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Diluain 14th Dàmhair 2019

Airson sgaoileadh sa bhad

Bòrd na Gàidhlig moiteil a bhith a' foillseachadh suaicheantas ùr dhan Ghàidhlig – #cleachdi – aig Mòd Ghlaschu 2019

Bidh Bòrd na Gàidhlig a' foillseachadh iomairt ùr aig Mhòd Nàiseanta Rìoghail Ghlaschu 2019 an-diugh gus luchd na Gàidhlig a bhrosnachadh gus sealltainn dhan t-saoghal gu bheil iad moiteil gu bheil a' Ghàidhlig aca.

Thathar a' brosnachadh luchd-labhairt is luchd-ionnsachaidh na Gàidhlig gus an taga-hais #cleachdi – no #useit a cleachdadh nuair a tha iad a' conaltradh le daoine eile gu pearsanta, air na meadhanan sòisealta, air èarr-sgrìobhaidhean puist-d no air na làraichean-lìn aca.

Faodaidh iad taic a chumail ris an iomairt cuideachd le bhith a' cur nan samhlaidhean orra fhèin air lainneardan, baidsean no stiocairean, no le bhith a' cur postair suas san taigh no àite-obrach gus sealltainn gu bheil iad moiteil gu bheil a' Ghàidhlig aca.

Thuir Shona NicIllInnein, Ceannard Bhòrd na Gàidhlig “Tha Bòrd na Gàidhlig fìor thoilichte a bhith a' cur na h-iomairt ùir seo air adhart aig a' Mhòd. Tha barrachd is barrachd dhaoine airson Gàidhlig a chleachdadh is ionnsachadh agus tha an iomairt seo na dhòigh mhath fhurasta gus barrachd dhaoine a bhrosnachadh gus Gàidhlig a chleachdadh ann am barrachd shuidheachaidhean.

“Bidh sinne aig Bòrd na Gàidhlig am measg na feadhainn aig a bheil an cànan a nochdas ri càch gu moiteil gu bheil Gàidhlig againn. Tha sinn a' smaoinichadh gur e #cleachdi an dòigh as fheàrr gus seo a dhèanamh. Mar sin, canaidh sinn #cleachdi agus cuiridh sinn a' Ghàidhlig air a' mhapa gu soilleir.

Tha an iomairt ùr #cleachdi coltach ris an sgeama 'laith Gwaith' (Cuimris san Àite-obrach) anns a' Chuimrigh a tha ga chleachdadh sa Chuimris gus sealltainn gu bheil seirbheis ri faighinn sa chànan. Gus an taic a nochdadh airson #cleachdi, tha Coimiseanair na Cuimris Aled Roberts air tighinn dhan Talla Consairt Rìoghail ann an Glaschu gus a thaic phearsanta a nochdadh.

Thuir Mgr Roberts: “tha laith Gwaith gu math stèidhichte anns a' Chuimrigh a-nis agus tha e na dheagh ghoireas airson luchd-ionnsachaidh, gnìomhachasan agus carthannasan. Anns na beagan bhliadhnaichean mu dheireadh, tha e air fàs agus thathar ga chleachdadh ann an dòighean nas fharsainge ann an dòighean bho chompanaidh einnseanaireachd a chruthaich stiocairean vinyl air adan-dìona gu magnatan airson leapannan ann an osbadalan airson sealltainn dè na h-euslaintich a tha ag iarraidh cùram tron Chuimris.

“Tha e sìor fhàs nas treasa sa Chuimrigh agus tha mi a’ dèanamh fiughar ri cur air bhog sgeama na h-Alba aig a’ Mhòd Nàiseanta Rìoghail. Tha mi cinnteach gum bi an aon deagh bhuanachd aig #cleachdi air a’ Ghàidhlig agus luchd na Gàidhlig.”

Tha Iomairt na Gàidhealtachd agus nan Eilean (HIE) agus Visit Scotland, com-pàirtichean aig Bòrd na Gàidhlig a’ cumail taic ris an iomairt cuideachd agus bha Stiùiriche Leasachaidh Gnìomhachas agus Àiteachan VisitScotland, Riddell Graham an làthair aig an Talla Consairt Rìoghail.

A rèir Mgr Graham: “Tha ar làn taic ri iomairt sgoinneil #cleachdi agus bidh sinn a’ gabhail pàirt gnìomhach ann far an urrainn dhuinn. ’S e a’ Ghàidhlig cànan stèidheachaidh na h-Alba agus chan urrainn cuideam gu leòr a chur air cho cudromach ’s a tha i dhan chànan agus fèin-aithne againn.

“Tha e ro-chudromach gum bi tursan air leth aig daoine ann an Alba agus gum bi seo a rèir nan iarrtasan aig consiumairean, a tha a’ daonnan ag atharrachadh, agus dh’fhaodadh Gàidhlig a bhith na prìomh eileamaid ann an turasachd na h-Alba.”

“Mar a tha am Mòd a’ sealltainn cho soilleir, tha Gàidhlig air a fighe a-steach dhan dualchas chiùil againn, agus tha i air tighinn a-steach dhan phop-chultar againn mar thoradh air an t-sreath TBh fìor shoirbheachail Outlander. Tha sinn a’ creidsinn gun lean i oirre mar stòras airson dearbh-aithne na h-Alba agus gun glac i mac-meanmna nan Albannach aig baile agus air feadh an t-saoghail.”

A rèir Raghnaid NicCoinnich aig HIE, “Tha sinn air ar dòigh glan gun deach an suaicheantas ‘#cleachdi’ agus an iomairt cheangailte a chur air bhog. Tha taic dhan Ghàidhlig aig cridhe an raoin-ùghdarras againn airson leasachadh sòisealta is eaconomach air a’ Ghàidhealtachd agus anns na h-Eileanan agus tha e ro chudromach mar phàirt de seo gun tog sinn air mar a thathar a’ cleachdadh na Gàidhlig gus cur ri a luach eaconomach agus sòisealta, an dà chuid sna coimhearsnachdan agus sna h-àiteachan-obrach againn.

Tha sinn a’ dèanamh fiughar ri bhith ag obair còmhla ri Bòrd na Gàidhlig agus com-pàirtichean eile gus faighinn a-mach mar as urrainn dhuinn an suaicheantas seo a chleachdadh barrachd anns na cothroman eaconomach is sòisealta againn. Cuidichidh an iomairt chumhachdach seo gus a’ choimhearsnachd againn aonachadh agus bi e na lòchran cuideachd airson daoine a tha airson com-pàirteachadh leis a’ chànan.

Nuair a tha an sgaoileadh tòiseachail den t-suaicheantas a’ dol air adhart, faodaidh buidheann sam bith san roinn phoblaich aig a bheil luchd-obrach Gàidhlig foirm-òrduigh a luchdadh a-nuas bho Bhòrd na Gàidhlig airson suas ri 10 lainneardan, 10 baidsean, 10 postairean A5 agus 20 stiocair. Airson òrdughan nas motha, faodaidh iad fios a chur gu Bòrd na Gàidhlig gu dìreach air on 01463 225454 no tron phost-d aig fios@gaidhlig.scot.

Faodar lethbhreac den phostair, suaicheantas agus eàrr-sgrìobhadh puist-d a luchdadh a-nuas aig a’ cheangal seo <https://gaidhlig.scot/the-cleachdi-initiative/> Cùm suil a-mach airson na h-iomairt #cleachdi tro Mhòd na bliadhna seo, a bhios air a chraoladh air BBC Alba agus BBC Scotland.

DEIREADH

Fios do na meadhanan

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FIOS DO LUCHD-DEASACHAIDH

Tha Bòrd na Gàidhlig (am Bòrd) na bhuidheann phoblach neo-roinneil a chaidh a stèidheachadh fo Achd na Gàidhlig (Alba) 2005. Is e a' phrìomh bhuidheann ann an Alba a tha an urra ri a bhith a' cur air adhart leasachadh na Gàidhlig agus a bhith a' toirt comhairle do Mhinistearan na h-Alba air cùisean Gàidhlig a' gabhail a-steach foghlam.

'S e lèirsinn a' Bhùird gum faicear is gun cluinnear a' Ghàidhlig gu làitheil air feadh na h-Alba, agus gun tèid aithneachadh gu farsaing gu bheil i aig cridhe beatha na h-Alba agus gu bheil i na stòras cultarach is eaconomach. Tha tòrr den obair aig a' Bhòrd co-cheangailte ri bhith ag ullachadh agus a' cumail sùil air cur an gnìomh Plana Cànain Nàiseanta na Gàidhlig, cho math ri bhith a' cuideachadh le ullachadh agus sgrùdadh nam Planaichean Gàidhlig aig ùghdarrasan poblach. Bidh Bòrd na Gàidhlig ag obair gus Gàidhlig a chur air adhart ann an com-pàirteachas le Riaghaltas na h-Alba, buidhnean poblach, com-pàirtichean libhrigidh agus coimhearsnachdan. Tha ionnsachadh air aon de na prìomh phrìomhachasan ann am Plana Cànain Nàiseanta na Gàidhlig agus tha cothroman agus dùbhlain airson leasachadh foghlam is ionnsachadh na Gàidhlig air an cur an cèill gu soilleir ann. Tha dleasan foghlaim reachdail aig Bòrd na Gàidhlig fo Achd na Gàidhlig (Alba) 2005 agus Achd an Fhoghlaim (Alba) 2016.

Monday 14th October 2019

For Immediate Release

Bòrd na Gàidhlig proud to unveil new Gaelic identifier – #cleachdi – at the Mòd Glasgow 2019

Bòrd na Gàidhlig is today unveiling at the Royal National Mòd Glasgow 2019 a brand-new campaign to encourage Gaelic speakers to let Scotland and the world know they are proud to speak the language.

Speakers and learners of Gaelic are being encouraged to use the hashtag #cleachdi – or #useit – plus the hashtag #gaidhlig when they communicate with others, be it in person, on social media, on email signatures or on their websites.

They can also support the campaign by wearing the symbols on lanyards, badges or stickers, or display a poster at their work or home to tell the world of their pride at being a Gaelic speaker.

Shona MacLennan, Bòrd na Gàidhlig chief executive officer, said: "Bòrd na Gàidhlig is delighted to be launching this new campaign at the Mòd. More and more people want to use and learn Gaelic and this initiative is a very positive and easy to use means to encourage more people to use more Gaelic in more situations.

“We at Bòrd na Gàidhlig will be joining all those who speak the language in displaying our pride at letting others know we are Gaelic speakers. We think #cleachdi is the perfect way to do this. So let’s #useit and put #gaidhlig firmly on the map.”

The new #cleachdi campaign is similar to the Welsh Language Commissioner’s ‘Iaith Gwaith’ (Welsh at Work) scheme, which is used in Wales to show that a service is available in Welsh. To show their solidarity with #cleachdi, the Welsh Language Commissioner Aled Roberts has today travelled to the Royal Concert Hall in Glasgow to give his personal backing.

Mr Roberts said: “Iaith Gwaith is well established in Wales, and is a valuable resource for organisations, businesses and charities to show customers that a service is available in Welsh. In recent years, it has evolved and been used more widely in ways ranging from an engineering company creating a vinyl version on hard hats to health boards creating a magnetic version to be used on beds to show which patients wish to be treated in Welsh.

“It is going from strength to strength in Wales and I very much look forward to seeing the equivalent in Scotland launched during the Royal National Mòd. I am confident that #cleachdi will have the same positive benefit for Gaelic and Gaelic speakers.”

Also backing the campaign are Bòrd na Gàidhlig’s partners Highlands and Islands Enterprise (HIE) and VisitScotland, with VisitScotland’s Director of Industry and Destination Development Riddell Graham attending the Royal Concert Hall.

Mr Graham said: “We wholeheartedly support this wonderful #cleachdi campaign and will be actively taking part in it where we can. Gaelic is the founding language of Scotland, its significance to our culture and identity cannot be underestimated.

“It is vital that Scotland is able to provide a memorable and unique visitor experience to meet ever-changing consumer demands and Gaelic has the potential to be a key ingredient in the Scottish tourism offer.

“As the Mòd demonstrates so brilliantly, Gaelic is woven into our musical heritage, and has crossed over to popular culture thanks to the hugely successful TV series Outlander. We believe it will continue to prove a valuable asset to Scotland’s identity and capture the imagination of the Scots at home and around the world.”

Rachel Mackenzie, of HIE, said: “We are delighted to see the launch of the #cleachdi identifier and associated campaign. Supporting Gaelic is at the heart of our remit for economic and social development in the Highlands and Islands and key to this is to build on how the language is being used to add economic and social value, both in our communities and our workplaces.

“We look forward to working with Bòrd na Gàidhlig and partners to explore how we can further use the identifier with our economic and social opportunities. This powerful campaign will both unify and be a symbol for our Gaelic community and also be a beacon to those who wish to engage with the language.”

In its initial roll-out any public sector body who have Gaelic speaking staff can download an order form from Bòrd na Gàidhlig, where they can order up to 10 lanyard, 10 badges, 10 A5 posters and 20 stickers. For any larger orders they can contact Bòrd na Gàidhlig directly on 01463 225454 or by emailing fios@gaidhlig.scot.

A copy of the #cleachdi poster, logo and e-mail footer, can also be downloaded by following this link: <https://gaidhlig.scot/the-cleachdi-initiative/> Watch out for the new #cleachdi initiative during this year's Mod, broadcast on BBC Alba and BBC Scotland.

ENDS

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NOTES TO EDITORS

Bòrd na Gàidhlig (the Bòrd) is an executive non-departmental public body established under the Gaelic Language (Scotland) Act 2005. It is the principal body in Scotland responsible for promoting Gaelic development and providing advice to the Scottish Ministers on Gaelic matters, including education.

The Bòrd's vision is that Gaelic is seen and heard on a daily basis across Scotland, such that it is widely recognised as an integral part of Scottish life and as a national cultural and economic asset. Much of the Bòrd's work focuses on developing and overseeing the National Gaelic Language Plan, together with assisting the development and monitoring of Gaelic Language Plans (GLPs) by Public Authorities. Bòrd na Gàidhlig works to promote Gaelic in partnership with the Scottish Government, local authorities, public bodies, delivery partners and communities. The National Gaelic Language Plan 2018-23 has three priorities using, learning and promoting Gaelic. Bòrd na Gàidhlig has statutory educational responsibilities under the 2005 Gaelic Language (Scotland) Act and the 2016 Education (Scotland) Act.