



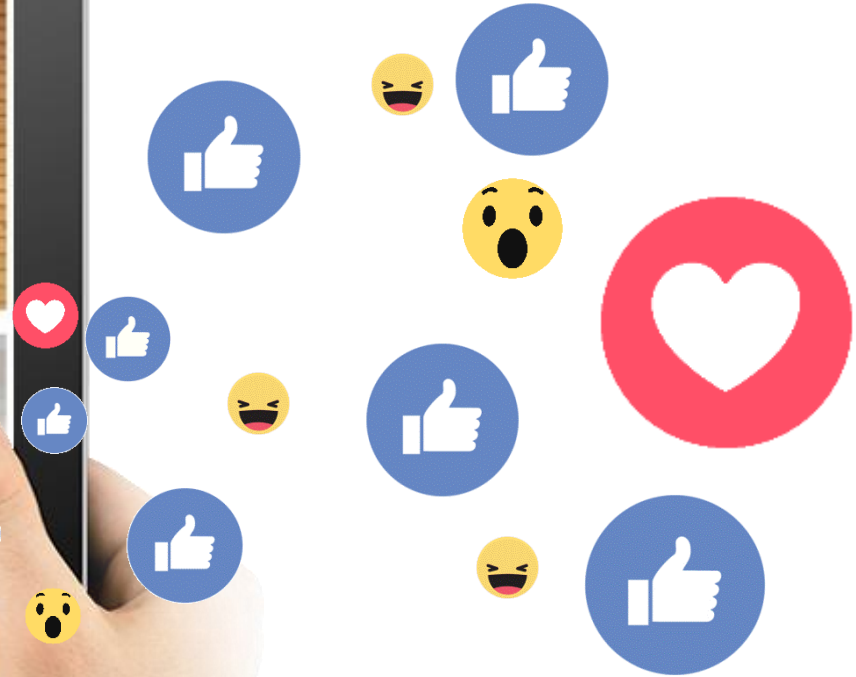
Webinar-2018

The Business of Sharing

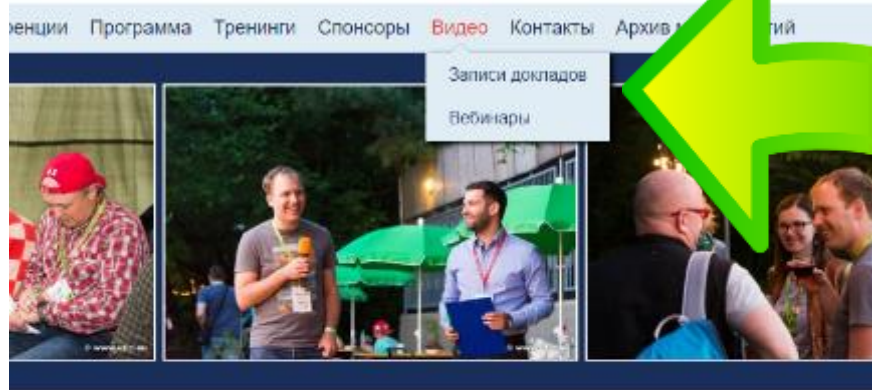
Jeannette Stewart

Thursday, October 4th

Facebook Live



Where to find our videos



с удовольствием вспоминаем лучшие моменты
то для участников #UTICamp конференция
и давайте вспомнить эти дни, наполненные
ми презентациями и новыми впечатлениями.
пропустили UTIC-2016, посмотрите полный отчет
разительно приезжайте к нам в следующий раз —



utic.eu/video/

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This is a channel from UTIC, bringing the latest trends and the best speakers of the translation industry

Ukrainian Translation Industry Conference
1 045 подписчиков

ПОДПИСАТЬСЯ 1 ТЫС.

ГЛАВНАЯ ВИДЕО ПЛЕЙЛИСТЫ КАНАЛЫ ОБСУЖДЕНИЕ О КАНАЛЕ

UTICamp: Official video
1 528 просмотров • 1 год назад

UTIC-2016 event: UTICamp is the first international translation conference held in the open air!

Ukrainian Translation Industry Conference is where talented independent translators, successful managers, bright educators and agile software developers get together to establish valuable connections, have meaningful discussions with peers, learn подробнее...

FEATURED CHANNELS

- InText Translation Co...**
ПОДПИСКА ОБРАЗОВАНА
- Globalization and Loca...**
ПОДПИСКА ОБРАЗОВАНА

www.youtube.com/user/UTICConf

Speaker



- ❖ Jeannette Stewart is the founder of Translation Commons, an online volunteer-based public charity aiming to offer and share tools and resources and to facilitate community initiatives.
- ❖ Jeannette has been a client, a vendor and an entrepreneur in the language industry having been involved in high-profile projects such as the Genome Project and prototyping the online Unified Submission Process for the European Medicine Agency.
- ❖ She writes a column in MultiLingual Magazine on community initiatives.
- ❖ jeannette@translationcommons.org

Host



Stanislav Bogdanov

COO of the UTIC

The digital disruptors



spoon|rocket



lyft



tacart



grubHub

handy



S



HOMEHERO

sprig



Tas

KeyHolds

Side•car



Is ownership dead?



UBER

World's largest taxi company

Owens NO

~~Taxis~~



World's largest Accommodation provider

Owens NO

~~Real estate~~



World's largest Phone companies

Owens NO

~~Telco infra~~



World's most Valuable retailer

Owens NO

~~Inventory~~



Most popular Media owner

Owens NO

~~Content~~



World's fastest Growing bank

Owens NO

~~Actual money~~



World's largest movie house

Owens NO

~~Cinemas~~



World's largest Software vendors

Owens NO

~~Apps~~

TERMINOLOGY CONFUSION

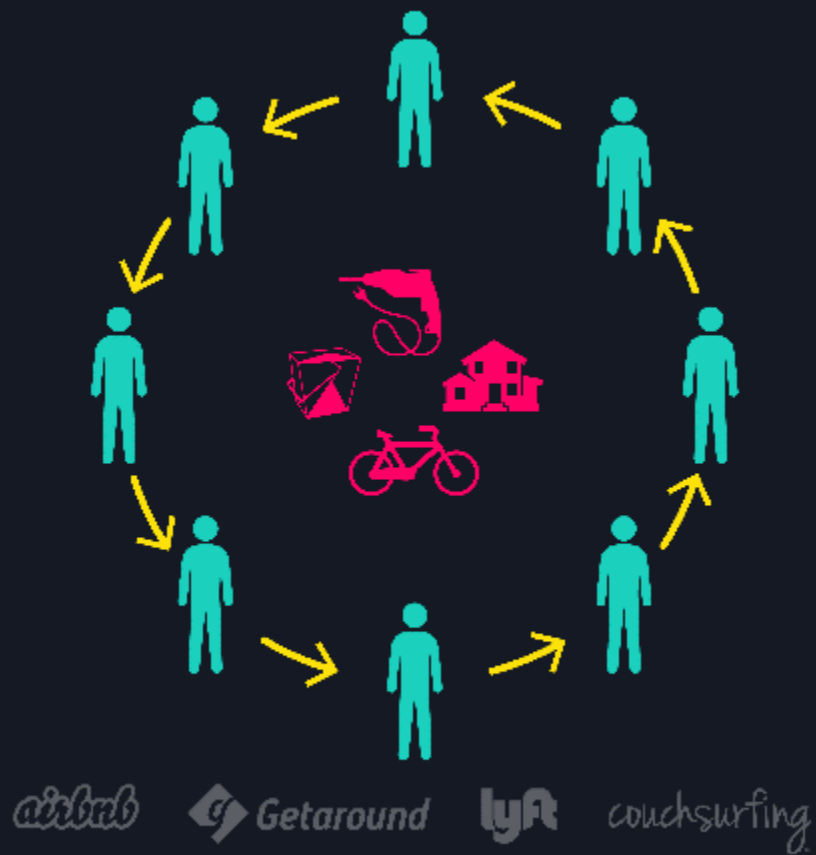
There are different terms being used to describe the growing space that includes the likes of Airbnb, Lyft, Zipcar and Taskrabbit. Namely, the 'Sharing Economy', 'Peer Economy', 'Collaborative Consumption' and the 'Collaborative Economy.'

Do these terms have different meanings?

Yes

SHARING ECONOMY

An economic model based on sharing underutilized assets from spaces to skills to stuff for monetary or non-monetary benefits. It is largely focused on P2P marketplaces.



COLLABORATIVE ECONOMY

An economy built on distributed networks of connected individuals and communities as opposed to centralized institutions, transforming how we can produce, consume, finance and learn.



PRODUCTION

Design, production and distribution of goods through collaborative networks.



CONSUMPTION

Maximum utilization of assets through efficient models of redistribution and shared access.



FINANCE

Person-to-person banking and crowd-driven investment models that decentralize finance.



EDUCATION

Open education and person-to-person learning models that democratize education.



TechShop

Quirky

zipcar

airbnb

lyft

z-pod

KICKSTARTER

PAVE

COURSERA

SKILLSHARE



COLLABORATIVE CONSUMPTION

An economic model based on sharing, swapping, trading or renting products and services enabling access over ownership. It is reinventing not just what we consume but how we consume.



COLLABORATIVE LIFESTYLES

Non-product assets such as space, skills and money are exchanged in new ways.



REDISTRIBUTION MARKETS

Unwanted or underused goods redistributed.



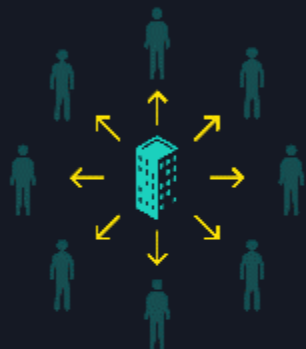
PRODUCT SERVICE SYSTEMS

Pay to access the benefit of a product versus needing to own it outright.



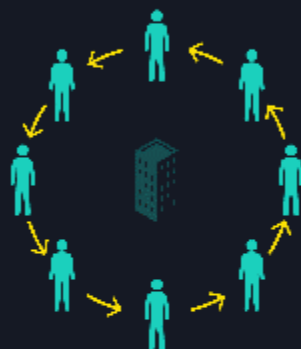
COLLABORATIVE CONSUMPTION

There are three distinct transaction models that can be applied.



BUSINESS-TO-CONSUMER (B2C)

Business owns inventory and facilitates transactions amongst users.



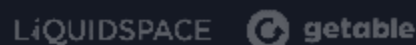
PEER-TO-PEER (P2P)

Assets are owned and exchanged directly person-to-person.



BUSINESS-TO-BUSINESS (B2B OR ENTERPRISE)

Solutions that enable businesses to unlock and monetize the 'idling' capacity of their existing assets.



DISTRIBUTED POWER CHANGES

THE ROLE WE CAN PLAY IN OUR ECONOMY & SOCIETY

20th Century

Industrial Economy

PASSIVE CONSUMERS



21st Century

Collaborative Economy

CREATORS

COLLABORATORS

FINANCIERS

PRODUCERS

PROVIDERS

UNDERLYING VALUES



COLLABORATION



EMPOWERMENT



OPENNESS



HUMANNESS

FOUR DRIVERS



TECH
INNOVATION



VALUES
SHIFT



ECONOMIC
REALITIES



ENVIRONMENTAL
PRESSURES

**Massive paradigm shift in how we live, work,
play, travel, create, learn, bank and consume.**

4 core principles of collaborative consumption

CRITICAL MASS



IDLING CAPACITY



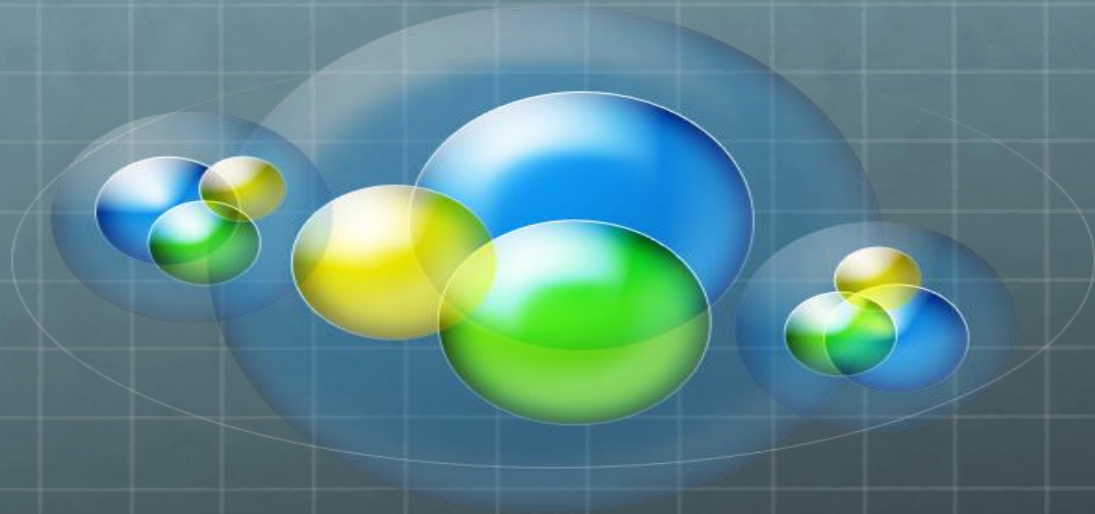
BELIEF IN THE COMMONS



TRUST BETWEEN STRANGERS



Trust is the key



Language Industry



Language Professionals

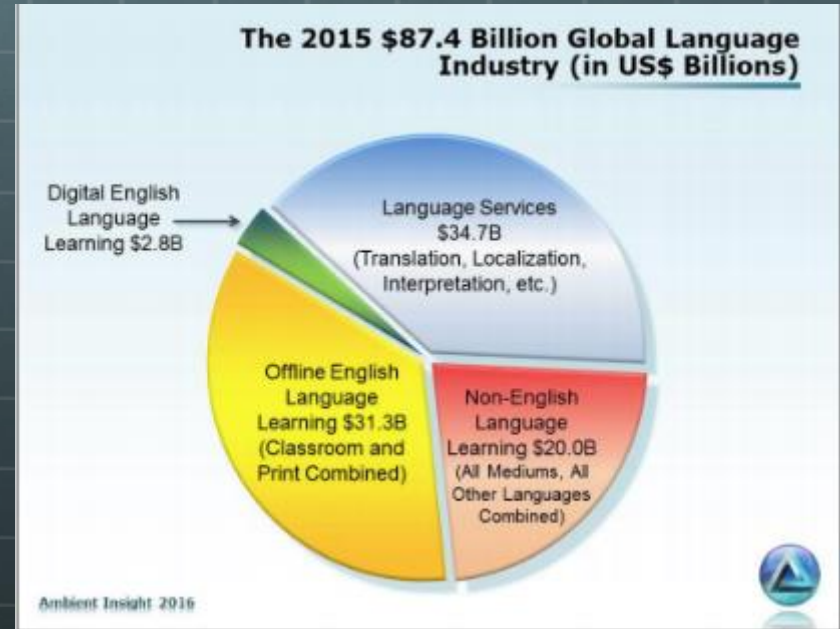
An amazing group of highly educated, skilled and talented people!

Size matters

2011

2015

Figure 1 – The 2011 Global Language Industry (in \$US Billions)



Some challenges

Lack of Data

- Graduates retained
- New freelancers
- Industry measurements

Too much Data

- No access
- No one is responsible

Who owns the Data?

- Confusion
- Mistrust



Some challenges

Diversity of career paths

No single career path focus

Freelancing is difficult

Large % of graduates want the smallest %
of available corporate jobs

Enter Business careers where their
language skill is only an add-on



Some challenges

Identity and skillset

Speech is a universal human trait

Translation is taken for granted

Perceived as easy to do

Language is more than words

Outside our industry who knows what we do?



Some challenges

Positioning

We are part of the chain, but still considered replaceable

We consider our supply chain replaceable

We are still an add-on



Some challenges

Technology

Free Machine Translation

“good enough” output

Lack of understanding
translation and how it is
done





Working Together

The strength of our community and identity are dependent on all of us and how we can work together with trust and focus on a common goal

Some solutions

Big Data

Create a working group to tap in and analyze

Small Data

Universities

Association Memberships



Some Solutions

Single career path

Multidisciplinary education

Facilitate freelancing
through mentoring, help-
line, business assistance

Massive Open Online
Courses (MOOC)



Some Solutions

Positioning a need

Terminology identifies what we do, not what need we fulfill

Educate the public

A linguist is a person who passionately facilitates communication across languages, cultures and geographies, solves language translation problems and is behind every industry's ability to reach audiences globally.



Some solutions

Technology – Human Symbiosis

Behind every MT output there are
many translators

Automation makers to acknowledge
translators contributions

Is Blockchain technology for us?



Some solutions

Strengthen Identity

The sense of Community
Community Canvas

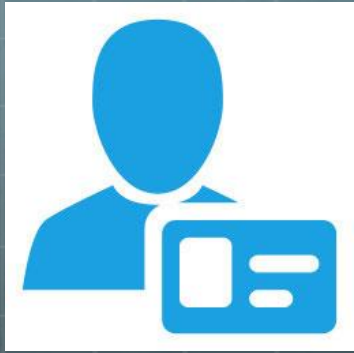
Define skillset

“A translator employs skills such as creativity, empathy and critical thinking to solve unstructured problems, also interprets and synthesizes new information while applying social and communication skills.”



Passion is addictive

Sense of community



MEMBERSHIP



INFLUENCE



MEETING NEEDS



**SHARED
EMOTIONAL
CONNECTION**

The four foundations highlighted by David McMillan and David Chavis, 1986

Membership

Boundaries

Emotional safety

Personal investment

Influence

Creating opportunities

Feature contributions

Members write ups

Promote experts

Meeting Needs

Status of being a member

Competence

Shared values

Shared emotional connections

Regular contact

Meaningful Interactions

Shared history

Emotional discussions



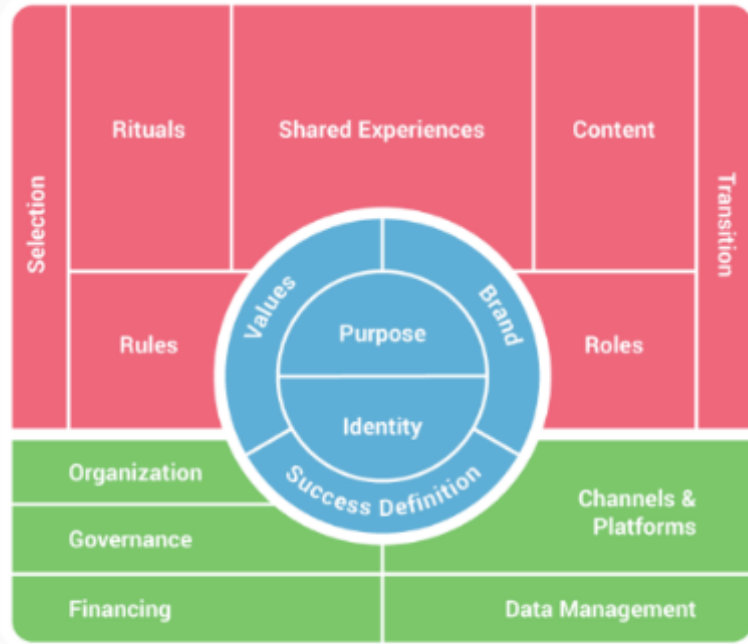
**Community
Canvas**

[GET STARTED](#) [WORKSHOP](#) [GET INVOLVED](#) [GET IN TOUCH](#) [ABOUT](#)

**A framework to help you build
meaningful communities.**



Define a Community



The Community Canvas has
3 Sections

Identity, Experience, Structure

which in turn are divided into
17 Themes

Define a Community

Section One



Identity Who are we and what do we believe in?

The first part of the Canvas focuses on questions of belief. Strong communities have a clear and explicit sense of who they are, why they exist and what they stand for.

These aspects of the community are less tangible than the points covered in later parts of the Canvas. And as a result, they often get passed over. However, we believe that a confident sense of identity builds the very core of a successful community and informs all other elements around it. That's why in our Canvas, the Identity is the beating heart at the center of everything else, giving meaning and life to the rest of the organization.

The Identity section itself is layered like an onion. At its core are two elements: the community's purpose and the identity of its members. The questions why and who are quintessential and then inform the other elements of identity: the organization's values, its definition of success and its brand.

An authentic culture is one of the most valuable elements of any community, but also a very abstract concept to act upon. The elements covered under Identity are key ingredients towards a thriving community culture.

Themes

Purpose

Why does the community exist?

Member Identity

Who is the community for?

Values

What is important to us as a community?

Success Definition

How does the community define success?

Brand

How does the community express itself?

Define a Community

Experience What happens in the community & how does it create value for the members?

In the second part of the Canvas we explore the community from the perspective of the members: what does actually happen in the community and how does it translate its purpose into activities that create tangible value for the members?

Every community experience starts with a member joining and at some point - consciously or not - a member leaving. Successful communities design these transition moments between the outside and the inside world as part of a larger journey.

A significant part of the Canvas is dedicated to two elements: Shared Experiences bring members together and fundamentally deepen the bonds among them. Rituals and traditions are individual and

recurring experiences that have a strong symbolic character.

The community's content strategy contributes to the overall experience. Communities who tell the stories of their members and share relevant content strengthen the bond among members and increase the overall value.

Every member is different and evolves over time. Smart communities provide different roles catering to different needs throughout the experience.

Lastly, we have found communities to work best when they have clear rules set in advance, so people know what their rights and expected responsibilities are.

Themes

Selection

How do people join the community?

Transition

How do members leave the community?

Shared Experiences

What experiences do members share?

Rituals

What rituals happen regularly?

Content

What content creates value for members?

Rules

What are the community's rules?

Roles

What roles can members play?

Define a Community

Structure What gives us stability in the long-term?

The third part of the Canvas focuses on the operational elements of running a community. While many communities evolve organically over time, only few survive in the long-term. Organizational aspects are often neglected, and the necessary structures aren't in place to deal with challenging situations, as they eventually and often suddenly come up.

This area goes beyond good management and processes, but presents a tremendous opportunity: most communities become more valuable the longer they exist, as trust both among the members and into the overall brand increases. But consistency is key. Visionary communities will put structures in place that will optimize for long-term stability.

Leadership deserves special attention in a community, as many are partially or fully volunteer run. What does that mean for incentive models, job descriptions and knowledge transfers?

Decision making is best clarified in advance and helps avoid and address conflicts, a surprisingly common sight within many communities.

Many communities fail because they do not figure out how to become financially sustainable. We highlight different models.

Most successful communities exist both in the offline and the online world and the choice of the right platforms matter. Lastly, the members' data is among the communities most valuable assets and it deserves thoughtful

Themes

Organization

Who runs the community?

Governance

How are decisions made in the community?

Financing

What is the community's plan to be financially sustainable?

Channels & Platforms

What channels does the community use to communicate and gather?

Data Management

How does the community manage the data of its members?

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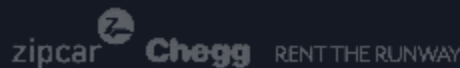
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Powered by translators

Globalization Powered by Translators

We know it but what about the rest of the world? We created a generic symbol and slogan that we can all add under our signature to make people notice.

[Download](#) and add to your email signature to create industry awareness and visibility

What is Translation Commons?

Translation Commons is a nonprofit US Public Charity powered by Translators. We are a volunteer-based online community aiming to empower language professionals and bridge all sectors.

We are a self-managed volunteer community, we share ideas, resources and work passionately together for the common good.

We facilitate cross-functional collaboration among the diverse sectors and stakeholders within the language industry and instigate transparency, trust and free knowledge.

Our mission is to offer free access to tools and all other available resources, to facilitate community-driven projects, to empower linguists and to share educational and language assets.

TRANSLATE

SHARE

LEARN

Share & Grow

Our mission is to share knowledge, offer free tools, organize resources and facilitate community initiatives.

REGISTER

Questions



Our next webinar



Pharmaceutical texts and competences for their translation

Ekaterina Chashnikova

October, 18th 2018
16:00 (GMT+3)

Join us on social media



UTIC Webinar-2017. Grammarly Under the Hood

45 views

UTIC Ukrainian Translation Industry Conference

Published on Nov 8, 2017

Let's have a look at linguistics from a different point of view. We invite you to discover computational linguistics and take a glimpse under the hood of Grammarly. What magical spells does it use to detect all next errors and free marking from grammar illbeary? Who teaches it to find more and more lawbreaker mistakes? All the secrets and magic will be revealed. We will talk about what NLP is, why and where we need it, and take a peek into the day of a Computational Linguist.

About the speaker:

After graduating from Lviv Polytechnic National University two years ago, Oksana joined Grammarly as a Computational Linguist. At Grammarly, she is working in the area of Natural Language Processing. Her current projects are focused on error correction and stylistics. Oksana is also passionate about coding. She is one of the organizers of the DjangoGirls workshops that aim to teach women to code in Python.

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