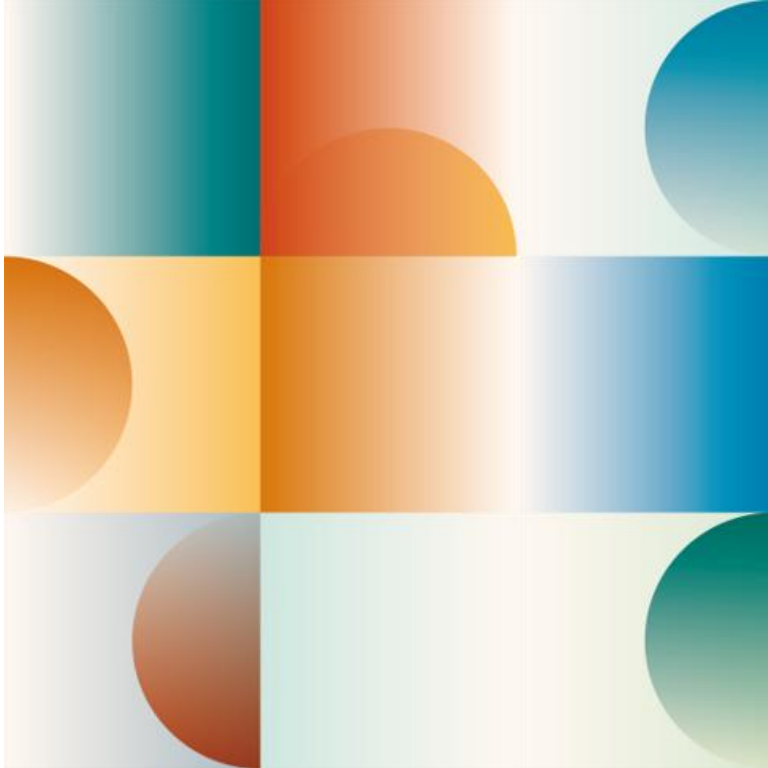


Mugaz gaindiko Uda Ikastaroak

Cursos de Verano transfronterizos

Cours d'Été transfrontaliers



I02 - Cross-border multilingual communication: challenges, practices and prospects

2 July
Cité des Arts. Baiona



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02/07/2025

- 09:00 - 09:15 Accreditations
- 09:15 - 09:45 Introduction
Presentation by the management of the activity
Javier Arakama Urtiaga / *Managing Director of Euskarabidea / Government of Navarre*
Albert Branchadell / *Vice-president of the committee of experts of the European Committee for Lesser Used Languages*
- 09:45 - 11:00 Round Table 1: Academic Perspectives: Challenges of Cross-border Multilingual Communication
- The linguistic landscape of cross-border organisations on the web
Marie-Hélène Hermand / *Professor / University of Bordeaux Montaigne*
[\(Participation via zoom\)](#)
- Border language: multilingual practices in research and everyday life
Eva Nossem / *Scientific Coordinator / UniGR-Centre for Border Studies*
Estitxu Garai Artetxe / *Bizkaia Campus and Communication Vice-rector / UPV-EHU*
- 11:00 - 11:30 Coffee break
- 11:30 - 13:00 Round Table 2: Institutional Strategies and Tools: Enhancing Multilingualism in Cross-Border Communication
- Multilingual communication in social networks: comparative analysis of four STRPs
Marie Heguy-Urain / *Head of Communication / GECT Eurorégion Nouvelle-Aquitaine Euskadi Navarre, Hendaye*
Promoting the presence of minority languages on social networks
Xavier Bernard-Sans / *Director / GECT Eurorégion Pyrénées- Méditerranée*
Methodology for multilingual communication
Itxaso Etxebarria Lekanda / *Head of Dissemination and Multilingualism / Euskampus, Leioa*
- 13:00 - 14:00 Break - lunch
- 14:00 - 15:00 Round Table 3: Field practices: challenges and solutions for cross-border multilingual communication integrating Basque as a common language
- Culture - **Irene Larraza Aizpurua** / *Director General / Etxepare Institute*
Civil society - **Eneko Gorri Gantier** / *Member of the Collective / Plazara*
Industry- **Lohitzune Txarola Gurrutxaga** / *Director / Langune*
Education - **Leire Gaceo Melgosa** / *Head of Communication / Eusko Ikaskuntza / Basque Government*
Economy- **Arthur Saulnier** / *Head of Human Resources / AGOUR Group*

15:15 - 15:45

Participatory workshops on multilingual communicative practices

15:45 - 16:00

Closing

Arola Urdangarin Ferreira / *Director / GECT Euroregion New Aquitaine
Basque Country Navarre, Hendaye*

