



GNÓ CHILL DARA



Scéim Gnó Gaeilge Chontae Chill Dara
County Kildare's Irish-language business scheme



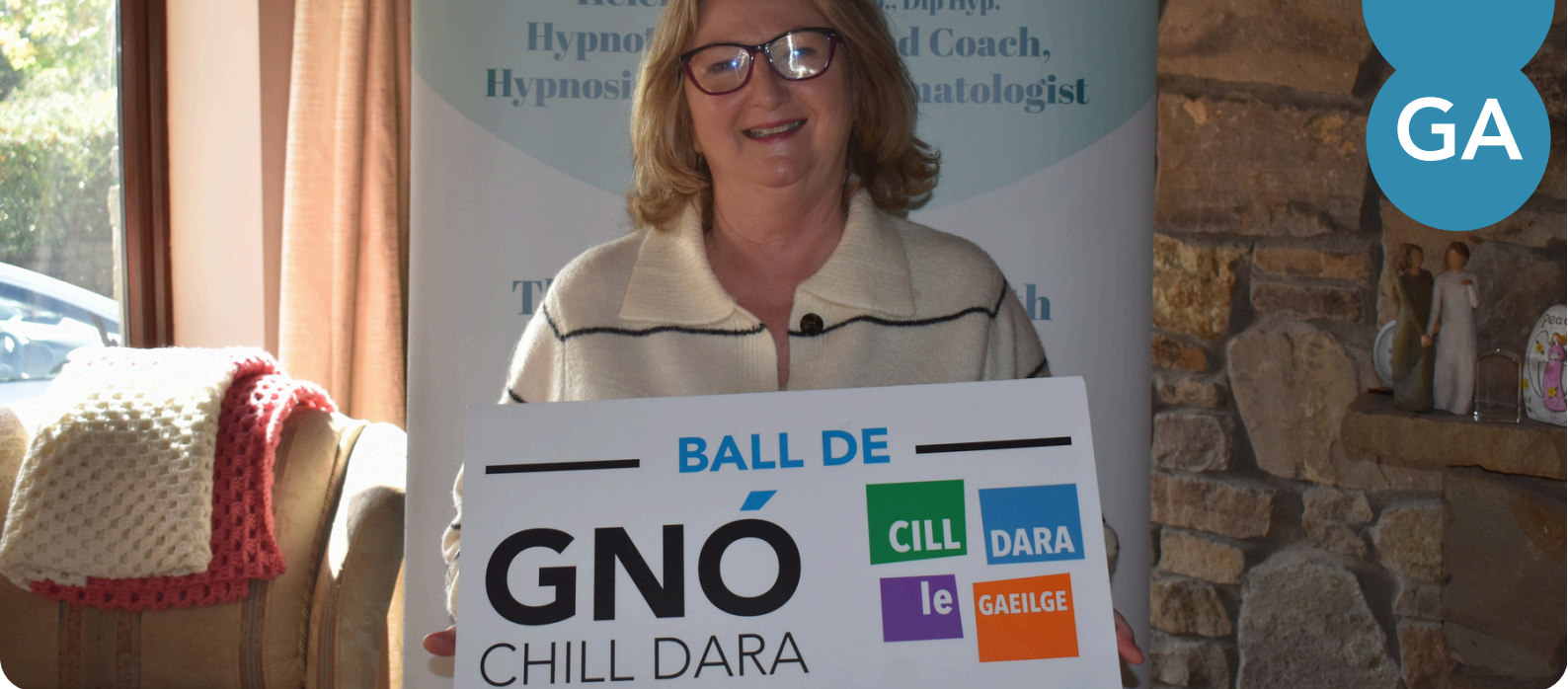
Comhairle Contae Chill Dara
 Kildare County Council



Foras na Gaeilge



**An Roinn Forbartha Tuaithe
 agus Pobail agus Gaeltachta**
 Department of Rural and Community
 Development and the Gaeltacht



An Ghaeilge sa ghnó

An raibh a fhios agat gur féidir leat do ghnó a chur chun cinn trí úsáid a bhaint as an nGaeilge? Tá Cill Dara le Gaeilge anseo le cabhrú leat sin a dhéanamh! Níl le déanamh ach clárú le scéim gnó Gaeilge an chontae, **Gnó Chill Dara**. Tar i dteagmháil linn inniu, tá an scéim saor in aisce!

Cén fiúntas a bhainfeadh leis an nGaeilge do mo ghnó?

De réir taighde ó Amárach Research, is uirlis chumhachtach mhargaíochta í an Ghaeilge agus tá suim ag do chustaiméirí inti. Tapaigh an deis do ghnó a chur chun cinn!

- Bheadh 59% den phobal níos toilteanaí táirge a cheannach dá mbeadh an mhargaíocht agus an bhrandáil i nGaeilge
- Bheadh 26% den phobal sásta níos mó a íoc as táirge dá mbeadh an mhargaíocht agus an bhrandáil i nGaeilge
- Ba mhaith le 55% den phobal níos mó fógraíochta as Gaeilge a fheiceáil
- Spreagann úsáid na Gaeilge sa ghnó dílseacht custaiméirí.*

Cad iad na buntáistí a bhaineann le Gnó Chill Dara?

- Deis do ghnó a chur chun cinn
- Deis a bheith mar bhall de líonra nua gnó i gcontae Chill Dara
- Deis nascadh le pobal labhartha na Gaeilge sa chontae
- Poiblíocht mhéadaithe
- Eolas faoi dheiseanna maoinithe
- Eolas faoi ranganna Gaeilge agus lascaíní.



The Irish language and business

Did you know that you can promote your business through the use of the Irish language? Cill Dara le Gaeilge is here to help! Register with the county's Irish-language business scheme, **Gnó Chill Dara**. Get in contact with us today; the scheme is free to join!

How is the Irish language beneficial for my business?

According to a study by *Amárach Research*, the Irish language is a powerful marketing tool and can attract customers. Why not take this opportunity to promote your business?

- 59% of respondents said that they would be more likely to buy a product if the marketing and branding was done through Irish
- 26% of respondents said that they would be happy to pay more for a product where its branding and marketing was through Irish
- 55% of respondents want to see more advertising through Irish
- The use of the Irish language was found to increase customer loyalty.*

What advantages does Gnó Chill Dara bring?

- The opportunity to promote your business
- The opportunity to be a part of a new business network in County Kildare
- The opportunity to connect with the vibrant Irish-speaking community in County Kildare
- Increased publicity
- Access to information on funding opportunities
- Access to information and discounts on Irish classes.



Céard é Gnó Chill Dara?



Is scéim tacaíochta í Gnó Chill Dara do ghnóthaí ar mian leo an Ghaeilge a úsáid ina gcuid oibre.

Tá suim agam sa scéim, cad is gá dom a dhéanamh?

Cláraigh linn agus roghnaigh an réimse, nó na réimsí, ar mhaith leat an Ghaeilge a chur chun cinn ann/iontu as na réimsí seo a leanas. Socróidh ár bhfoireann cruinniú leat agus cuirfimid plean gníomhaíochta le chéile duit.



01 Comharthaíocht

Comharthaíocht lasmuigh agus laistigh, buan nó sealadach, comharthaíocht eolais agus comharthaíocht d'earraí ar díol, do sheirbhísí, do threoracha



02 Brandáil agus margaíocht

Ainmneacha gnó nó táirgí, fógraíocht, stáiseanóireacht, na meáin shóisialta agus suímh gréasáin



03 Seirbhís as Gaeilge (dhá leibhéal)

- Seirbhís 'cúpla focal'
- Seirbhís 'Gaeilge líofa'



What is Gnó Chill Dara?

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Gnó Chill Dara is a support scheme for businesses in County Kildare that wish to use the Irish language.

I'm interested, what do I need to do?

Register to be a member of Gnó Chill Dara and choose an area, or the areas, within which you would be interested in using Irish out of the following categories. Our team will organise a meeting with you, and we will put together an action plan for the Irish language in your business.



01 Signage

Signage outside and within the business, permanent or temporary, signage giving information and signage for goods for sale, for services and directional/instructional signage



02 Branding and marketing

Business names and product names, Irish in advertising, on stationery, on social media and websites



03 Service in Irish (two levels)

- a. Service with a 'cúpla focal'
- b. Service with fluent Irish

Cén saghas tacaíochtaí a bheidh ar fáil sa phlean gníomhaíochta?

Beidh gach plean gníomhaíochta éagsúil do gach gnó. Tá go leor tacaíochtaí ar fáil do na baill.



Comharthaíocht

- Tacaíochtaí teoranta aistriúcháin
- Comhairle maidir le deiseanna maoinithe
- Comharthaíocht i nGaeilge nó comharthaíocht dhátteangach

Brandáil agus margaíocht

- Tacaíochtaí teoranta aistriúcháin
- Deiseanna comhoibrithe ar na meáin shóisialta
- Liosta frásai saincheaptha do do ghnó

Béarla	Gaeilge
Hello, welcome	DIA DUIT! DHAQIBH, TÁ FÁILTE ROMHA' ROMHAIBH!
How was your day?	CONAS A BHÍ AN LÁ?
Do you dance?	AN BHFUIL TÚ/SE?



Seirbhís i nGaeilge

- Suaitheantas do bhaill foirne le Gaeilge agus/nó modhanna aitheantais eile
- Soláthar téarmaí a bhaineann go sonrach le do ghnó
- Eolas faoi ranganna Gaeilge agus lascaí

What supports will be available in the action plan?

Every action plan is unique to each individual business. We offer a range of supports for our members.



Signage

- Limited translation supports
- Advice on funding opportunities
- Irish or bilingual signage

Branding and Marketing

- Limited translation supports
- Social media collaboration opportunities
- Bespoke phrase book



Service in Irish

- Badges and/or other identifiers for team members who speak Irish
- The provision of terminology specific to your business
- Information about Irish classes and discounts



Ceisteanna coitianta

An gá íosmhéid Gaeilge a bheith in úsáid i mo ghnó le páirt a ghlacadh sa scéim?

Fiú mura bhfuil d'acmhainn ag do ghnó ach cúpla focal i nGaeilge a chur amach ar na meáin shóisialta, nó cúpla comhartha dátheangach a chrochadh, fáiltímid romhat isteach i bpobal Ghnó Chill Dara, agus roimh an méid atá ar siúl agat le contae dátheangach a fhorbairt.

An gá do gach ball foirne a bheith líofa sa Ghaeilge?

Ní gá go mbeadh leibhéal Gaeilge ar leith ag do bhaill foirne, ach a bheith toilteanach í a labhairt le custaiméirí. Tá dhá leibhéal de sheirbhís i nGaeilge, agus cuirfear in iúl do do chustaiméirí go soiléir an bhfuil cúpla focal nó Gaeilge líofa ag na baill foirne.

Cad a tharlaíonn má fhágann fostaí a bhfuil Gaeilge acu an post?

Má fhágann fostaí a bhfuil Gaeilge an post, ná bí buartha! Má tá suim ag do ghnó seirbhísí as Gaeilge a chur ar fáil, cad faoi cheist a chur ar na fostaithe nua cén leibhéal Gaeilge atá acu i rith an phróisis earcaíochta? Idir an dá linn, tá go leor slite eile ar féidir le do ghnó cur le húsáid na Gaeilge. Tar i dteagmháil linn!

An gá dúinn aon rud eile a dhéanamh chun a bheith mar bhall?

Tá fáilte roimh ár mbaill ár lógó a thaispeáint ina gcuid siopaí, ar a suíomh gréasáin agus ar na meáin shóisialta, ach ceist a chur ar ár bhfoireann roimh ré!



☘ Frequently Asked Questions

Does my business need to use a certain amount of Irish to participate in the scheme?

Even if you choose to just use a cúpla focal on your socials or hang a couple of bilingual signs in your business, you are helping us foster a bilingual county and are a welcome and valued member of Gnó Chill Dara.

Does my whole team have to have Irish?

Your team does not have to have a minimum level of Irish, but a willingness to use what Irish they have with customers. Service in Irish under the scheme has two levels, cúpla focal and fluent Irish, and it will be clear to customers whether your team members have cúpla focal or are fluent.

What happens if an employee who speaks Irish leaves the job?

If an employee who speaks Irish leaves the job, not to worry! If your business is interested in providing services in Irish in the future, why not ask prospective employees if they speak Irish during the hiring process? In the meantime, there are plenty of other ways your business can use Irish. Contact a member of our team to talk about the possibilities!

Do we have to meet any other requirements to be a member?

Our members are welcome to display our logo in store, on their website, or on their socials; all you have to do is ask!



**Tacóidh Cill Dara le Gaeilge leat
nuair atá tú réidh chun
aitheantas náisiúnta a lorg!**

***Cill Dara le Gaeilge will support
you when you're ready to seek
national recognition!***



GRADAIM
GNÓ NA hÉIREANN



GRADAIM
GNÓ NA hÉIREANN

Scéim Aitheantais Náisiúnta do Ghaeilge sa Ghnó

*National Awards Scheme
for Irish Language in Business*

Is scéim aitheantais é GRADAIM de chuid *Ghlór na nGael* do ghnóthaí a bhíonn ag úsáid na Gaeilge mar chuid den ghnó, nó a bhíonn ag cur seirbhís trí Ghaeilge ar fáil dá gcustaiméirí.

Tá scéim GRADAIM dírithe ar ghnóthaí tráchtála, ar thrádálaithe aonair, ar mhiondíoltóirí agus ar mhórdhíoltóirí.

Cinntoidh GRADAIM go bhfaighidh tú an chomhairle agus an treoir atá uait maidir le cur chun cinn na teanga i do ghnó chun go mbeidh an próiseas chomh héasca agus is féidir. Cinntoidh siad freisin go bhfaighidh tú aitheantas náisiúnta as do chuid iarrachtaí tríd an scéim dámhachtainí. Tá tuilleadh eolais ar fáil thíos.

Glór na nGael's GRADAIM is a recognition scheme for businesses that use Irish as part of the business, or provide a service through Irish to their customers.

The GRADAIM recognition scheme is open to commercial businesses, sole traders, retailers and wholesalers.

When you decide that you would like to introduce more Irish to your business, GRADAIM will ensure you get the advice and guidance you need to make the process as easy as possible. They will also make sure that you get national recognition for your efforts through their awards scheme. More information is available below.

www.gradaim.ie/about/



An Ghaeilge á cur chun cinn i gContae Chill Dara

Promoting the Irish language in County Kildare



Pobal
Community



Pleanáil Teanga
Language Planning



Gnó Chill Dara
Business Support Scheme



Cultúrlann Chill Dara
Cultural Centre

Cláraigh do ghnó linn inniu | Register your business with us today

www.cilldaralegaeilge.ie

045 397320

eolas@cilldaralegaeilge.ie



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Glór na nGael



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Crannchur
Náisiúnta



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