



Government of
Northwest Territories

GNWT STANDARDS FOR FRENCH LANGUAGE COMMUNICATIONS AND SERVICES

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SUMMARY OF UPDATES

Edition 3.2 of the Standards contains the following updates:

- Third-party service on behalf of GNWT institutions
- Best practices for correspondence
- Awards format
- Advice providers RE: web sites
- Clarity on bilingual formats
- Wording for cover page of summary translation
- Standard page of text word count

Archival versions of “out of date” editions of the Standards are available for reference purposes. Contact the Francophone Affairs Secretariat for information.

ABOUT THIS GUIDE

The purpose of the GNWT Standards for French Language Communications and Services is to guide government institutions in the application of Guidelines 2 and 6b of the 2018-2023 GNWT Strategic Plan.

The [GNWT's 2018-2023 Strategic Plan on French Language Communications and Services \(2018-2023 Strategic Plan\)](#) was approved by the Executive Council in February 2019 and tabled in the Legislative Assembly in March 2019.

The GNWT believes that its communications, programs, and services should be available or accessible in French through appropriate and practical methods that are adapted to the particular context and needs of the Francophone community. With this in mind, the GNWT's objective is the effective delivery of French language services and the simultaneous publication of communications materials in both French and English.

The Standards apply anywhere that meets the criteria for significant demand and the nature of the office and/or head or central office.

The Standards complement and work in tandem with the [GNWT's Visual Identity Program](#) and communications directives.

For more information about translation procedures, please review the French Translation Services Manual. To request a copy of this Manual, contact francophone@gov.nt.ca, or call 867-767-9343, extension 71047.

Implementation of French communications and services will work towards collaboration with any complimentary guidelines which may be developed by the GNWT Indigenous Languages and Education Secretariat, in particular for matters related to active offer and signage.

1. RESPONSIBILITIES

While the Standards are intended to be used primarily by French Language Services Coordinators and communications staff, employees at all levels of government have responsibility and accountability for compliance. Refer to Guideline 1 of the Strategic Plan for a more detailed description of responsibilities.

- Ministers are responsible to provide French language communications and services in their assigned government institution(s).
- Deputy Heads are responsible to provide clear direction within their area of jurisdiction regarding French language communications and services.
- Departmental Communications staff are responsible to assist and advise the appropriate members of their government institution in the development and execution of quality French language communications.
- French Language Services Coordinators are trusted advisors who should be consulted before additional clarification is sought from the Francophone Affairs Secretariat.

2. ACTIVE OFFER

An individual should feel comfortable expressing themselves in either language when seeking a service. The active offer is a way of greeting the public which informs them that they are welcome to communicate with the GNWT in either English or French when seeking information or a service. An active offer can be a sign, a personal greeting or a recorded message.

For more information, refer to the document “[Working Together to Make the Active Offer](#)”. Training on active offer procedures will also be regularly offered through the government institution’s French Language Services Coordinator.

2.1 ACTIVE OFFER SIGNS

The tent card is a versatile tool that should be displayed on the service counter or a nearby surface.

Transparent vinyl window stickers can be used on outside-facing windows and doors, both inside and outside of the service office. Signs can also be taken out of the office for special events or mobile services.

Contact your departmental French Language Services Coordinator for display products and templates.

It is important for the public to know where French language services are offered – and that the GNWT invites their feedback on the quality of those services – through appropriate signs and posters. Active offer materials must be displayed at the point of entrance into the service, i.e. the outside door, window, or entrance hallway. They must be easily visible to any client who is waiting for service and bilingual staff must be identified in some way.

“Nous voulons votre avis” Signs

Promotional materials with the line “Nous voulons votre avis” (“We want your feedback”) should be placed at all physical points of public service and on the French versions of eService portals. French Language Services Coordinators can provide multipurpose cards and stickers to points of public service directing the public to the web page about the feedback process. They can also advise on how to display and use them.

2.2 ACTIVE OFFER FOR PRINTED COMMUNICATIONS

If separate English and French versions of the same document have been created (see Standard 3.10.2), then the active offer of a translated version shall be placed inside the front cover of the document as follows:

An English version of this document is available.

[print this in the French version]

Une version française de ce document est disponible.

[print this in the English version]

It is not appropriate for the active offer to impose a barrier such as “upon reasonable request”.

If a document has been printed as a bilingual flip, the French and English versions should be posted separately on a government institution’s website as this format does not lend itself to posting on a website.

Contact your departmental Communications staff for Active Offer templates.

3. SERVICE DELIVERY AND COMMUNICATIONS

Ideally French services to the public should be available directly and without the use of a third party (i.e. through either referral or interpretation). When the service sought by a member of the public involves urgent or highly confidential matters, they are entitled to immediate service in French. When urgency or confidentiality is not immediately engaged, there is greater flexibility in determining how to provide services in French. The service provider can be an employee of the responsible government institution, or of Services TNO. Once the public has been informed that French service is available, the service can be provided in the following ways:

Direct Service

Direct service can be provided face-to-face, over the phone, or via email. In any of these cases, a bilingual employee provides a service to a member of the public in French; for example, a member of the public applies for a driver's license, is examined by a physician, or is provided a follow-up over the phone regarding an application for a birth certificate.

Interpretation and Referral Service

A non-bilingual front-line employee has ready access to a bilingual employee in the same office or in some other location who can serve a member of the public in French.

The service provider may not necessarily be physically located at the first point of contact, but can provide the service over the phone, through e-mail or video conferencing, or using internet-based service mechanisms.

Where circumstances require programs and services to be provided through interpretation, the interpretation service shall be promptly available and of excellent quality. This means there should be minimal delay in securing and making available a suitable interpreter, and the interpreter shall be fully fluent in both English and French.

Referral service and interpretation service can occur face-to-face or via telephone or videoconference, in which case employees must be proficient in the use of the technology.

A government institution (or a third-party acting on its behalf) must provide public communications and services according to the *Official Language Act of the NWT* and the French Standards. Seek advice from the Francophone Affairs Secretariat and Procurement Shared Services concerning third-parties.

An interpreter assists in the delivery of a service to a member of the public in French. Typically, the interpreter would be accessed through a telephone-based interpretation service. Only certified interpreters shall provide interpretation service; however, a language facilitator may aid members of the public in accessing a service in French.

If required, contact your departmental French Language Services Coordinator.

3.1 VERBAL GREETINGS

While not required in the active offer in person versus on the phone, all government institution employees are encouraged to learn and use basic French phrases if they are interested and feel comfortable doing so.

Above all, staff should take care not to make the member of the public feel as though they are “imposing,” or to leave the impression they should try to “manage” in English.

Over the phone bilingual service providers and non-bilingual front-line staff at points of public service will initially greet a member of the public in English and French in the following manner:

“Bonjour/Hello” Or “Hello/Bonjour”

The member of the public should be given a moment to respond in the language of their choice. When the member of the public speaks in French, a non-bilingual employee will respond with:

**“I understand you would like service in French,” followed by
“un moment s’il vous plaît,” or “one moment please.”**

A non-bilingual employee will then promptly summon or telephone a bilingual colleague to serve the individual.

Other scripts are provided for different circumstances in the [“A quick reference guide for front-line staff”](#).

If a Memorandum of Agreement (MOA) with Services TNO exists, the employee will call Services TNO so they can promptly serve the individual.

Front-line staff should be properly prepared to deal with French language service requests before displaying the enhanced active offer signage provided by the Francophone Affairs Secretariat. If the French-speaking public is invited to request service in their language, staff who are inadequately prepared can lead to frustration.

All employees who are able to communicate in French are encouraged to wear magnetic active offer pins to identify themselves. It is not recommended that other employees wear pins as it could cause frustration among French-speaking clients who will expect them to be able to communicate in French.

3.2 INTERACTIVE TELEPHONE DIRECTORIES AND VOCEMAIL

French language services on the telephone means that the bilingual service provider or non-bilingual front-line employee always answers using the active offer and is either able to respond to the caller's request in French, or immediately transfers the call to an employee proficient in French. The client should be informed that they are being transferred to a French-speaking employee.

3.2.1 Interactive telephone directories

Both French and English are used in the greeting. Messages are comparable both in quality and content. Either language can come first in the message. For example, based on the nature of the voicemail system, the message might be as follows:

**“Bonjour/Hello. For service in English, press 1.
Pour le service en français, appuyez sur le 2.”**

3.2.2 Voicemail

Bilingual service providers and non-bilingual frontline employees staffing points of public service will have a current, bilingual outgoing voicemail message. Select one of the following voicemail outgoing messages:

Standard message:

**“Hello/Bonjour. A message in English will follow. Vous avez joint ____ .
Veuillez laisser un message et je vous rappellerai. Merci.**

**You have reached ____ . Please leave a message and I will return your call.
Thank you”**

or

**“Bonjour/Hello. Un message en français suivra. You have reached ____ .
Please leave a message and I will return your call. Thank you.**

**Vous avez joint ____ . Veuillez laisser un message et je vous rappellerai.
Merci.”**

Away from desk message:

**“Hello/Bonjour. A message in English will follow. Vous avez joint ____ .
Je suis absent du bureau. Pour un service en français,
veuillez communiquer avec ____ . Merci.**

**You have reached ____ . I am out of the office. For assistance
please contact ____ . Thank you.”**

or

**“Bonjour/Hello. Un message en français suivra. You have reached ____ .
I am out of the office. For assistance please contact ____ .Thank you.**

**Vous avez joint ____ . Je suis absent du bureau. Pour un service en français,
veuillez communiquer avec ____ . Merci”**

Offices are closed message:

**“Bonjour/Hello. Un message en français suivra. You have reached ____ .
Our offices are closed and will reopen on DATE. Thank you.**

Vous avez joint ____ . Nos bureaux sont fermés jusqu’au DATE. Merci.

or

**Hello/Bonjour. A message in English will follow. Vous avez joint ____ .
Nos bureaux sont fermés jusqu’au DATE. Merci.**

**You have reached ____ . Our offices are closed and will reopen on DATE.
Thank you.”**

Contact your departmental French Language Services Coordinator who can help assist with a specific greeting, and or help arrange for assistance with recording a bilingual message for non-bilingual frontline employees.

If the length of your voicemail message permits it, give callers an option to bypass a longer bilingual message by including the following bilingual component near the start of your message:

“To bypass this message you can press the number sign/star at any time.

Pour accéder à la boîte vocale, appuyez sur le carré/l’étoile.”

Note: Depending on how your voice mail system works, delete one or the other of **“sign/star”** and **“le carré/l’étoile”** from the above text.

3.3 CORRESPONDENCE – EMAIL

Employees not receiving the bilingual bonus should seek the advice of a bilingual colleague or their institution’s French Language Services Coordinator, who can determine whether incoming correspondence requires a formal translation from French Translation Services. Assistance is also available in creating an appropriate French response.

An employee who receives the bilingual bonus for French is encouraged to correspond in French; however, when a formal email correspondence requires approval by a supervisor or is sent formally, then the use of French Translation Services is required.

3.3.1 Email signature

Bilingual service providers and non-bilingual front-line employees staffing points of public service as well as generic email addresses shall use a bilingual email signature and auto-replies. Your email signature plays an important role in government correspondence. It identifies you as a government employee, and provides contact information the recipient may need.

Individuals who wish include a description of suitable pronouns are encouraged to contact their French Language Services Coordinator to explore the options in French.

The GNWT has a pre-approved template that all employees must use. Reference the [Visual Identity Guidelines](#) or contact your departmental French Language Services Coordinator for more information.

3.3.2 Email address

When creating a generic email address, special thought should be put toward making it as close to bilingual as possible.

Example: **youth-jeunesse@gov.nt.ca**

Employees not receiving the bilingual bonus should seek the advice of a bilingual colleague or their institution's French Language Services Coordinator, who can determine whether incoming correspondence requires a formal translation from French Translation Services.

3.4 CORRESPONDENCE – HARD COPY

Where criteria are met, government institutions will communicate exclusively in French with members of the public who indicate their preference to receive correspondence in French. In these cases, formal correspondence should go through French Translation Services.

General GNWT stationery, which includes letterhead, envelopes and business cards, must be used by all departments. The general stationery is approved and cannot be altered or recreated. Contact your Administrative Assistant to order business cards or to obtain letterhead/envelopes or correspondence guidelines.

Additional French language considerations for stationary include:

3.4.1 Letterhead

Generic correspondence, whether written or electronic, initiated by a government institution directed to an external audience shall be in English and French on bilingual letterhead, or on separate French and English letterhead in the case of government institutions who do not have bilingual letterhead. Address formats are different in French than in English, so it is important to include the recipient's address in your translation request to ensure that French correspondence uses the correct format.

Out of respect for their mandate and purpose, correspondence addressed to Francophone organizations is prepared in French and sent at the same time as the letters sent to English counterparts. It is not appropriate to send the English version first and forward the French version at a later time. It is imperative that any attachments be reviewed by the government institution's French Language Services Coordinator to determine if they also need to be translated.

For other non-bilingual employees copied on the correspondence, the English copy of formal correspondence should be available. The English copy is not sent to the member of the public. An English summary of informal French correspondence (e.g. email) may be provided to management as required.

3.4.2 Business Cards

When bilingual service providers and non-bilingual frontline employees staffing points of public service are issued business cards, they will be in bilingual format, printed back-to-back.

In certain circumstances, unilingual employees may feel it appropriate to have bilingual business cards. For example, an English-speaking employee who deals with French-speaking clients on a regular basis may wish them to be clear on their title and contact information in French. This can also be true of high-level government institution employees who interact with other orders of government.

3.5 PUBLIC EVENTS

3.5.1 Public Hearings and Meetings

When public meetings or public hearings on projects of interest to the general public are held, a portion of them must be held in French.

Public hearings and public meetings must consider the need for French language communications and services, whether attendance at the meeting is general or restricted.

This is especially (but not exclusively) true for meetings seeking public opinion regarding major changes to legislation, regulations or policy, or regarding initiatives that will have a specific impact on the Francophone community (i.e. French-language education).

Consider direct service, interpretation, or language facilitation for the various aspects of the hearings or meetings, including:

- General public notification;
- Simultaneous French and English notices inviting public participation;
- Include bilingual staff at the hearing or meeting;

If not available, the notices to the public shall include an offer of French interpretation services. In the offer, advise the public to submit a request for French interpretation services to the respective government institution in sufficient time for the necessary arrangements to be made in advance of the event. This offer of interpretation should appear in both French and English media.

- Registration and reception of members of the public, presenters;
- Interaction with presenters and members of the public during the hearings or meetings;

All employees who are able to communicate in French are encouraged to wear magnetic active offer pins to identify themselves. It is not recommended that other employees wear pins as it could cause frustration among French-speaking clients who will expect them to be able to communicate in French.

- Availability of bilingual public information material.

If bilingual employees are not present at such public events, non-bilingual employees will provide members of the public requiring service in French with a business card, brochure, info sheet, or other publication containing bilingual information as well as contact info for a bilingual service option (bilingual employee, website, voice mailbox, etc.)

When a government institution arranges for the services of French interpreters (in person), the French Language Services Coordinator should advise the members of the French Language Services Coordinating Committee and Cabinet Communications in case there are other events around the same time for which the interpreters could be required.

Alternatively, consider engaging the Francophone community specifically in a targeted meeting/hearing with bilingual program experts. Arrange for the presence (actual or virtual) of simultaneous interpretation if bilingual program experts are not available. Use teleconferencing or videoconferencing to link to other significant demand communities where appropriate.

In some circumstances, this model could be delivered by a third-party partner from the Francophone community. Contact your departmental French Language Services Coordinator for guidance.

Plenty of advance notice, even at the planning stage when dates are tentative, will facilitate the translation of documents and related materials as well as the booking of interpreters, which gives the interpreters the necessary preparation time. Government institutions frequently co-host events with other government institutions and/or external organizations. The French Language Services Coordinator of each government institution should be informed of any documents or PowerPoint presentations that will be used during events to determine the event's French communications and services requirements.

3.5.2 Tradeshows

If bilingual employees are not present at such public events, non-bilingual employees will provide members of the public requiring service in French with a business card, brochure, info sheet, or other publication containing bilingual information as well as contact information for a bilingual service option (bilingual employee, website, voice mailbox, etc.).

Tradeshow booths/banners and materials must be a mirrored bilingual format. Refer to Standard 3.10.1 regarding formatting.

3.5.3 Ceremonies, Events and Awards

When public ceremonies, presentations of awards, speeches or other engagements by government institutions are aimed at the general public, government institutions should consider delivering the events, or relevant portions thereof, in both English and French. Given the varied nature of these events, it is not possible for the Francophone Affairs Secretariat to provide a comprehensive list of requirements. When planning a ceremony, event or award presentation, government institutions should consider which aspects could be made bilingual. For example, if a francophone cultural association were to receive an award, a portion of the speech could be delivered in French. This may not always be possible, but other steps could be taken to include French content depending on the event. Contact your departmental French Language Services Coordinator for further guidance or assistance.

Awards (e.g. Education Hall of Fame, Minister's Culture and Heritage Circle, NWT Literacy Awards, etc.) should be produced in French for recipients who choose it.

3.5.4 Public Surveys and Evaluations

When a government institution notifies the public of an opportunity to respond to a survey, to complete an evaluation, or to provide oral or written comments or feedback on a matter, the notice will be issued in a bilingual format.

The survey, feedback form, voicemail box, or other instrument used to receive public input will be available in both French and English.

In the case of a face to face or telephone interview or survey, a non-bilingual interviewer will provide members of the public requiring service in French with contact information for a bilingual option to participate in the interview or survey (bilingual employee, website, voicemail box, etc.) This could include a business card, brochure, information sheet, or other publication containing bilingual information.

3.6 DIGITAL PLATFORMS

3.6.1 Social media

Government institutions are responsible for ensuring social media content is available in English and French. Blogs, Twitter feeds, Facebook pages, Instagram feeds, discussion forums or other social media should be published in both languages or in a bilingual format. It is up to the government institution to decide if they would like to use a bilingual account or post to separate French and English accounts. If separate accounts are used, there should be a disclaimer posted with a link to the other account.

When posting photos with text overlaid, it is important to remember that the text should be bilingual if posted on a bilingual account. Any online users leaving comments or submitting questions in French must be answered in French.

A large component of social media is sharing hyperlinks to third-party sites. These should send the user to content posted in the same language if available. If the third-party website is not available in French, an alternative website with similar content in French should be considered, or a disclaimer should be included beside the hyperlink that the website is only available in English. A brief description of the third party's content should be included as part of the post.

Facebook

Facebook collapses posts so that a user must click “more” to see the entirety; therefore, a sentence advising the public that French text follows the English is advisable:

« Message bilingue : le texte français suit le texte anglais. »

Twitter

Twitter messages are generally of insufficient length for bilingual format; therefore, separate English and French tweets are recommended. It should be noted that tweets translated from English to French generally require more characters. Tweets related to a minister's portfolio must be translated, while tweets that relate to a minister's role as an MLA and/or local constituency politician could be issued in the language of their choice.

Instagram

When posting photos to Instagram, it is advisable to not overlay text. Instead, a bilingual caption can be used.

3.6.2 Website

The contents of most government institution websites will be translated and posted in both French and English. Additionally, any Corporate Communications approved “campaign” site for special programs and arm’s length entities which provide public service are also required to have content displayed in French and English in accordance with these standards. This includes third-party applications used to deliver on-line services on behalf of GNWT institutions.

Choice between French and English will be available to the public upon accessing the site, and as the user navigates through the pages of the site.

Institutions will establish and follow a procedure to ensure that:

- existing content on web sites is translated into French;
- new public web content is translated and posted in French and English simultaneously.

In designing French versions of web sites you will consider that French translation frequently results in longer phrases or sentences than English. Such considerations will apply to web site tabs, image captions, menu choices, and general page layout.

3.6.3 Video

All videos intended for the general public must be available in both French and English. It is more efficient to plan French and English versions of a video from the start rather than to retroactively adapt an English video after it’s been completed.

Although subtitles are technically easier than dubbing, dubbing is generally a better quality of communication than subtitles. Videos narrated throughout (in which there are no scenes with actors speaking to the camera in English) are more effectively dubbed rather than subtitled.

If a government institution is unsure how to approach French language requirements during the planning phase of a video, the French Language Services Coordinator may be consulted to provide advice on all aspects of bilingual video production, from drafting the RFP to post production.

Reference Case studies examples on p. 21 of the RFP section of these standards.

For current best practices, French Language Services Coordinators should consult their communications staff regarding the Consistent User Experience (CUE), as well as the institution’s representative on the GNWT Web and Digital Presence Committee or other related group. The Francophone Affairs Secretariat and/ or the Corporate Communications Digital Advisor may be consulted as required.

3.7 WRITTEN INSTRUMENTS INTENDED FOR INTERNAL USE

The GNWT often generates written documentation intended for internal use only. Operational and procedural manuals, internal job posters, instructions and directives to staff, internal reports, etc., are generated and used by the public service itself.

Many of these documents are available to the public should they ask, but were not generated as deliberate, purposeful, and formal communications to the public. Where a written instrument is intended for internal operational guidance or purposes of the GNWT, it will not require translation. Some materials may fall into a grey area and will demand a judgment call in consultation with the Francophone Affairs Secretariat.

3.8 PUBLIC INFORMATION MATERIALS

Information materials created for the purpose of describing public services offered by a government institution, or to provide information to the public at large, are required to be published in both French and English.

Communication with the general public is accomplished through various means. These forms of communication, and any new technologies which could eventually be used to communicate with the general public, are subject to these standards and their content must be comparable in quality and content in both French and English.

Written instruments intended for the public should be prepared in bilingual format, with French and English given equal prominence.

Educational Materials

In addition to written instruments intended for the public, government institutions sometimes create educational materials intended to be used in schools. Where these educational materials link with school curriculum, staff and funding resources are available to support government institutions in ensuring they are available in French. The Francophone Affairs Secretariat provides guidance to government institutions so they are able to correctly adapt, translate and publish educational materials.

RFP CASE STUDY #1

As the successful proponent in an RFP, a contractor facilitated the public evaluation of a major government program. Various French-speaking stakeholder groups had actively participated in multiple aspects of the program. The RFP did not stipulate that the proponent would need to conduct a portion of the evaluation in French.

Much effort and expense were required to try to elicit public feedback in French after the contractor had already met the terms of the contract and had been paid.

A better planned and executed RFP would have resulted in a more efficient outcome.

RFP CASE STUDY #2

A public information video was finalized in English. It consisted of on-screen actors speaking in English (as opposed to voice-over narration) and numerous graphical shots (charts, maps, etc.). It was launched in English, and a French version was retroactively made. This process took months, and cost much more than the original budget for the project.

Matching French subtitles and dubbing over shorter English segments is challenging, expensive, and time-consuming. Also, the creation of French graphical elements required starting from scratch.

The successful proponent had no idea that French would be required as it was not referenced in the terms of reference of the RFP. Subsequently, a separate contract was required, costing more time and money and much frustration.

Including expertise and advice from the government institution's French Language Services Coordinator in the early planning stages would have saved money and resulted in the simultaneous launch of a bilingual product of high quality.

3.9 REQUESTS FOR PROPOSAL (RFP)

When writing a Requests for Proposal (RFP), ensure it informs proponents whether the work will include provisions for French communications and services. The RFP should state which French language responsibilities rest with the GNWT (e.g. translation, interpretation arrangements), and which French language responsibilities rest with the successful proponent. The government institution's French Language Services Coordinator should be consulted as the terms of reference of the RFP are being drafted.

Ensure that French translation requests are submitted in a timely manner so that the RFP description is bilingual wherever it appears on the GNWT Contract Opportunities site.

An RFP will clearly advise proponents whether their bid will require capacity in French in order to meet the evaluation criteria of the proposed contract.

If the RFP requires that the proponent create a communications instrument intended for the public, it must comply with standard referring to Public Information Materials p. 20. Efficient planning and production procedures can save time and effort and result in quality bilingual products ready for simultaneous launch. If you have any procurement-related questions you are encouraged to contact Procurement Shared Services.



Bilingual licence

3.10 BILINGUAL FORMATS

Contact your institution's French Language Services Coordinator for further guidance on any of these bilingual requirements.

3.10.1 Mirrored Bilingual Format:

English and French texts are printed side-by-side or one-after-the-other throughout the product. Design options include:

- Parallel, dual-column format;
- Back-to-Front, with English on one side and French on the other; or
- Bilingual Flip, with each version upside down in relation to the other.

The examples provided are included for illustrative, but not exhaustive, purposes.

- **Products with minimal copy** (i.e. posters, postcard for ad mail);
- **Forms, certificates, permits, and licenses:** the bilingual format, as it pertains to forms, identity documents and certificates, means that the English and French texts are printed side-by-side or one after the other throughout the form, document or certificate. A form printed as mirrored bilingual hard copy format should have the French and English versions posted separately on a government institution's website as mirrored bilingual format does not lend itself to posting on a website [same as 2.2 on p. 8];
- **Employee ID cards and name tags:** when ID badges and name tags are used in a workplace where the general public can see said badges and tags, they shall be produced in a bilingual format and accommodate French accents as required to ensure the correct spelling of proper names;
- **All public signage** (e.g., highway signs unless using universal pictograms, parks and tourism signs, public project signage such as those for construction projects, building signage (exterior and interior), etc.);
- **Technical and large report covers** (see Summary Translation Format on p. 27);
- **Magazine and publication advertisements** (applied anywhere that meets the criteria for significant demand and the nature of the office and/or head or central office).

Note: If posted on-line, the file needs to be represented on both English and French websites.

Written instruments intended for the public should be prepared in bilingual format, with French and English given equal prominence. Bilingual format means either French and English together in the same item (Standard 3.10.1), or as separate French and English versions (Standard 3.10.2), each version having an active offer (see Standard 2.2).

Government of
Northwest Territories

BE AWARE WHEN YOU RIDE

**Watch for thin ice
and moving water.**



Gouvernement des
Territoires du Nord-Ouest

CONDUISEZ AVEC PRUDENCE

**Prenez garde à la glace
mince et à l'eau en
mouvement.**



Bilingual format – French & English web ad

3.10.2 Bilingual Format:

Separate English and French documents are to be printed and displayed, and each version requires an active offer (see Standard 2.2).

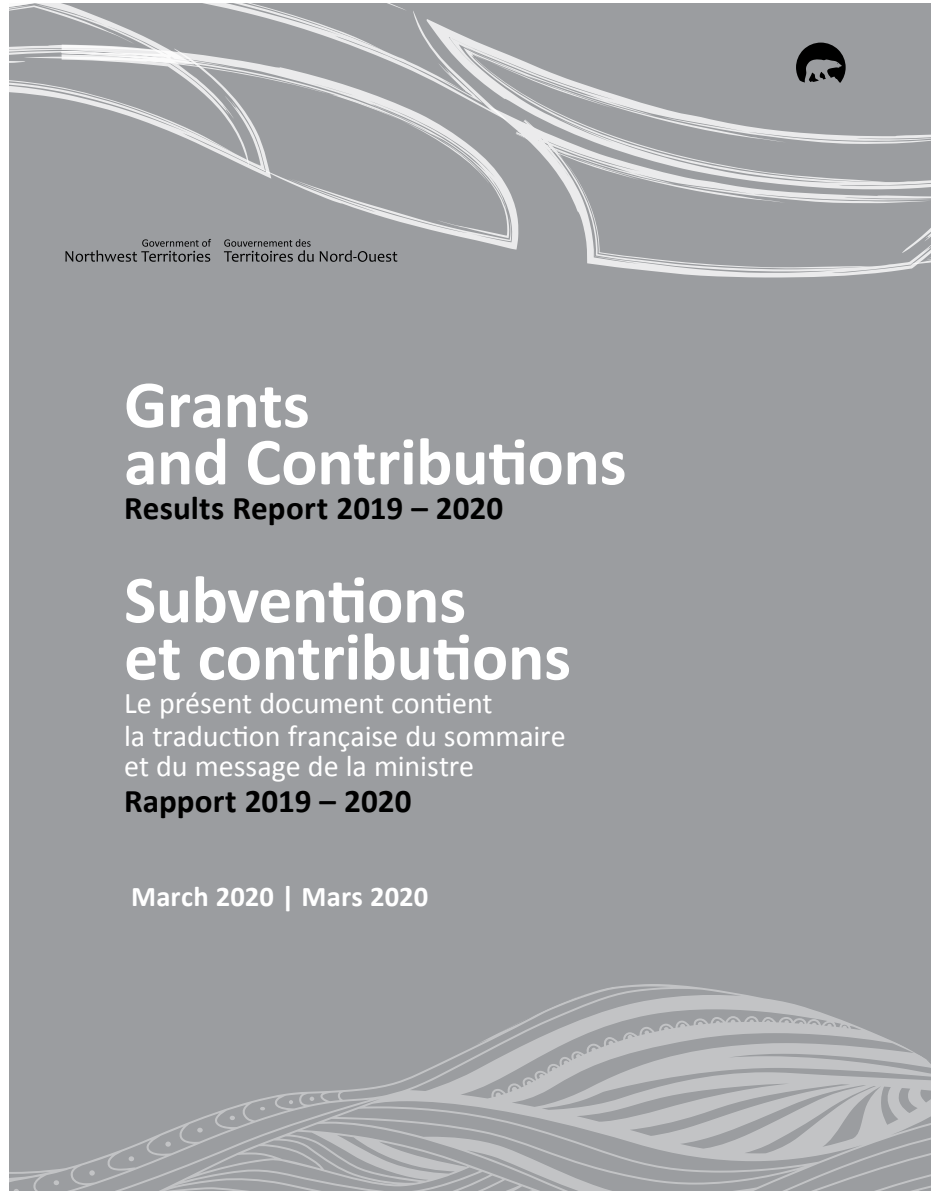
- **Advertisements:** paid notice, advertisement or insert in a newspaper, periodical, radio broadcast or on television (e.g. tender or proposal calls, job advertisements, proclamations, meeting or hearing notices, program and service announcements, promotional inserts, public education messages, commercials, etc.)

Where criteria are met (significant demand, nature of the office, head or central office), all written advertisements in English in a newspaper shall be advertised in French in a French language newspaper, maintaining due respect for publishing deadlines. If the English ad is in colour, the French ad shall also be in colour.

Ad content may be adapted to better suit the audience of the French language newspaper. For example, during special themed weeks such as Small Business Week, a government institution may choose to replicate their English ad in French, or advertise only those events that are occurring in French.

- When it comes to advertising in northern publications other than newspapers, government institutions are encouraged to develop bilingual ads;
- **News Releases, Media Advisories, Ministerial Activities Advisories, Media Statements** (including any attachments such as backgrounders);
- **Speeches by Ministers;**
- **Public Health and Emergency Measures Advisories;**
- **Training manuals and materials intended to educate the public;**
- **Brochures and materials intended to inform, educate or instruct the public;**
- **Employee recruitment advertisements** (job descriptions for bilingual positions only). Human Resources (Department of Finance) will coordinate the translation for all departments prior to going live on e-Recruit;

- **Maps:** The Government of Canada maintains a list of geographical names that require presentation in English and French; however, most **geographical names** have only one official form. When the French version of a document or website contains a map, care should be taken to include the French version of geographical names. The statement “Please note that most geographical names have only one official form. Only certain geographical names require presentation in English and French.” should be used on both static and interactive maps.



Summary translation format – Report cover

3.10.3 Summary Translation Format:

Large documents exceeding 20 standard pages

A government institution may replace the full text translation of a public document with a summary translation if the original document exceeds twenty standard pages of text.

Summary translation can include an executive summary. If a publication does not lend itself to the inclusion of an executive summary, then a description of the publication and its purpose, as well as the message from the minister (or issuing official), may be translated.

Full translation of the entire document may be recommended by the Francophone Affairs Secretariat in specific cases.

Whichever summary translation is appropriate should be included in the publication immediately following the English executive summary or the introductory message if there is no executive summary. Documents will also have a bilingual title page and a mention of the translated summary in the table of contents.

Sentence to be included on all covers:

“Le présent document contient la traduction française du sommaire et du message du ministre*”

*or other issuing official

The following is an illustrative, but not exhaustive, list of written instruments that require an executive summary:

- **Scientific, Technical, Reference, and Scholarly Documents*;**
- **Annual reports, action plans and strategies.**

** GNWT publications of a scientific, technical, reference, or scholarly nature may be exempted from translation. Generally, these documents, including raw data, are created for the GNWT's internal purposes. They may be made available to the public for the purposes of transparency; however, as the purpose of their creation was not intended for the public, they will frequently not require translation.*

4. PUBLIC FEEDBACK

Receiving and responding to public feedback is an important part of improving the GNWT's delivery of French communications and services to the public. French Language Services Coordinators of government institutions work together with the Francophone Affairs Secretariat to ensure appropriate follow-up to public feedback received.

Promotional materials with the line “Nous voulons votre avis” (“We want your feedback”), should be placed at all physical points of public service. The opportunity to provide feedback on the quality of French communications and services is complementary to the active offer. French Language Services Coordinators can provide multipurpose cards and stickers to points of public service directing the public to the web page about the feedback process.

They can also advise on how to display and use them.

Similarly, government institutions should insert the following text on the French section(s) of the website related to “contact us”, “have your say”, or other relevant sections. This also includes the French versions of eService portals.

“Vos commentaires nous intéressent! Nous voulons connaître votre avis sur la qualité des communications et des services offerts en français par le GTNO.”

The above text should link to the url: www.votreavisgtno.ca

Training about the feedback process and the important role played by frontline staff is available from the French Language Services Coordinator of each government institution.

APPENDIX A – GLOSSARY

Active Offer

Active Offer is the set of measures taken by government institutions to ensure that French language services are available and accessible, and publicized as such. An active offer may take the form of a sign, a personal greeting or a message. Its purpose is to ensure that an individual feels comfortable expressing himself or herself in either language when seeking a service.

Advertisements

Including, but not limited to, any notice or insert in a newspaper, periodical, or broadcast (television, radio, etc.). For example, tender or proposal calls, job advertisements, proclamations, meeting or hearing notices, program and service announcements, promotional inserts, public education messages, and commercials.

Backgrounder

Backgrounders provide additional detailed information about a subject that is relevant to a news release and which media may ask about. Backgrounders will be distributed by e-mail at the same time its attached news release is distributed and will be posted to the GNWT website as a link within the body of the release.

Bilingual

In this document, bilingual refers to French and English. By extension, non-bilingual refers to the same languages.

Bilingual Format

A format in which both English and French appear in two parallel columns on each page, back to front, or in other variations of layout.

French Language Services Coordinator (FLSC)

There is one French Language Services Coordinator assigned to each government institution. All are members of the French Language Services Coordinating Committee.

Government Institution

Departments of the GNWT, the Office of the Legislative Assembly and those bodies cited in the Government Institution Regulations.

Intended for the public

Communications instrument created to inform the public of a government institution's activities.

Interpreter

An individual certified to facilitate oral communication and in some cases the interpretation of short documents (either simultaneously or consecutively) between users of different languages.

Language Facilitator

An individual who facilitates oral communication and in some cases the interpretation of short documents (either simultaneously or consecutively) between users of different languages.

Media Advisory

A brief e-mail issued to notify media of an upcoming event or media opportunity.

Media Statement

A written statement of a number of paragraphs attributed to the Minister in its entirety providing a GNWT perspective or position on a notable event or public issue.

Ministerial Activities Advisory

An email to NWT media with a summary of ministerial travel, intergovernmental meetings and public appearances for the upcoming week.

Point of public service

Locations and phone lines such as service counters, phone numbers published as contact for programs (1-800 numbers and other), intake offices, on-line service transactions.

Nature of the Office

As per Government Institutions Regulations, for the purposes of paragraph 11(1)(b) of the Act, the nature of an office of a government institution is such that it is reasonable that communications with and services from that office be available in both English and French, if the office.

- (a) generally offers services to the public;
- (b) in respect of those services, is a central service point or a referral centre providing services to the public for the whole of the Northwest Territories.

News Release

An announcement with a description of something the GNWT is doing in relation to a specific issue or topic. It quotes the minister and explains how the announcement relates to the Assembly's goals and priorities. The purpose of a release is to generate media interest in a GNWT story or issue resulting in news stories based on interviews with a GNWT spokesperson.

Public Engagements

Public Hearing – A meeting held by a government institution in order to review and make a determination on a given matter.

Public Meeting – A meeting held for furthering or discussing a matter of public concern whether attendance at the meeting is general or selective.

Public Information Material

Instruments intended for notice to or use by the public (in printed or electronic formats).

Public Notice

A brief, factual notice issued by Cabinet Communications to provide information about items of public interest.

Request for Proposal (RFP)

An advertised request for bids to carry out a proposed contract.

Significant Demand Communities

As per the Government Institution Regulations, and for purposes of the Official Languages Act of the NWT, the following communities are considered to represent “significant demand” for communications and services in French:

- Fort Smith
- Hay River
- Inuvik
- Yellowknife

Standard Page of Text

300 words.

Education, Culture and Employment
Government of the Northwest Territories

www.ece.gov.nt.ca

For more information, or to request a copy of
this document, please contact us at:

✉ francophone@gov.nt.ca

☎ 867-767-9343, ext. 71047