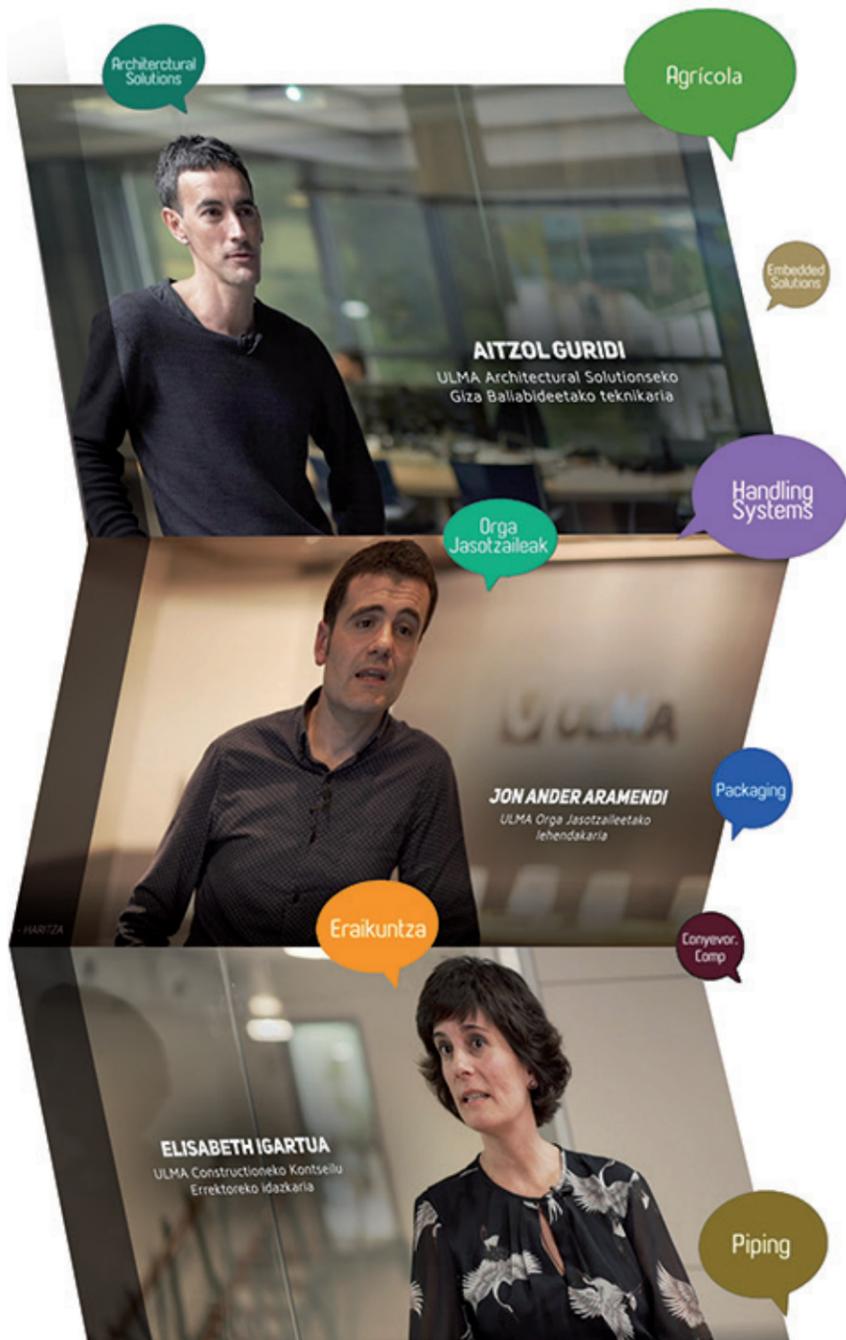


# ULMA Group has approved the general policies for using the Basque language



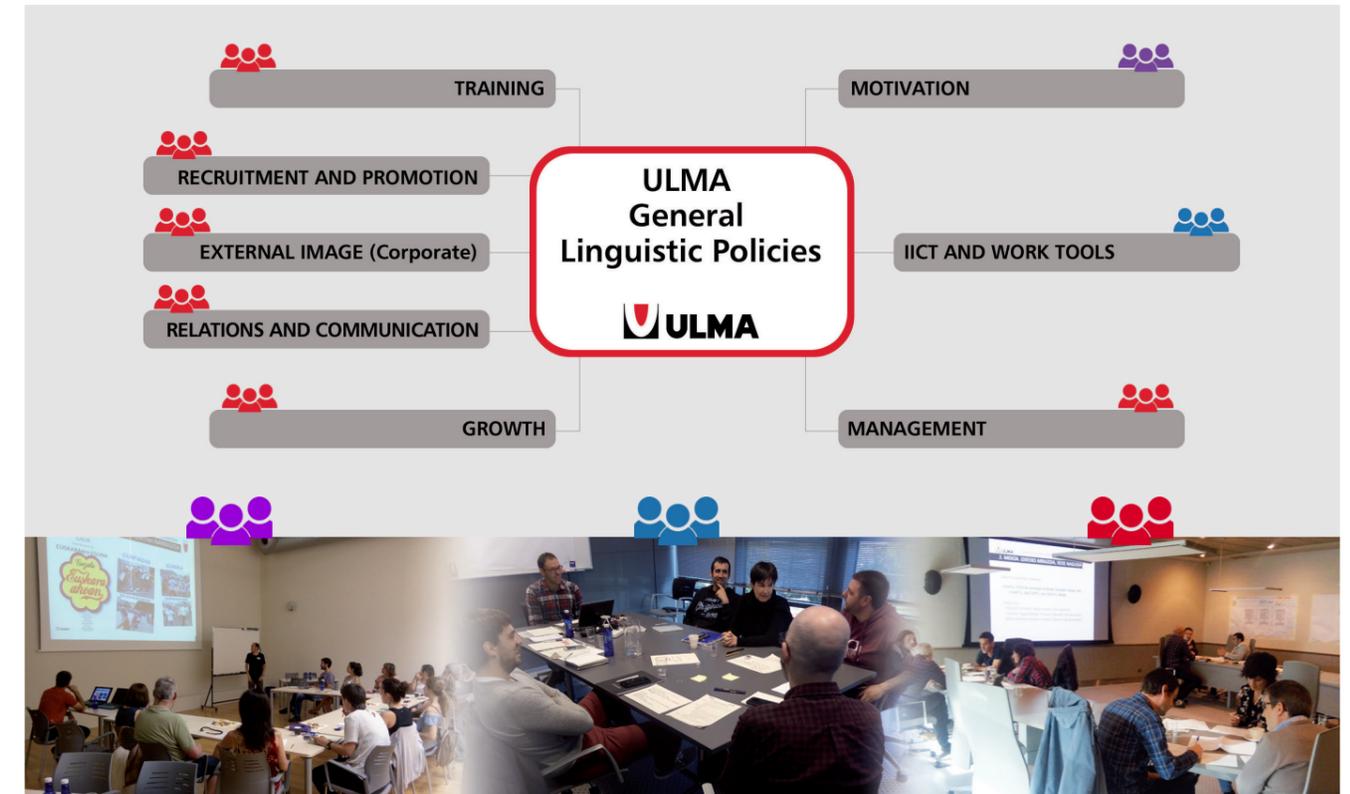
The general policies for using the Basque language have been agreed and defined within a participatory process, with more than 100 people from ULMA. The objective is clear: to make Basque the working language in all ULMA's centres in the Basque Country and to do it proactively, progressively and comprehensively.

The following people took part in the process that began in autumn 2017 and was completed in March 2018: members of the Basque Commissions, Motivation groups, ICT groups, presidents and general managers of the ULMA Group and presidents of the ULMA cooperatives.

In the ULMA Group's POGU, the need to support and promote the Basque culture and language is mentioned, which is why the general policies for Management of the Basque language have been specified. Accordingly, ULMA aims to strengthen the management of Basque and achieve its standardization. Likewise, regarding ULMA collectively and society in general, the nature of the group and its commitment to the language are also strengthened.

The objective is to work in Basque at ULMA's centres in the Basque Country, using and managing other languages too,

The general Basque language management policies are set out in these areas:



but mainly using the Basque language. Additionally, in dealings with ULMA's customers and suppliers in the Basque Country, and in dealing with society generally, ULMA wants to be an example and a facilitator, by offering its contribution to the sustainable development of the Basque language. Along with this, it is intended that the attitudes to be developed and achieved in the area of Basque reflect the following:

**-Joint responsibility:** because the responsibility for using the Basque language belongs to us all. The bodies and commissions will provide standards, management systems and resources and will serve as an example, while each person has the responsibility to do what is in their power.

**- Proactivity:** given that the aim is to drive forward continuously, plans and actions are put forward, so that the current effort does not die out.

**- Positivity:** if everybody is convinced, in both the social sphere and the executive sphere, and if the route is clear, everything that is done in this area will lead to greater optimism, confidence and internal cohesion.

**- Participation:** because it is part of ULMA's DNA, because everyone must contribute to the development of the Basque language.

In the General Assemblies of the ULMA cooperatives, the linguistic policy was introduced through a video made by the people who participated in the process.

At ULMA, the process and results are positively valued. The process itself has been enriching. On the one hand, the ideas and concerns of the participants were used as a basis to get organized. On the other hand, in the process of designing a general framework for the entire Group, interpersonal cohesion has been improved and each person's commitment to the Basque language has been promoted.

Finally, by autumn 2018, the ULMA Group's Strategic Plan for the Basque language will be finalized, taking the recently approved general policies as its starting point.

Once the process is finished, the logo and slogan of the ULMA Basque Language Plans will be created. The key word will be "haritza" (oak). This is a play on words between "hartu" and "hitza" (your turn to speak). The oak is a strong tree, and this is how we want the Basque language to be at ULMA: Strong, robust and with deep roots. The leaves of the oak reproduce some comic conversations, and each leaf has the colour of an ULMA cooperative. Also, when we say "Your turn to speak at ULMA", we are encouraging and asking for participation.