



Food and Agriculture Organization of the United Nations

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# *Reorganizing information in a multilingual website: Issues and Challenges*

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## About FAO

- International organization with >190 member countries
- Global mandate on agriculture, food standards, animal diseases, genetic resources, forestry, fisheries.
- 5 regional offices, 11 sub-regional offices, 82 country offices.
- Languages: English, French, Spanish, Arabic, Chinese, Russian.



# Food and Agriculture Organization of the United Nations

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*for a world without hunger*

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## FAO Home

### AppliFish, marine knowledge at the touch of a button

You want to know more about the fish you are eating or going to buy? Is it maybe an endangered species? AppliFish is a free mobile application developed by the fisheries and biodiversity knowledge platform i-Marine. It makes aquatic-related information available to anyone, anytime, anywhere. [more...]

### More news

- ▶ FAO's support in transforming the agriculture sector in Uganda
- ▶ On International Women's Day, FAO, IFAD, WFP and IDLO highlight link between women, violence and food security

Forests for Food Security Conference

The State of Food and Agriculture 2012 Report

21 March International Day of Forests Video

Forest farmer organizations Publication

#### FAO Food Price Index

2002-2004=100

Busca personas, lugares y cosas

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The Food and Agriculture Organization of the United Nations leads international efforts to defeat hunger.

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## About our users (Feb 2013)

	www.fao.org (visits)		Facebook/FAO (reach)	
en	1,833,503	27.7%	107,467	45.9%
es	964,797	14.6%	52,792	22.5%
fr	284,350	4.3%	13,184	5.6%
zh	21,365	0.3%	994	0.4%
ru	14,495	0.2%	1,395	0.6%
ar	13,480	0.2%	2,074	0.9%
it	19,954	0.3%	17,982	7.7%
pt	29,571	0.4%	19,379	8.3%
other	3,449,375	52.0%	18,968	8.1%
Total	6,630,890	100.0%	234,235	100.0%



## Reorganizing content: a new strategic direction

- emphasis on results vs outputs
- view by strategic objectives and themes rather than organizational boundaries
- focus on decentralization, but One FAO
- partnerships

ALL in a website and **multilingual** !!!



## Issues faced

- most of existing content is unstructured
- created for the web, so no “original” exist
- language versions do not match each other
- URIs don't have language information (but when they have..)
- lack of mono- or multilingual ontologies to navigate and map “new” content, except for countries (geopolitical ontology):  
<http://www.fao.org/countryprofiles/geoinfo/en/>
- reuse of multilingual content is limited (navigation issues, etc.)



## Our challenge(s)

- make the best use of existing multilingual content
- identify “normative” text vs “general” text, fairly static vs dynamic
- use CMS-independent content (updates, etc)
- use analytics for decision-making and prioritization
- use MT, particularly for Arabic and Chinese
- better understanding of our (intended) users



## Standards and Best Practices

- XLIFF – use of existing translated text
- RDF-driven navigation
- ITS 2.0 – born to be multilingual?
- learn from translation workflows → web
- get social? on-demand translation Traduce!





## Our near future (1/2)

- make the best use of existing multilingual content
- ensure long-term use and preservation of multilingual content (and archive not current content)
- standards and best practices needed
- partners – non-profit and commercial – needed



## remember our users!

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## Our near future (2/2)

- make the best use of existing multilingual content
- ensure long-term use of multilingual content (and archive not current content)
- standards and best practices needed
- partners – non-profit and commercial – needed
- **MT for Arabic, Chinese and Russian, as a tool to prioritize translation**



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## Our long-term future?

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## Protection of minority languages is a human rights obligation, UN expert says



Rita Izsák, UN Independent Expert on minority issues. Photo: OHCHR

12 March 2013 – Half of the world's estimated 6,000-plus languages will likely die out by the end of the century without urgent efforts to protect minority communities and their languages, a United Nations independent expert said today, noting also that minority languages have often been a source of tension for governments whose obligation it is to protect them.

"Language is a central element and expression of identity and of key importance in the preservation of group identity," the UN Independent Expert on minority issues, Rita Izsák, said as she presented her latest report to the UN Human Rights Council in Geneva.

"Language is particularly important to linguistic minority communities seeking to maintain their distinct group and cultural identity, sometimes under conditions of marginalization, exclusion and discrimination."

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¡Muchas gracias!