Summary of the Strategic Plan to Promote the Use of the Basque Language at the Guggenheim Museum Bilbao 2024–2027

## **GUGGENHEIM** BILBAO

## **Commitment to Basque Language**

From the beginning, the Guggenheim Museum Bilbao has shown a firm institutional commitment to Basque language and to the respect of language rights. Throughout the years, the Museum has ensured users can exercise their right to relate to the institution in Basque, implementing a series of measures aimed at structuring and disseminating this commitment.

In 2016, the Museum was awarded the Bikain Certificate – Intermediate Level for Quality in the Use of the Basque Language. Since then, we have continued to improve language standards, protocols, and staff training.



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Framed within the 7th Planning Period launched by the Basque Government in 2023, the Museum has renewed its Strategic Plan for the Standardization of the Use of the Basque Language (2024–2027), aimed at promoting the use of Basque in both the services offered to the community and the internal working relationships, implementing the necessary resources and strategies to achieve this goal.

The Strategic Plan was the result of quantitative and qualitative studies that showed widespread use of Basque as a service language, with room for improvement in its use in the working environment. Based on these findings, two strategic objectives have been set:

- 1. To extend the use of Basque as a working language at the Guggenheim Museum Bilbao.
- 2. To move from knowing to using the language by creating a nice working environment for Basque language users.

These objectives are set to improve quality of service, increase social and staff satisfaction, and develop projects in line with the Museum's values.