

The World Bank's Approach to a Multilingual Website

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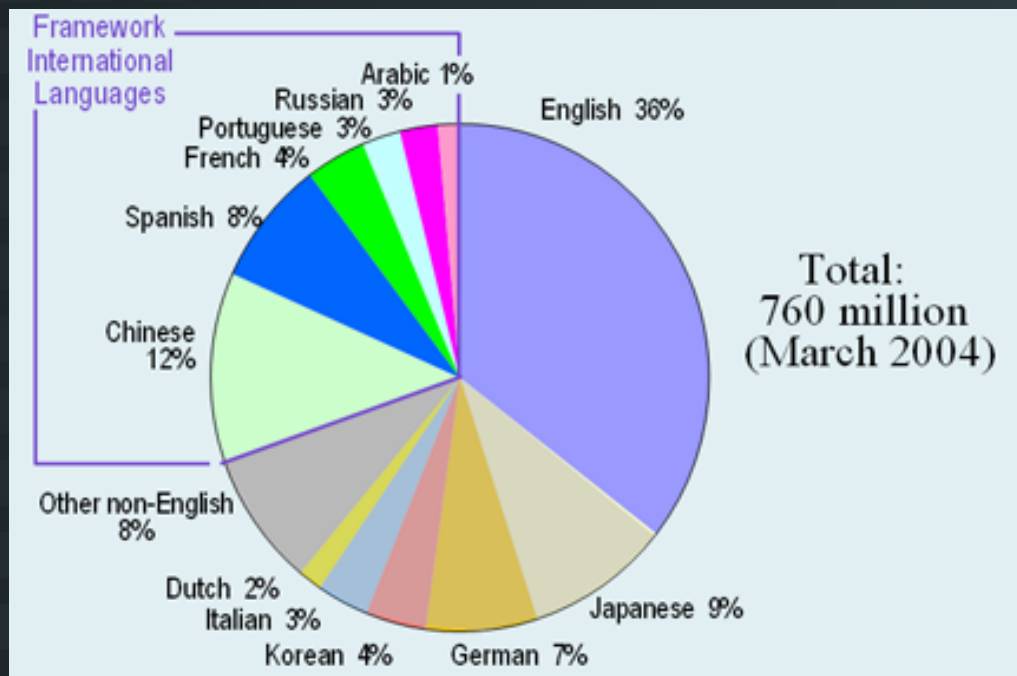
What is the World Bank website?



- Over 600 external websites
- World Bank Projects database
- Documents, reports and publications repository
- Data and research database
- Online Media Briefing Center
- Audience centric sites: Youthink!, CSOs, Businesses

What are we trying to achieve?

- Serve our clients better.
- Expanded outreach and dissemination.
- Inclusive development.
- Behavioral changes within the organization – “user centric”



Source: ITU and other data as compiled by Global Reach

Where were we two years ago?



- The World Bank had non-English content throughout the vast array of English websites.
- The websites were in different systems: html, lotus notes, asp, jsp and cold fusion.
- Translation through the World Bank translation unit was too expensive (\$0.29 a word) and translation through external vendors inconsistent and of poor quality.
- Translated content was frequently out of date and inconsistent with the English version.

Where are we now?



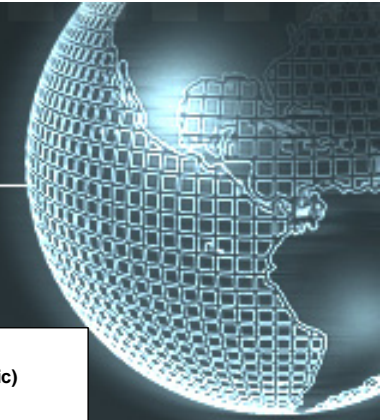
- In July 2003, the World Bank Board of Directors endorsed the Translation Framework document.
- Six Languages were selected as International languages for the World Bank: Arabic, Chinese, French, Portuguese, Russian, Spanish
- Arabic and French corporate sites were launched
- WB IT group rolled out the new content management system: Epublish.
- WB translation unit upgraded their operational infrastructure with a translation management system

Where are we now?

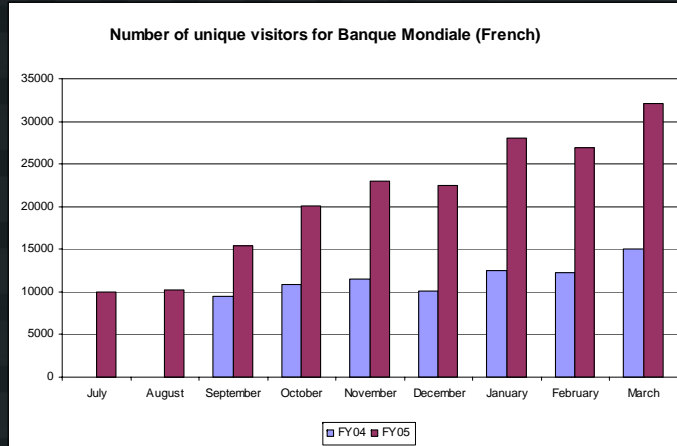


- Today, EXT and the regions are working together on a Multilingual Web Pilot for Arabic, French and Spanish.
- Central coordinators/editors manage each language sites, and work with content providers, translators and the IT group to ensure consistency and appropriate procedures for the roll out of language sites.
- the IT group are enhancing the content management system to handle all languages.
- Translation unit is rolling out the translation system, including vendor database, glossary database, translation memory, and language guidelines.

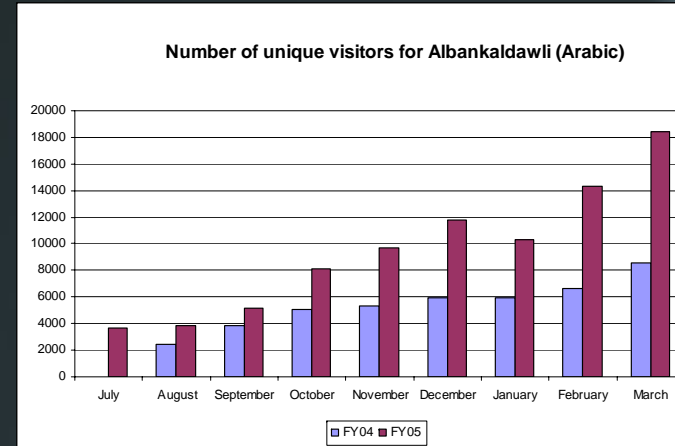
What are the results?



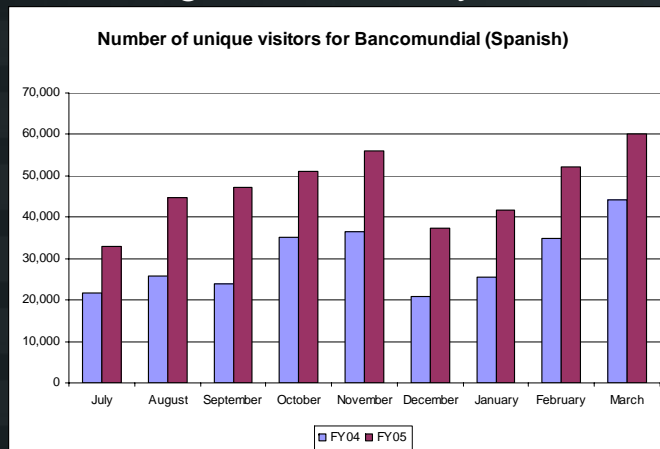
↑ French site web traffic more than doubled



↑ Arabic site web traffic more than doubled



↑ Spanish site web traffic average increased by 40%*



↑ Russian site web traffic average* increased by 40%*

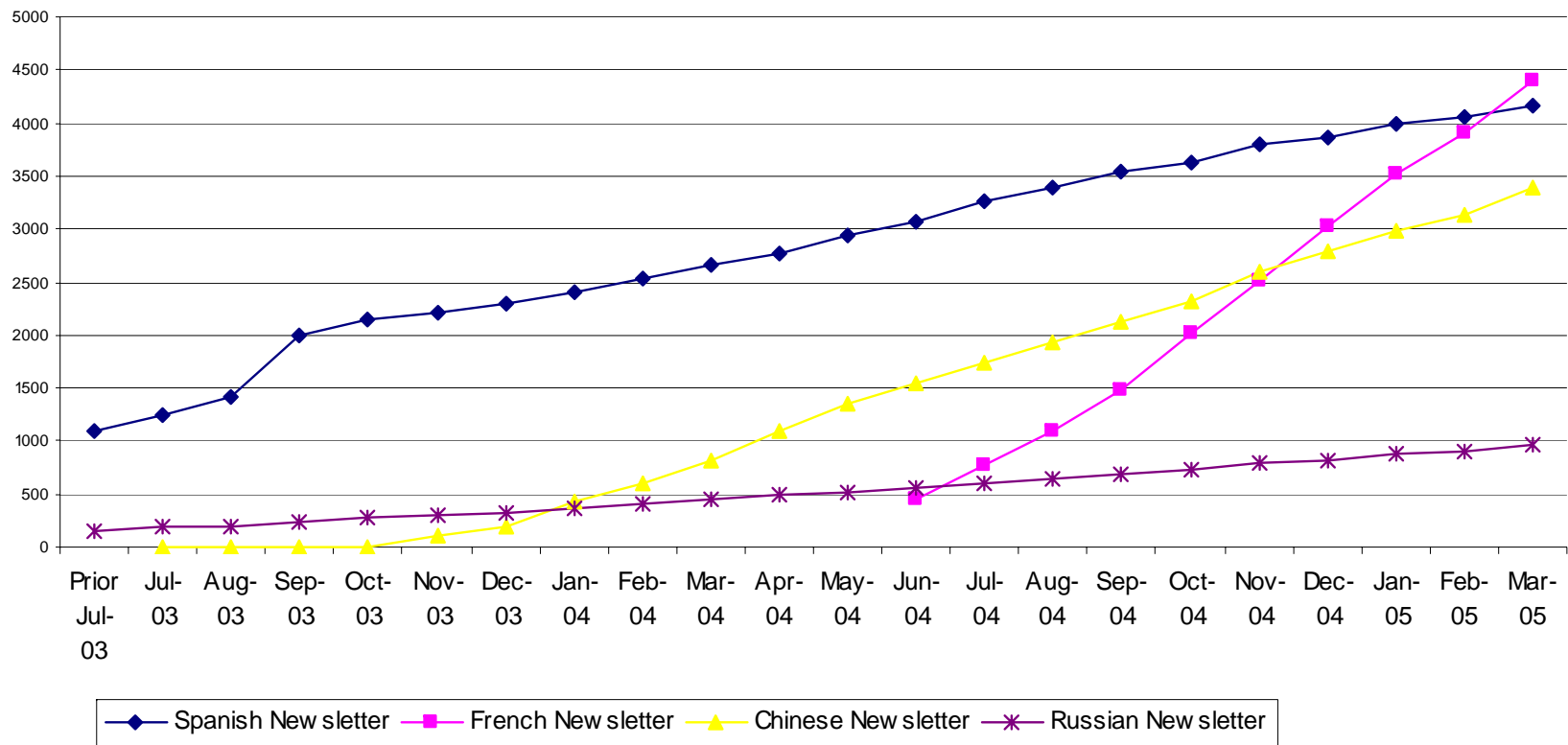


*Increases are measured by comparing FY04 and FY05 traffic

E-Newsletter Growth



E-Newsletter subscriptions on the rise



Where do we want to be?

From a technology stand point, upgrade remaining information, document and data systems including:

- Projects database
- Documents, reports and publications
- Data and research
- Improved search
- Metadata and thesaurus



Where do we want to be?



From translation stand point:

- Build translation hubs in the local countries to increase capacity and lower translation cost;
- Ensure all translation requests are processed through the new system in order to capture translation requests, and recycle translation;
- Integrate content management system with translation management system to streamline processes and recycle language content;
- Develop translation style guides for web content.

Where do we want to be?



From management stand point:

- Over 50 % of World Bank country sites are not available in the official country languages;
- Units need to ensure funds for translation and web maintenance are integrated in the budget cycle;
- Guidelines need to be developed to help the units identify and select content for translation;
- Coordination between the Bank units to ensure content is highlighted and promoted.

Challenges

- Funding for improving all **three areas**;
- Adequate resources allocated at all website levels (country offices, headquarter units etc...);
- Expanding without increasing cost.

