

# AMGUEDDFA CYMRU

## **Annual Monitoring Report** The Welsh Language

2022/23

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#### 1. Overview

We are required by law to comply with Welsh language standards in four areas: service delivery, policy making, operational and record keeping. The Compliance Notice, our Welsh Language Policy, and our previous annual reports, are available on our website <u>museum.wales/thewelshlanguage</u>. This report is published in line with the requirements noted in the standards.

The Welsh language is an intrinsic part of the heritage and culture of Wales; as such, the Museum has a key role in developing people's knowledge and understanding of the history of the language and Welsh culture, as well as using and celebrating the language in our work. We are proud of the wider work we do in order to increase the use and promotion of the Welsh language and our developments in the field of bilingual interpretation and design. The Welsh language is part of our Corporate Vision, 'Inspiring people, Changing lives' and central to our 10-year strategy, *Amgueddfa Cymru 2030*.

During 2022/23, in response to the end of the pandemic and the move to hybrid and flexible ways of working and delivering our programmes, we had to change some elements of our ways of working and engaging with the public. We are pleased to report on a number of successes, developments and progress made in our commitment to the Welsh language.

Among the highlights of 2022/23 are:

- 57% of our workforce now have Welsh language skills, including 26% at proficient/fluent level.
- Launching Amgueddfa Cymru's new brand and strategy which prioritizes and celebrates the Welsh language and promotes a plurilingual approach in our brand voice.
- Delivering a successful hybrid public programme including provision for schools, exhibitions that celebrate Wales's place in the world, and digital events.
- The monitoring committees for the Welsh language and for Equality were combined to ensure work in these areas are co-ordinated across Amgueddfa Cymru, and that the action plans of these areas and widening engagement are aligned.

No complaints were received from the Welsh Language Commissioner in 2022/23. Two official complaints were received from members of the public. One was about an alleged linguistic mistake in a temporary exhibition, this was checked and it was established that no further actions were needed. The other complaint was about an alleged anti-Welsh remark made by a member of third-party contracted staff. Following inquiries, we responded to the complaint and received a positive response from the member of the public. As part of the general assessment in October 2022, we received very positive feedback from the Commissioner's Office regarding our level of compliance.

In 2022/23 a single committee was established for our work on the Welsh Language and Equality, in accordance with our <u>Widening Engagement</u> <u>Action Plan</u> which responds to the widening engagement reports commissioned by Amgueddfa Cymru and Arts Council Wales. The Welsh Language and Equality Monitoring Group is co-chaired by the Director of Learning & Public Programmes and the Director of Corporate Resources, and is responsible for monitoring compliance with the Welsh language standards and reviewing the implementation of our Welsh Language Policy across Amgueddfa Cymru. The group meets every two months, reporting to the Performance Review Committee. Meetings are held bilingually using simultaneous translation to ensure a broad membership.

#### 2. Policy, translation and Welsh-language content support

Amgueddfa Cymru has an internal translation team which provides Welsh to English and English to Welsh translation, side-by-side drafting, editing, checking and proofreading services, as well as maintaining an online glossary and advising on bilingual content and design. We also use external translation providers for simultaneous and paper translation where necessary. We use the Welsh Government's National Procurement Framework Service to procure external translation services wherever possible.

The Welsh Language Co-ordinator offers advice and leadership to all members of staff on Welsh language and compliance matters. We also contribute to wider discourse on the Welsh language on a local and national level. This year, we responded to many requests for information by the Welsh Language Commissioner in various fields including recruitment, service and data promotion and a general inquiry.

We further developed our work on language and decolonising the national collection and our public programme through various initiatives, including the Re-framing Picton exhibition. A significant part of this work is reviewing the language we use in relation to the collection, with the aim of creating and using modern and equitable Welsh-language terminology. We will

continue to work with our communities and partners on this important work.

#### 3. The Welsh language standards and the Museum

The Welsh language standards are divided into five areas:

- Service delivery
- Policy making
- Operational
- Record keeping
- Promotional<sup>1</sup>

For the purposes of this report, any information that bridges different standards is reported in the section we consider most relevant.

#### 4. Service delivery (standards 1-83 and supplementary standards 149-154)

#### 4.1. Written correspondence

Our letterheads, website and email disclaimers include standard wording regarding the welcoming of correspondence in Welsh and English.

The Iaith Gwaith symbol is displayed in all receptions and bilingual staff are available on all receptions. Iaith Gwaith and Iaith Gwaith/Dysgwr lanyards and badges are available to all staff, and we encourage their use wherever possible.

All new members of staff are advised of the need to ensure a bilingual email signature and answerphone message in the mandatory induction sessions, as part of a wider presentation on the Welsh language and standards.

Any standard wordings in use are also kept in our online glossary <u>www.museum.wales/translation\_glossary</u> which is available to staff and the public.

#### 4.2. Contact on the telephone

Our phone system operates mainly through our computers rather than desktop phones. This reflects the general change that happened during the

<sup>&</sup>lt;sup>1</sup> No standards from the Promotional category were assigned to Amgueddfa Cymru. However, promoting and publicizing our Welsh language and bilingual services as well as celebrating the use and development of the language is an integral part of our work.

pandemic towards increased home working and creates a more flexible system for the future. The system has automated the user's experience to a great extent, but this has allowed us to ensure natural and friendly Welshlanguage information and menus, with the Welsh first at every stage. Training was provided for staff regarding the standards and the phone system which is also available permanently in the Intranet. Our main phone number has not changed.

Callers can choose their language at the beginning of the call, with every menu thereafter remaining in their language of choice. If the caller wishes to speak to a member of staff, selected staff who answer Amgueddfa Cymru's main phone line answer the phone bilingually (in Welsh first, then in English) before informing the caller that a Welsh language service is available. Staff language choice can also be checked on the Intranet before transferring the call. Our electronic messages on the main phone line greet the caller bilingually (in Welsh first, then in English) and inform the caller that they are welcome to leave a message in Welsh.

When we call an individual for the first time, we ask whether the individual would like to receive phone calls from us in Welsh. If that is the wish of the individual, this is noted. There are departmental arrangements in place across Amgueddfa Cymru to ensure compliance.

#### 4.3. Meetings

Simultaneous translation is provided in all meetings of the Board of Trustees and other meetings as requested. We decided to continue with the use of Zoom during the pandemic to ensure the provision of the simultaneous translation function. As simultaneous translation is available on Microsoft Teams by now, our IT team are developing training and guidelines, with the aim of using Teams chiefly when we need simultaneous translation in virtual settings. It should also be noted that we are returning to using face to face simultaneous translation in many situations e.g. induction courses for new staff and corporate updates for staff.

We create opportunities to use simultaneous translation as a way of increasing our internal use of the Welsh language. For example, simultaneous translation is provided for all Welsh Language and Equality Monitoring Group meetings, Heads of Department forum meetings, and meetings of the Amgueddfa Lechi redevelopment project.

During the year we invested in portable simultaneous translation equipment, which is currently available for internal use by staff at National Museum Cardiff and St Fagans. There is permanent simultaneous translation equipment available in St Fagan's lecture theatre.

We provide guidelines and standard wording for Chairs, based on the Association of Welsh Translators and Interpreters' simultaneous translation

guidelines and the Welsh Language Commissioner's *Advice Document: Bilingual Drafting, Translation and Interpretation*.

Where meetings are held in Welsh and there is a need to report to the Senior Executive Team, the minutes are written in Welsh and an English-language overview is provided to the Senior Executive Team.

#### 4.4. Amgueddfa Cymru's public programme

We encourage and support using and celebrating the Welsh language through our public programme. This continued within our digital programmes during the pandemic and is an integral part of our arrangements as we move to a hybrid programme.

Our hybrid programme for schools continues, offering a combination of bilingual face to face and digital sessions to all schools across Wales. In line with the new Curriculum for Wales, we use the plurilingual approach when developing our learning sessions, which this means that we include Welshlanguage phrases and content in our English-medium workshops as a way of normalizing the Welsh language. As well as our core offer we supported a number of external programmes including digital workshops as part of the Children's Festival of Welsh History; and face to face and digital activities for children and young people across Wales to use their Welsh as part of Summer of Fun, in partnership with the Federation of Museums and Art Galleries of Wales.

We produced learning resources including resources for pre-school age, the key stages and adults. We continue to publish all of our digital education resources bilingually including e-books on Hwb, a digital platform for learning and teaching in Wales. 60% of our e-books were downloaded in Welsh in 2022/23, and 40% of our Apple books were downloaded in Welsh. We also secured external funding to produce a resource for families who are learning Welsh in the National Roman Legion Museum, which was launched in 2022/23, and is available permanently on our website.

All exhibitions that we produce internally are bilingual. We are not required to translate external temporary exhibitions under the standards, however, our policy is that every exhibition in our museums should be bilingual. In doing so, we experiment with bilingual design and interpretation methods and this work contributes towards our understanding and practices in these areas. For example, this year we began working on an exhibition based on the books *Geiriau Diflanedig / Lost Words*, which will launch in 2023/24. We promote the Welsh language through our exhibitions programme. Among this year's highlights are the launch of the major exhibition BBC 100 in Wales in National Museum Cardiff, which celebrates the BBC's history in Wales including the relationship between broadcasting and the Welsh language – from the early campaigning for Welsh representation to today's innovations in Welsh and bilingual content. In St Fagans we launched the

Voices of the Red Wall exhibition, as part of our partnership with the Football Association of Wales. This exhibition is a platform for Welsh football fans, and it celebrates the Welsh language's place on the international stage. In these two exhibitions, significant work was done to develop our understanding and practices regarding the Welsh language and bilingualism and accessibility, particularly around subtitling, and the original and natural Welsh language content has received praise.

The National Slate Museum celebrated its fiftieth birthday this year with a week of fascinating talks, events for the family and a new exhibition, following the exciting news about the area's UNESCO World Heritage status. Essential work is also being done at the National Wool Museum to maintain and develop skills that are traditionally Welsh and Welsh language. Buying Melin Teifi will enable the Museum to keep supporting the training and development of craftspeople, creating opportunities to develop Welsh language skills in rural Carmarthenshire.

Among the highlights of our successful bilingual events programme is the Museum Sleepover: At Home series of events. Evidence showed that families in Wales and beyond took part in Welsh and welcomed the opportunity to use their Welsh language through the digital events. We also contributed to the National Eisteddfod and Urdd Eisteddfod.

Of the volunteers recruited in 2022/23, 49% of people noted they had some level of Welsh, with 7% considering themselves fluent. This year we attracted a higher percentage than ever of Welsh learners, at 18%.

We have also created a Skills Development Placement which is available in Welsh and enables people to gain work experience and develop their Welsh language skills. Specific Welsh language placements for people with learning disabilities were introduced at the National Slate Museum and St Fagans.

#### 4.5. Printed materials produced by Amgueddfa Cymru

This year we launched Amgueddfa Cymru's new brand. The new brand puts the Welsh language front and centre and promotes the use of the plurilingual approach in our brand voice. The status and prominence of the Welsh language has been an integral part of this work since the beginning of the process, and we are very proud to be part of the new wave of national organizations using the Welsh language to promote 'brand Cymru' across the world. We have developed special training to explain how to use the brand and the brand voice, including information about the importance of the Welsh language and plurilingualism in our new brand. This is being delivered in Welsh and in English, across the museum and with external providers. We also launched our 2030 Strategy, which clearly declares our commitment to the Welsh language, stating that the Welsh language belongs to everyone in Wales, and is a crucial part of Amgueddfa Cymru's culture and identity. We will welcome the use of every language, and we will celebrate and use our Welsh.

Bilingualism continues to be an integral part of Amgueddfa Cymru's design ethos in all aspects of our work. In line with our brand guidelines, the Welsh language is always above or to the left of the English language. All signs and notices (including temporary signs and notices) are bilingual. We continue to lead and innovate in bilingual design.

Our online glossary is a useful resource for staff and the public alike. The Translation and the Welsh Language Team also offers a text-checking service and feedback for colleagues who want to increase their confidence to write in Welsh.

#### 4.6. The website, digital resources and social media

All our web pages include a direct link to the equivalent Welsh or Englishlanguage pages, in line with the principle that we build our websites to have pages that mirror each other. We continue to promote the active offer on our digital media, including offering the VOCAB widget on the Welshlanguage pages of our website to encourage and facilitate use by learners. Our policies, strategies, annual plans and reports, guidelines and press releases are all bilingual and available on our website.

Our corporate social media accounts are bilingual, with a balance between Welsh- and English-language content. As well as our bilingual corporate accounts, we also maintain the Twitter account @laithAmgueddfa.

This year, we continued to support national campaigns promoting the Welsh language on social media, including Welsh Language Rights Day, Diwrnod Shwmae Sumae and Dydd Miwsig Cymru.

Our Amgueddfa Cymru Producers programme continues to create new opportunities for young people to develop skills and experience in the heritage and arts sector. Noted examples within this year's content is the bilingual Instagram account, Bloedd AC.

We use YouTube as a platform for our videos and films, with Welsh and English subtitles added to all published videos.

#### 4.7. Receptions

The laith Gwaith symbol is on display in all of our public receptions along with a sign that states (in Welsh) that our visitors are welcome to speak Welsh in the Museum. Staff working at the receptions/information desks who can offer a Welsh language service or are learning Welsh wear the laith Gwaith lanyard or badge.

#### 4.8. Tendering

Where the subject matter of an invitation to tender suggests that it should be produced in Welsh or where the anticipated audience and their expectations suggests that the text should be produced in Welsh, we publish invitations to tender in Welsh and English. When we publish invitations to tender for a contract, we note that applications to tender presented in Welsh are welcomed.

This year, we developed the Welsh-language requirements in a number of key tenders to go beyond compliance with a focus on responding to user needs.

We continue to work with and promote Welsh Government schemes (such as Helo Blod and the Welsh Language Commissioner's Cynnig Cymraeg offer) with our partners, for example by making the connections between them and private companies we work with through events such as St Fagans Food Festival, craft markets and education providers.

#### 5. Policy making (standards 84-93 and supplementary standards 155-160)

#### 5.1. Responsibility

The responsibility for the Welsh language and policy is at Directorate level, with the Director of Learning & Public Programmes. Any discussions regarding the effect of policies or corporate strategies on the Welsh language are an integral part of the Museum Senior Executive Team's decision process.

#### 5.2. Formulating, reviewing or revising policy

Following the publication of the Commissioner's guidelines on Policy Making Standards, we have developed an internal guide for Amgueddfa Cymru staff. This easy-to-use resource includes a form to record the process which is kept as a record of any policy decision and the effects on the Welsh language. The guide is available to all staff on our internal Intranet.

#### 5.3. Commissioning or undertaking research

When commissioning or undertaking research which will be the basis for policy decisions, we will ensure we comply with the relevant standards.

#### 6. Operational (standards 94-140, supplementary standards 161-166)

#### 6.1. Providing bilingual documents

Among the bilingual documents we provide to staff are:

- employment contract or service contract
- any paper correspondence related to employment
- any documents that contain training needs, performance objectives and/or career plans
- forms that note and authorize flexible working hours (annual leave and absences are noted on the electronic CIPHR system)
- all our policies including, but not limited to, the following:
  - o behaviour in the workplace
  - health and well-being at work
  - o salaries or workplace benefits
  - o performance management
  - o absence from work
  - working conditions
  - work patterns

#### 6.2. Internal complaints and disciplinary procedures

Our internal complaints and disciplinary procedures allow each member of staff to make complaints in Welsh and respond in Welsh to any complaint made about them. Meetings or disciplinary hearings can be conducted in Welsh and any information regarding outcomes or decisions is shared in Welsh with members of staff.

#### 6.3. ICT software

We launched our new bilingual Customer Relations Management system in the summer of 2022. It allows us to note language choice, collect usage data and develop a clearer picture of the needs and habits of our Welsh-language audiences, in order to improve their experience with us. We worked with the not-for-profit international company Tessitura on the software, and this is the first front-end bilingual interface they have created. We provide computer software for checking spelling and grammar in Welsh to staff and provide Welsh language interfaces for software (where an interface exists).

The CyfieithuCymru (Canolfan Bedwyr) system is used across Amgueddfa Cymru allowing more efficient electronic administration and the use of translation memory software.

Following the launch of Microsoft Teams' simultaneous translation system, we are developing training and advice to our staff on changing to using Teams rather than Zoom.

#### 6.4. The Intranet

The Intranet was developed internally and is built to be fully bilingual. It includes (but is not limited to) forms, finance support documents, the staff handbook, and internal systems and templates. There is a comprehensive section on the Welsh language including information about training and formal and informal skills, clubs and activities, computer resources, social media, the Welsh language standards, language rights and various guidelines.

We have an electronic all-staff messaging system called Sgwrs, through which all messages are sent bilingually. We also publish a bilingual monthly staff newsletter.

#### 6.5. Welsh language lessons and language awareness

We offer a number of formal and informal Welsh language courses for free within work hours in order to help and encourage our staff to learn and use Welsh in the workplace.

#### 6.5.1. Formal training

The numbers of staff who attended formal Welsh language courses in 2022/23 are as follows:

Level	Number in 2019/20	Number in 2020/21	Number in 2021/22	Number in 2022/23
Cwrs Croeso (10 hours online)	24	2	0	0
Entry	16	19	13	13
Foundation	4	9	1	4
Intermediate	0	2	10	6
Intermediate/Higher Residential	4	0	0	0
Higher	1	1	1	10
Total	49	33	25	33

We are happy to see an increase in the total number of staff attending courses this year, especially the significant number of learners at the Higher level. Although the numbers who are learning formally are lower than pre-pandemic, we are pleased that we have been able to continue with digital courses during a period of significant change in teaching and training methods. We will continue to monitor our internal provision and ensure that we are providing a variety of courses wherever possible.

We continue to support our staff to learn and use their Welsh and are members of the National Centre for Learning Welsh's Cymraeg Gwaith scheme. A number of staff who have learnt Welsh to a very high level took part in the second series of *Sain Ffagan* on S4C.

We have a language skills development document for staff and line managers to use which complements the staff performance management process.

#### 6.5.2. Informal training

Various informal clubs are held for learners and fluent speakers to practice and use their Welsh. Clwb Pontio was held on Zoom for all Amgueddfa Cymru staff this year, allowing staff from different museums to meet and practice their Welsh with a wider variety of colleagues – wherever they are on their language journey. As Covid restrictions were eased, we held a series of face-to-face taster sessions for old and new members.

Our Cyfaill Cymraeg buddy scheme, where fluent speakers are paired with a learner who can together create opportunities to use their Welsh and gain confidence, also continues.

#### 6.6 Recruitment

Language requirements are assessed for every new post using our assessment toolkit, based on the WJEC's diagnostic tool. All posts are

advertised in Welsh and in English and Welsh- and English- language applications are welcomed. Applications presented in Welsh are not treated less favourably than English-language applications. All application forms, explanatory information, information about the interview process and job descriptions are provided in Welsh and English.

Applicants can note their language skills on their application form as well as noting if they wish to speak Welsh or English in an interview.

In accordance with standard 148 (Record keeping), new and vacant posts were advertised as follows:

Required language level	Number of jobs in 2020/21	Number of jobs in 2021/22	Number of jobs in 2022/23
Welsh essential	14	25	38
Need to learn Welsh within a set timeframe	0	4	0
Welsh desirable	20	80*	74*
No Welsh-language skills necessary	1	5	0

\*These include an unusually high number of technical, specialist or targetted roles where there is no interaction with the public.

#### 7. Record keeping (standards 141-148, supplementary standards 167-168)

#### 7.1. Assessing staff language skills

Staff can choose to note whether they speak or are learning Welsh (and other languages) on their staff profile on the Intranet. However, for the purposes of planning Welsh language skills and the workforce, we use a function for noting language skill level in our self-service HR software, CIPHR. The levels used are consistent with the Welsh for Adults National Curriculum, which is also consistent with the Common European Framework of Reference for Languages (CEFR).

WJEC/NCLW qualifications	CEFR Framework
Entry	A1
Foundation	A2
Intermediate	B1
Higher	B2
Proficiency	C1

In accordance with standard 145, the following table shows staff Welsh language levels at the end of 2022/23:

Language level	Number of staff 2021/22	Percentage of staff 2021/22	Number of staff 2022/23	Percentage of staff 2022/23
Entry A1	76	10%	99	13%
Foundation A2	35	5%	45	6%
Intermediate B1	39	5%	41	6%
Higher B2	43	6%	46	6%
Proficiency C1*	177	25%	193	26%
None	254	35%	254	34%
Not completed	98	14%	68	9%
Total	722	100%	746	100%

\*This number contains all fluent speakers, whether they have learnt Welsh or are first language Welsh-speakers.

## The following table shows Trustee Welsh language levels at the end of 2022/23:

Language level	Number of Trustees 2022/23	Percentage of Trustees 2022/23
Entry A1	4	31%
Foundation A2	3	23%
Intermediate B1	0	0%
Higher B2	2	15%
Proficiency C1	3	23%
None	1	8%
Not completed	0	0%
Total	13	100%

#### 7.2. Training courses

In accordance with standard 146, the following table shows the number and percentage of staff who participated in training offered by us in Welsh in 2022/23:

Course	Number that attended Welsh language course	Number that attended English language course	Percentage that attended the Welsh version
Brand voice	11	39	22%
How to hold inquiries	18	7	72%
CIPHR training – holiday – absence	8	29	22%
CIPHR training – personal details			
CIPHR training – add items to dashboard	6	26	19%
CIPHR training – job and pay details	6	26	19%
CIPHR training – using CIPHR	11	38	22 %
Ring Central training	15	80	16%
Carbon literacy training	13	139	9%
Performance management training	7	21	25%
Manager welfare training	3	26	10%
Amgueddfa Cymru Cyber Safety	0	29	0%
CIPHR training – how to input return to work	0	3	0%

Sourcing accredited Welsh-language trainers in some areas can be challenging. We will continue to work with providers across all sectors wherever possible to source and commission training in Welsh.

This year we also finished piloting our brand-new Excellence in Visitor Care training with front of house staff. It included elements of language awareness, compliance with the standards and a short practical session on greeting and directing visitors in Welsh. This training will be held with all our front of house staff from now on.

#### 7.3. Solving complaints

#### 7.3.1. Complaints by the public

We have a complaints and feedback procedure which mainstreams the Welsh language and raises awareness of users' rights. The public can present a comment, complaint, or feedback through our website or at any of our museums. All feedback by the public regarding the Welsh language is sent to the Welsh Language Co-ordinator who keeps a record and responds according to the corporate timescales; these are an acknowledgment at least within seven working days and a full response within 14 working days. A copy of our complaints procedure is on our website and in all receptions.

As part of our general assessment by the Welsh Language Commissioner's Office in October, we received recommendations from our liaison officer for improvements to the wording of our feedback and complaints process. A revised version of the process was published on our website in June 2023.

Two official complaints were received from members of the public. One was about an alleged linguistic mistake in a temporary exhibition, this was checked and it was established that no further actions were needed. The other complaint was about an alleged anti-Welsh remark made by a member of third-party contracted staff. Following inquiries, we responded to the complaint and received a positive response from the member of the public.

## 7.3.2. Complaints to the Welsh Language Commissioner and subsequent investigations

No complaints were received from the Welsh Language Commissioner's Office in 2022/23.

#### 8. Conclusion

It was a great pleasure to receive very positive feedback this year from the Commissioner's Office regarding our level of compliance, following the general assessment in October.

We are still working to go above and beyond the standards wherever possible. Our new brand is a clear statement of our commitment to using and celebrating the Welsh language, in Wales and across the world.