

- Plain language in Norway's civil service:
- A joint initiative under changing political winds

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The Language Council of Norway

Overall mission: To strengthen the Norwegian language and the language diversity in Norway

- administers the correct spelling of Bokmål and Nynorsk
- works in specific fields such as language technology, terminology and clear administrative language
- promotes Norwegian sign language and the national minority languages Kven, Romani and Romanes
- works on assignment of the Ministry of Culture, consultative body



- Two official languages: Norwegian and Sami

- a) Norwegian

- two language varieties:

- bokmål («*book language*») 86 %

- nynorsk («*new norwegian*») 8 %

- b) Sami (nord-, lule-, sør-)

- official language in 9 municipalities

- right to use Sami in certain geographic-administrative area

More: http://www.sprakradet.no/globalassets/vi-og-vart/om-oss/english/lars-vikor_norwegian_bokmal_vs_nynorsk.pdf

Bokmål and nynorsk in the public sector

Citizens' rights:

- choice of language variety
- right to receive information from the authorities in their preferred language variety

Central authorities' duties:

- shall reply in the sender's preferred language variety
- all forms should be in both language varieties
- the overall text production shall show no less than 25 % in any of the two varieties

Every municipality chooses a variety or to be neutral. Certain rights and duties apply.

What is clear/plain language?

A text is written in plain language if its intended readers can

- find what they need
- understand what they find
- use the information to meet their goals

(Ginny Redish)



What is the problem?

- the danish influenced administrative lingo and legalese
- although protected by law, nynorsk seems to be loosing ground
- the writing skills seem to erode





Brief history of plain language in Norway

- some initiatives and projects in the eighties and nineties
- 2005: red-green coalition Government sets ideals for public sector: openness and possibility for the citizens to participate and get involved
- 2006: The Language Council establishes a permanent group
 - more nynorsk
 - Clearer administrative language regardless of language variety
- from 2009: political backing and funding, project organization



- **Where are we today?**
- **How did we get here?**
- **How did changing political environment affect our work?**
- **Success factors and lessons learned**
- **The work ahead**

LÆR AV ANDRE

Treng du hjelp og inspirasjon til å kome i gang med språkarbeidet? Her finn du artiklar om kva andre har gjort for å betre språket i tekstane sine.



NORSK PASIENTSKADEERSTATNING

Norsk pasientskadeerstatning (NPE) har ikke hatt et eget klarspråkprosjekt med støtte fra Difi, men har jobbet med ett og ett språktiltak selv. Ledelsen i organisasjonen har god forståelse for at klarspråkarbeid er viktig, og har valgt å sette av budsjettmidler og interne ressurser til arbeidet.

◀ Førrige

Neste ▶

NYHETER

Klarspråksprosjekt i kommunane

(28.9.2015) Sidan 2009 har statlege verksemdar arbeidd med å betre språket i tekstane sine. No kjem kommunane etter. Eit nytt femårig program skal hjelpe kommunane med å skrive klart og forståeleg.

Frokostseminar: Hvordan forklare komplisert regelverk på en forståelig måte?

(16.9.2015) Difi inviterer til frokostseminar om veiledningsplikten og hvordan man kan forklare komplisert regelverk på en måte som er forståelig for publikum.

Klarspråksprisen 2015

Kalenderen



- 8.10.: Klarspråk for saksbehandlere (fullt)
- 19.10.: [Frokostseminar om forklaring av regelverk](#)
- 24.11.: [Klarspråk for saksbehandlere](#)
- 3.12.: [Klarspråk for saksbehandlere](#)

Alle arrangement, presentasjoner og opptak

Juridisk språk



- Skriveråd og hjelpemiddel
- Gode arbeidsmetodar
- Om lovarbeid i Noreg og andre land
- Artiklar og undersøkingar

[Les meir om juridisk språk](#)

Skriveråd



Språket i tekster fra staten skal være korrekt og klart, og statsansatte skal følge gjeldende regler for rettskriving og målbruk.

[Her får du hjelp til skrivearbeidet.](#)

Klarspråksprosjekt trinn for trinn

SØK I ORDBØKENE

Søk i ordbøkene

[Les meir om ordbøkene](#)

QUIZ



Veit du korleis ein forkortar ordet «millimeter»? Eller kva det tyder å gjere sine hoser grøne?

[Ta quizen og sjekk stoda.](#)

TÅKEPRAT



Her finner du eksempler på uklare formuleringer fra det offentlige. Som du vil se, er det ingen grunn til å pensjonere tåkeluren med det første.

[Tåkedotter i fleng](#)

#klarspråk



Hanne Røvig Schjold @mrs_schjold
Den nye NAV-sjefen liker ikke #iforholdtil. Da er det håp!
#klarspråk @iforholdtil @DagensNaeringsl @NAVnorge
pic.twitter.com/p8Q5r2pFSc

2. okt

Retweetet av Ina Hjellet

Vis bilde



Hanne Røvig Schjold @mrs_schjold
Den nye NAV-sjefen liker ikke #iforholdtil. Da er det håp!
#klarspråk @iforholdtil @DagensNaeringsl @NAVnorge
pic.twitter.com/p8Q5r2pFSc

2. okt



In the beginning



2005

R

SV

Ap

SP

KrF

V

H

FrP

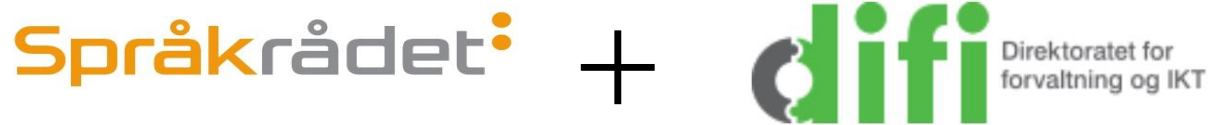


Our project:

Plain Language in Norway's Civil Service

- 2+3 years, initiated and funded by the Minister of Government Administration and Reform
- Goal: Create awareness and make it easier for the public sector to initiate clear language work
- Raison d'être:
 - a) contribute to equal opportunities to all inhabitants + equal treatment by the authorities
 - b) to make the dialogue between the civil service and the users more efficient
- Framework: The Government Communication platform, the Leadership platform, two central reports to our Parliament

The good formula



- The Language Council: permanent staff to promote and teach clear language at government level, writing and teaching skills
- The Agency for Public Management and eGovernment: project management skills, seminar organisers and huge network and knowledge of the public sector
- Together: unique opportunity to reach a broad audience and ensure high quality language and communication tools

Main approaches:

- ✓ Gather knowledge
- ✓ Share the good news and practices
- ✓ Guide and advise
- ✓ Develop tools
- ✓ More carrot, less stick




The carrots



With a yearly budget of € 500.000 we offered

- local project grants
- free training courses, seminars and conferences
- free advice on how to start and run clear language projects
- the online toolbox www.klarsprak.no
- The Clear Language Award





What do we get in return?

- experiences and documents shared by the grantees (requirement)
- knowledge and good example needed to help others
- content for the website
 - ✓ pool of knowledge
 - ✓ tools
 - ✓ activities
- network

● Political winds do blow



2005

2009

R SV

Ap

SP

KrF

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H

FrP





2012:

- funding for 2 more years
- funding for a separate project to improve language in laws and regulations
- closer cooperation with research institutions
- grants for text workshops



-
- Some help to prepare for stormy weather

Flere videoer fra Plain English Foundation

Forrige - Neste





Political winds do blow



2005

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2013

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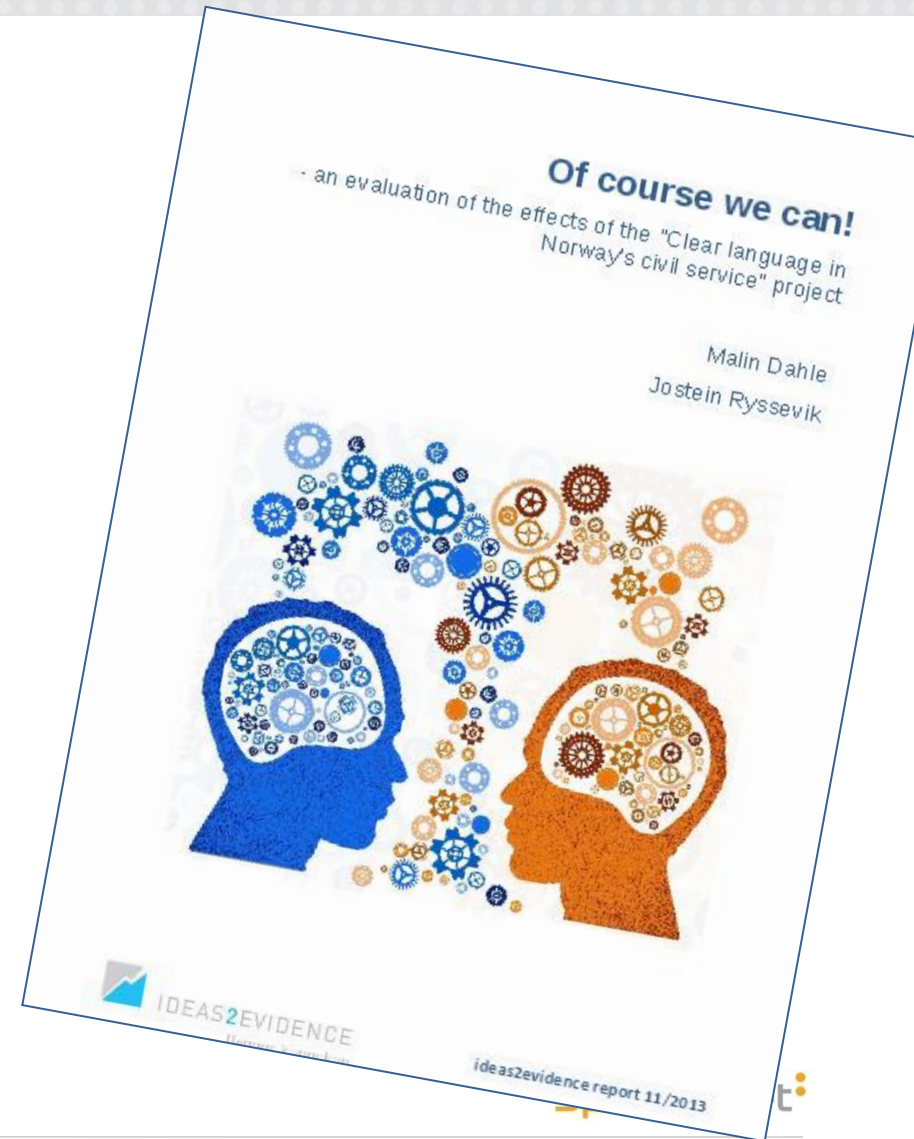
FrP



Results of the project

The evaluation report shows

- great effort by project and +60 agencies
- increased awareness and more knowledge
- good results when projects are well rooted (management, operations)
- time and money saved (requires “zero point measurement”)



Political winds do blow



2009



2013

R SV

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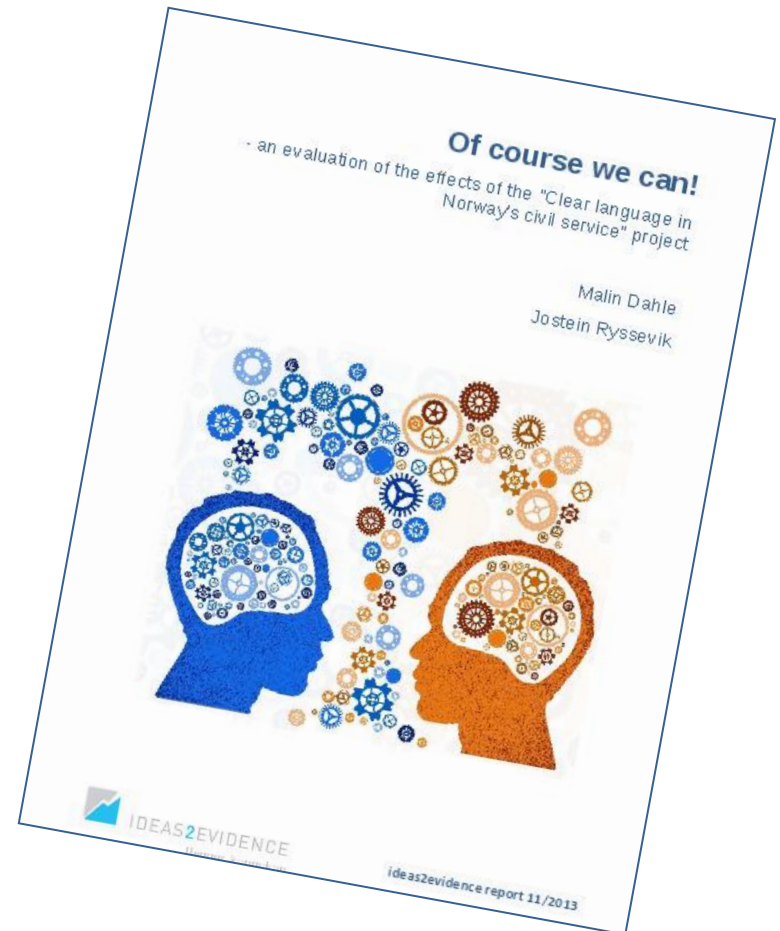
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Into the future – learning from the past

The evaluation report

- stresses the need for resources for training and for specific text work
- states that middle managers find it difficult to give priority to clear language in their daily work



Our new product: an online clear language training course

Kursmoduler

Hvem skriver du for?



Lag klare setninger



Hvorfor skriver du?



Velg passende ord



Lag orden i teksten



Modul for mellomledere



Still going strong

- free tools and support
- dedicated group
- government support
- network
- research
- the awards
- online training course





Thank you for your attention!

Margrethe Kvarenes

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www.klarsprak.no

www.sprakradet.no

About the project, in English:

<http://www.sprakradet.no/Klarsprak/om-klarsprak/om-oss/Plain-language-in-Norways-Civil-Service/>

The evaluation report in English:

<http://www.sprakradet.no/globalassets/klarsprak/kunnskap-om-klarsprak/evaluering-av-effektene-av-prosjektet-klart-sprak-i-staten-2013-2.docx.pdf>