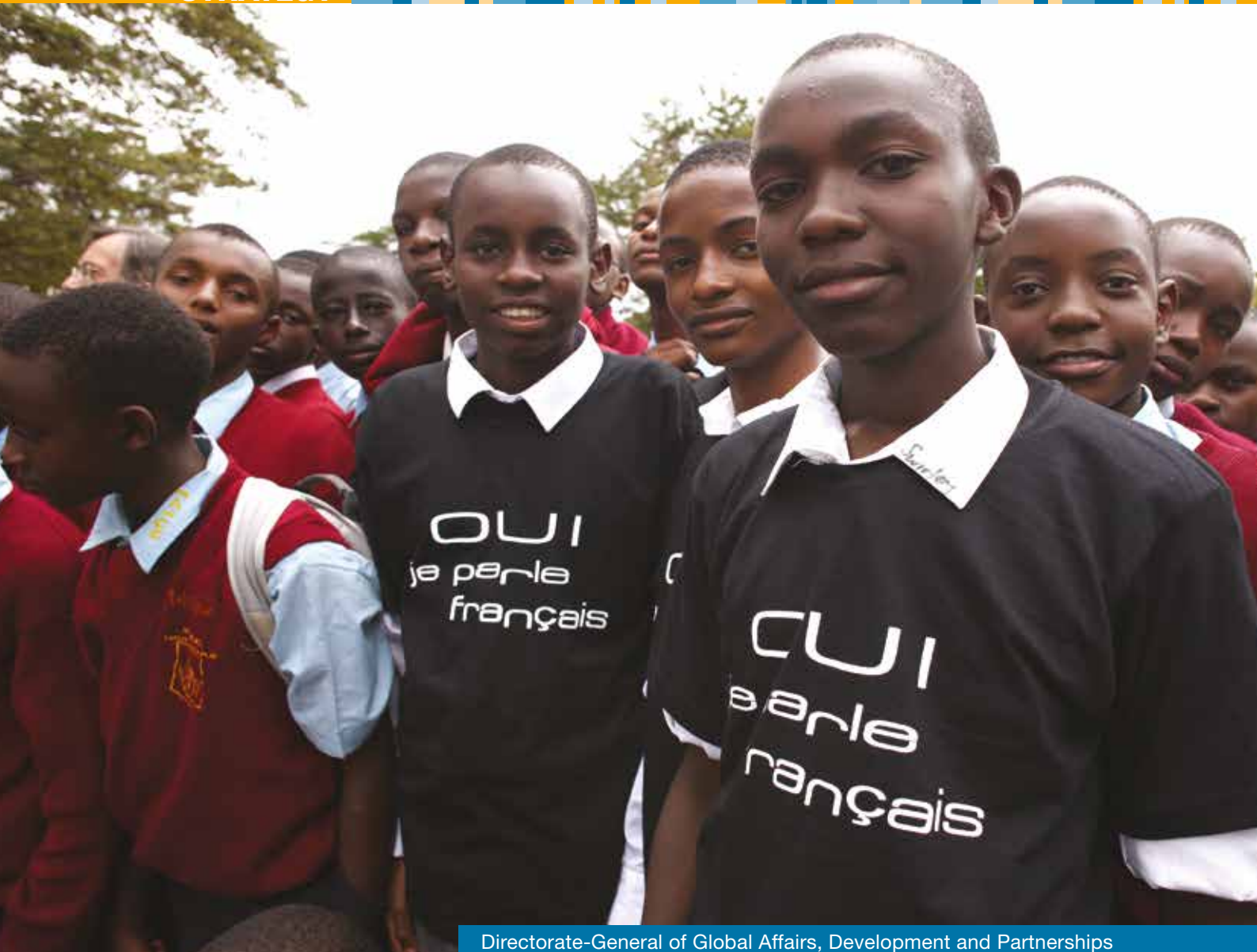




PROMOTING FRENCH WORLDWIDE

STRATEGY



In many respects, French can be considered a global language.

With over 220 million speakers, it ranks as the sixth most widely spoken language in the world, after Chinese, Hindi, English, Spanish and Arabic.

A language which is present on every continent. French is an official language of 32 States and governments, with a total population of over 400 million. It is firmly established in Europe, North America and the Caribbean, Africa and the Mediterranean. It is shared by the 57 member states and governments and 20 observers of the International Organisation of La Francophonie (IOF).

A language of international institutions. French is an official language of the United Nations (UN) and many UN bodies. It is a working language of the European Union and other regional organizations, such as the African Union. It is also one of the two official languages of the Olympic Games.

A language learnt worldwide. French is taught as a foreign language in almost every national education system. It is the most widely learnt language after English. It is taught by half a million teachers to 120 million pupils.

A language of culture and knowledge. French-language films and literature are the most widely distributed after English-language works. With its wealth of cultural sites, particularly museums, France has become the world's leading tourist destination. Its universities rank third in terms of their foreign student numbers. France also has the largest network of international schools.

A language of the international economy. The French economy is the fifth largest in the world. The French-speaking world accounts for 15% of global wealth and 12% of international trade.



Each week, nearly 40 million listeners around the world tune in to RFI, a French news radio station which is broadcast globally in French and 12 foreign languages.
© Simon Decreuze/RFI



6th

most widely spoken language, French is also the 2nd most commonly learnt.

32

STATES and governments use French as an official language.

15%

of global wealth is accounted for by the French-speaking world.

THE ROLE OF FRENCH IN A CHANGING WORLD

Demographic trends, globalization of the economy and the Internet revolution are causing a shift in the global linguistic balance. French must take full advantage of this.

Population growth in favour of the French language

Population growth in developed and emerging countries has begun to stabilize. Developing countries, meanwhile, especially those in sub-Saharan Africa, should continue to see a marked increase in their population size. The population of countries where English is an official language could reach 4 billion by 2060 (compared with 2.5 billion today) and the population of States in the French-speaking world could reach a little over 850 million. The French-speaking world could become the fourth largest geolinguistic area, after those of English, Chinese and Hindi.

This new configuration should give the French-speaking world a major role on the international stage, particularly if population growth in Africa continues to be coupled with strong economic growth. This scenario nevertheless relies on French being successfully passed to the younger generation in French-speaking African countries. For that to happen, all children must have access to education and at least reach the end of primary school. Schools must also be able to provide high-quality French teaching and give pupils a sound grasp of the French language. There is a long way to go before these two conditions are met.

Risks and opportunities of globalization

While globalization has, on the one hand, strengthened the role of English as the language of international communication and diplomatic, scientific and economic exchange, it is also helping to reinforce the main geolinguistic groups and indeed, linguistic diversity in general. It has led to increased trading between linguistic communities, giving them self-awareness and a sense of identity, as demonstrated by the development of the French- and Spanish-speaking communities in recent years.

Globalization also works to the advantage of the major vehicular languages, due to its role in the growth of emerging countries. In countries such as China, for example, the middle classes want to learn foreign languages, including not only English but also other international languages. In India, the number of people learning French is rising by 10-15% per year.

Globalization is therefore offering French the opportunity to assert itself. The question remains as to whether French-speakers will manage to join forces, campaign successfully for linguistic pluralism in international public life and commit to promoting French teaching in the various education systems worldwide.

ELAN-AFRICA: A NEW APPROACH TO TEACHING IN WEST AFRICA

Eight French-speaking States (Benin, Burkina Faso, Burundi, Cameroon, the Democratic Republic of the Congo [DRC], Mali, Niger and Senegal) are gradually developing primary school education in national languages as well as French, in order to combat failure among children whose mother tongue is not French.

ELAN-Africa ("School and National Languages in Africa") is an initiative that was launched in 2012 to help governments to implement this policy. ELAN-Africa is supported by France, which seeks to promote French while preserving multilingualism.

elan-afrique.org/english

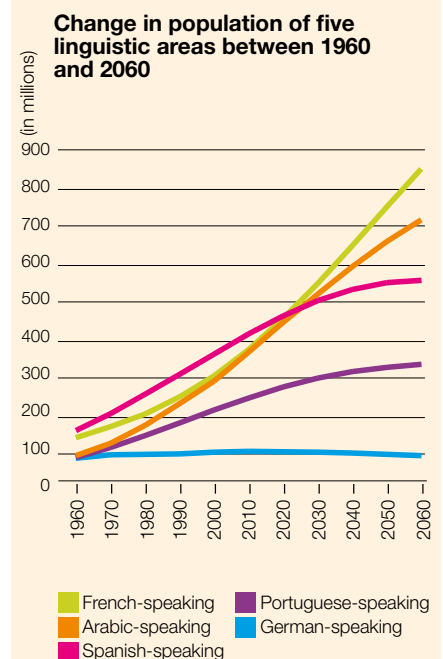
6%

is the GDP per capita gained on average by countries as a result of belonging to the French-speaking community.

30,000

JOBS have been created in France as a result of trade with French-speaking countries.

Source: report entitled Le poids économique de la langue française dans le monde, 2012, Fondation pour les études et recherches sur le développement international (FERDI).



1.2

MILLION ARTICLES IN FRENCH

on Wikipedia as of January 2012, which puts the French-language version of the site in third place behind the English version (3.84 million articles as of January 2012) and the German version (1.34 million articles as of January 2012).

Source : La langue française à l'ère du numérique, *Metanet*, 2012

INITIATIVES

Diplomatic initiatives to promote French increasingly involve the Internet:

IFProfs IFprofs is the leading social network for French teachers worldwide (of whom there are nearly one million).
www.ifprofs.org

Parlons français, c'est facile is a reference website offering an introduction to the French language and encouraging Internet users around the world to take lessons at an Institut français or Alliance française language centre.
www.parlons-francais.tv5monde.com

Afripédia is a project organized by the Institut français, the Agence universitaire de la Francophonie (AUF) and Wikimedia, which encourages Africans to write content in French on topics concerning Africa. The project is supported by the Orange Foundation.
www.wikimedia.fr/afrimedia



Pupil at Jean Mermoz French lycée in Dakar, using an interactive whiteboard.
© communication@lyceemermozdakar.org

The digital revolution is underway

It is now essential for a language to be present on the Internet, which has become a global public space shared by almost 3 billion people. The vitality of a language is now primarily judged on the quantity and quality of the online content written in it.

Linguistic diversity is growing rapidly in cyberspace. While in 1997 75% of online content was still in English, by 2013 this figure had fallen to just 30%. Some languages that are absent from the world of print are even gaining new visibility online. Today, around 300 of the world's 6,000 languages can be found on the Internet, whereas only 200 of them are currently taught.

Use of French online should be promoted

The role of French in cyberspace does not yet match up to its presence in the real world. French is used in around 5% of Internet content and ranks eighth in terms of quantity of content and number of users. Internet represents an opportunity for French and its speakers throughout the world: for the first time, they are able to communicate, create and share content using a global platform.

The French-speaking community is faced with two challenges, however. The first is to create more digital content, particularly in the fields of information and knowledge, school and university education, culture and entertainment, business, and medicine. The second is to improve the use of digital resources for teaching and spreading the French language.

THE 100,000 TEACHERS PROJECT: FOR THE AFRICAN TEACHERS OF TOMORROW

The 100,000 Teachers for Africa project was launched at the end of 2013 with funding of €1 million. A professional, public domain, distance training scheme for French teachers that can be used by French embassies and African education ministries is being developed (October 2014). Universities, technical colleges, public institutions and African companies will be the first to benefit from it. While significant

efforts have been made over the last decade to strengthen the position of French in African education systems, particularly via training initiatives, the French Ministry of Foreign Affairs and International Development (MAEDI) sees this project as an opportunity to introduce innovative tools, in line with the continent's technological progress, in order to improve the quality of French teaching.

PASS ON FRENCH TO THE YOUNGER GENERATIONS IN AFRICA

The Agence française de développement (AFD) runs a large number of initiatives aiming to achieve universal primary education. The MAEDI directly contributes to promoting French, in partnership with the IOF and its operators.

Several objectives are being pursued to improve teaching quality :

- improve initial training of French teachers by boosting the expertise of university French departments and teacher training colleges;
- provide training for teacher trainers and offer advice to education staff, especially inspectors, in order to improve in-service training schemes;
- support national education reforms by helping to revise teaching programmes and tools, especially textbooks;
- promote the teaching of French for professional purposes;
- provide new digital tools for French learning;
- support and galvanize national associations of French teachers.

In order for French learners to achieve the goals set by these African States, they must have the opportunity to develop and maintain their command of the language outside the classroom or the university, and use it to engage in authentic conversation with French speakers.

France therefore supports innovative cultural and media exchanges which aim to increase young people's contact with the language and cultures of the French-speaking world.



Over the past ten years, Burkina Faso has made considerable progress towards Millennium Development Goal N°. 2, universal primary education by 2015, but French language learning remains a major challenge.

© Paul Kabré, for the Agence française de développement.

WIDEN ACCESS TO FRENCH LEARNING

French is learnt as a foreign language in most countries in the world. The French Government runs a range of programmes that are tailored to demand, particularly in emerging countries.

This strategy, which aims to strengthen the position of French in all education systems and receives support from the Institut français, involves:

- advocating the teaching of at least two foreign languages;
- contributing to initial and in-service training of French teachers;
- supporting bilingual education involving French, particularly by awarding the "LabelFrancÉducation" label;

- promoting innovation in French teaching;
- supporting networks of French teachers;
- boosting the development of French-language university courses and international branches of French higher education establishments, and encouraging foreign students to come to France.

494
SCHOOLS
APPROVED

by the French Ministry of National Education, in 131 countries. France has the largest school network in the world, supervised by the Agency for French Education Abroad (AEFE). A large number of partner associations are involved; the main one is the Mission laïque française (French Secular Mission).

LABELFRANCÉDUCATION

Launched in 2012, the LabelFrancÉducation is awarded to outstanding foreign schools, both public and private, which follow the country's national curriculum and offer bilingual education in French and another language. The FrancÉducation network includes 57 schools in 18 countries: Australia, Bulgaria, Chile, the Czech Republic, Finland, Germany, Hungary, Italy, Morocco, New Zealand, Poland, Serbia, Slovakia, Spain, Tunisia, Turkey, Ukraine and the United States. It aims to become a global network, complementary to the network of French lycées.

OVER
€700
MILLION PER YEAR

of the French State budget is assigned to promoting French. This sum is for the most part allocated to the French school network, which receives more than €400 million. The rest is used to finance cooperation projects led by the Institut français network and the programmes run by the Agence universitaire de la Francophonie (AUF), TV5MONDE and the operators of France Médias Monde (France 24 and RFI).

PROMOTE FRENCH AS A LANGUAGE OF INTERNATIONAL COMMUNICATION

300

MILLIONS HOUSEHOLDS

in over 200 countries and territories receive the international media channels TV5MONDE, RFI, France 24 and Monte Carlo Doualiya.

DIPLOMA IN PROFESSIONAL FRENCH

The MAEDI, the IOF and the Paris Chamber of Commerce and Industry are introducing a diploma in professional French which is aimed at foreign diplomats and senior civil servants, and corresponds to the skill level of an "independent user" (level B1 of the Common European Framework of Reference for Languages, CEFR).

10,000

FOREIGN DIPLOMATS

and civil servants receive training in French each year, 65% of whom are women. More than 70,000 civil servants have received this training since 2002.

Source: Le français est une chance, 2013, IOF

OLYMPIC LANGUAGE

As part of the legacy of Pierre de Coubertin, two official languages are enshrined in the Olympic Charter: French and English. Promoting French during the Olympic Games, encouraging its use in international sport forums and raising the profile of sport in the French-speaking world are all key objectives of France's soft diplomacy.

A language gains international status when its use is guaranteed in key global contexts such as multilateral diplomacy, international trade, research, mainstream media and the Internet.

Encouraging the use of French in European and multilateral forums

Work in this area is carried out in collaboration with the IOF and aims to ensure the following:

- observance of the requirement for knowledge of French during staff recruitment and in-service training in French for civil servants;
- use of French in official documents and on the websites of international institutions;
- existence of translation and interpreting services;
- use of French by nationals of IOF Member States in meetings and conferences, language regulations permitting;
- development of networks of French-speaking diplomats and experts.

In the international economic sphere

The MAEDI strives to raise the economic profile and boost the appeal of France and the French language by:

- attracting future economic decision-makers from foreign countries to French higher education establishments;
- encouraging universities and other training structures abroad to offer courses in professional French or economics programmes in French;
- providing lessons in French for special purposes (FOS) and diplomas in professional French, through Institut français and Alliance française language centres;

- developing business law and the definition of technical and industrial standards in French.

Expanding the presence of French in the media and on the Internet

France has chosen to remain present on the global media landscape, with the dual aim of participating in the information battle and furthering the influence of the French language.

The MAEDI thus strives to:

- promote French and French-language media abroad;
- offer its expertise to foreign media organizations, especially those in Africa, through the work of Canal France International (CFI), to help them produce high-quality local audiovisual content, often in French.

With regard to the Internet, the MAEDI has two objectives:

- support the development of digital content in French, particularly in certain key sectors such as higher education, vocational training, culture and information;
- improve the use of digital resources to teach and learn French.

■ SOLIDARITY WITH YOUNG PEOPLE IN THE SOUTHERN MEDITERRANEAN

Young people play a key role in driving change, which is why France has chosen them as the primary beneficiaries of a €1 million programme called SafirLab, in the Southern Mediterranean. In 2013, SafirLab, which is organized by CFI and the Institut français, provided support for 33 young people proposing initiatives in the fields of media

and citizenship. In this framework, CFI also supports local radio programmes for young people, online media, and journalism training (Institut supérieur de l'information et de la communication [Institute of Advanced Information and Communication Studies] in Rabat).



LA FRANCE UNDERTAKES TO:

1 SUPPORT TEACHER TRAINING IN FRENCH-SPEAKING AFRICA

Help to introduce vocational university diplomas and in-service training of French teachers. Promote the sharing of innovative teaching methods, especially via the Internet.

3 EXPAND BILINGUAL EDUCATION INVOLVING FRENCH

Encourage the development of bilingual programmes involving French, particularly by awarding the LabelFrancÉducation label. The goal is to grant the label to 100 schools by 2016.

5 PROMOTE THE USE OF FRENCH IN THE DIGITAL SPHERE AND IN INTERNATIONAL MEDIA

Promote the development of French content online. Use digital resources as a tool for learning and teaching French. Promote TV5MONDE, RFI and France 24. Support other French-language media in the world, in particular via CFI.

7 ENHANCE THE FRENCH SCHOOL NETWORK ABROAD

Preserve the diversity of pupils educated in French schools, both in France and abroad. Ensure teaching is excellent throughout the network. Meet the growing global demand for French-style education.

2 ADVOCATE THE TEACHING OF SEVERAL LANGUAGES IN ALL COUNTRIES

In all countries and the relevant international forums, campaign for the teaching of at least two foreign languages. Encourage States to make multilateral commitments in this regard.

4 REINFORCE THE STATUS OF FRENCH IN INTERNATIONAL INSTITUTIONS

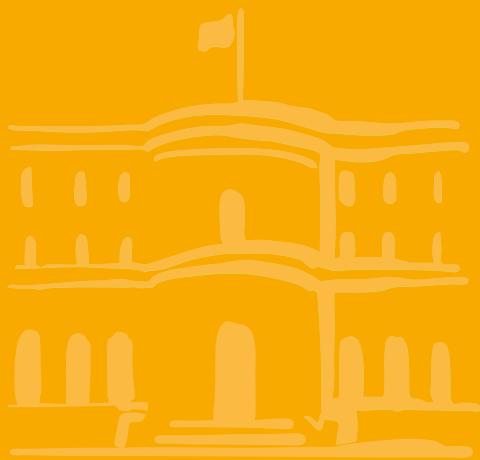
Work to maintain and increase the use of French as a working language in the European Union, the United Nations system and regional organizations, especially the African Union.

6 INCREASE THE CONTRIBUTION OF FRENCH TO THE INTERNATIONAL ECONOMY

Encourage teaching French for professional purposes and sitting for diplomas in business French. Boost the international influence of French business schools and the development of French-language courses in economics. Promote French to entrepreneurs and innovators.

8 STRIVE FOR QUALITY IN INSTITUT FRANÇAIS AND ALLIANCE FRANÇAISE LANGUAGE CENTRES

Professionalize the language centres of the French cultural network abroad. Ensure high quality throughout the network. Develop diplomas in French to certify the level achieved by students and validate their learning.



PROMOTING FRENCH WORLDWIDE

French is a global language, which is spoken in around thirty States across the five continents. It is one of the few languages to be taught in all national education systems and to hold the status of an official language or working language in international organizations. It represents positive developments and assets worldwide.

Contrary to popular belief, the number of French speakers in the world is rising constantly. As a result of population growth in Africa, there could be over 700 million French speakers worldwide by 2050. Globalization and the digital revolution are giving them new opportunities to foster links and share information, knowledge and cultural content. This helps them to develop a sense of unity and identity. However, these changes will only have a real impact if French speakers seize the opportunities that are open to them, without delay.

Ensure that French is passed on to the younger generation of the French-speaking community, encourage the rest of the world to learn it, and promote its use online, as well as in diplomacy and trade: this is the strategy adopted by France, which has placed linguistic diversity and the promotion of French at the heart of its foreign policy.



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