SIOPADÓIREACHT AS GAEILGE IN INIS

inis dom!

SHOPPING AS GAEILGE IN ENNIS

Tell me more...!

Q How can I get involved?

A Initially, a series of information evenings will be held to familiarise both the general public and local businesses with the project and how it works.

Q I don't have much Irish. Can I participate?

A Yes! Support in the form of 'Conversation Circles' will be provided to cater for everybody, whether a beginner or a more fluent speaker 'as Gaeilge'. Times of these Circles will be flexible to facilitate both the business community and the general public.

Q What other support systems will be available?

A Through our partnerships with Foras na Gaeilge, Conradh na Gaeilge and Glór na nGael, we will provide access to a range of supports, including:

- A comprehensive phrase book to help in doing business 'as Gaeilge'.
- A range of stickers and internal signs 'as Gaeilge' for retailers.
- A professional translation service, available locally through An Clár as Gaeilge, to help with advertising copy, brochures and signage for local businesses.
- Advice and support on how best to market your business or product through the medium of Irish.
- Identifying suitable Irish language advertising opportunities and helping local businesses to avail of these.

Q 'Inis Dom!'... what will the long term benefits be for the town of Ennis?

A 'Inis Dom!' will help to consolidate the image of Ennis as a centre of Irish traditional culture.
It will create a unique atmosphere in the town, making it an attractive shopping destination for visitors and locals alike. Being a bilingual town would make Ennis a natural choice as a venue to host major international cultural festivals, such as Oireachtas na Samhna and Fleadh Cheoil na hÉireann.

Conradh na Gaeilge | Foras na Gaeilge | Gnó Means Business | Comhairle Co. an Chláir | Inis- Baile Líonra Gaeilge | An Clár as Gaeilge | Glór na nGael | Ennis Chamber | Oifig Fiontair Áitiúil | Ennis 2040 DAC

SIOPADÓIREACHT AS GAEILGE IN INIS

inis dom!

SHOPPING AS GAEILGE IN ENNIS

Inis Dom Tuilleadh...!

Q Conas is féidir liom bheith páirteach?

A Ar dtús, eagrófar sraith de tráthnóntaí eolais chun an pobal agus gnóthaí áitiúla a chur ar an eolas faoin tionscnamh agus conas a oibreoidh sé.

Q Níl morán Gaeilge agam, an féidir liom bheith páirteach ann?

A Is féidir! Cuirfear tacaíocht i bhfoirm 'Ciorcail Chainte' ar fáil chun freastail ar chách, is cuma tosaitheoir nó cainteoir líofa as Gaeilge thú. Beidh amanna na gCiorcal seo so-lúbtha chun freastail ar an bpobal agus an earnáil gnó.

Q Cén córas tacaíochta eile a bheidh ar fáil?

A Tríd ár bpáirtnéireacht le Foras na Gaeilge, Conradh na Gaeilge agus Glór na nGael, beimid in ann sraith tacaíochtaí a chur ar fáil:

- Leabhar frásaí cuimsitheach le cuidiú gnó a dhéanamh as Gaeilge.
- Raon greamaitheoirí le cuidiú gnó a dhéanamh as Gaeilge.
- Seirbhís proifisiúnta aistriúcháin ar fáil go háitiúil tríd An Clár as Gaeilge chun cabhrú le fógraíocht, bróisiúir agus comharthaíocht do ghnóthaí áitiúla.
- Comhairle agus cúnamh ar chonas do ghnó nó tairge a fhógairt trí mheán na Gaeilge.
- Deiseanna cuí le fógraíocht i nGaeilge a aimsiú agus cuidiú le gnóthaí áitiúla feidhm a bhaint astu.

Q 'Inis Dom!'... cad iad na tairbhí fad-théarmach do bhaile na hInse?

A Cuideoidh 'Inis Dom!' íomhá na hInse mar ionad de chultúr traidisiúnta na hÉireann a dhaingniú.
Cruthóidh sé atmasféar ar leith sa bhaile, le ceannscríbe siopadóireachta tarraingtheach a dhéanamh do chuairteoirí agus daoine áitiúla araon.
Dhéanfadh Inis, mar bhaile dhá-theangach, rogha nádúrtha mar ionad do mhór-fhéiltí cultúrtha idirnáisiúnta, ar nós Oireachtas na Samhna agus Fleadh Cheoil na hÉireann.

Conradh na Gaeilge | Foras na Gaeilge | Gnó Means Business | Comhairle Co. an Chláir | Inis- Baile Líonra Gaeilge | An Clár as Gaeilge | Glór na nGael | Ennis Chamber | Oifig Fiontair Áitiúil | Ennis 2040 DAC

SIOPADÓIREACHT AS GAEILGE IN INIS

inis dom!

SHOPPING AS GAEILGE IN ENNIS

Conas is féidir linn Cabhrú Leat?

How We Can Help You?

Córas Tacaíochta

Tá sé beartaithe againn sraith tacaíochtaí a chur ar fáil ionas gur féidir leat an tairbhe is fearr a bhaint as "Inis Dom!"

Tuigimid go maith gur dúshlán é dá-theangachas a thabhairt isteach ins an saol tráchtála ach tá bealaí againn chun é a dhéanamh chomh héasca agus is féidir.

Tugaimid cuireadh daoibh bheith páirteach sa tionscnamh nuálach seo chun íomhá nua a thabhairt do shiopadóireacht in Inis.

Le bhur gcomhoibriú agus tacaíocht uainne, is féidir linn eispéireas úr nua shiopadóireachta a thabhairt don chustaiméir a dhéanann a ghnó in Inis.

Leis na nascanna atá déanta againn le hinstitiúidí éagsúla náisiúnta, beimid in ann treoir a thabhairt i réimse leathan gníomhaíochtaí a chabhróidh go mór leat.

Support System

We propose to establish a series of supports, so that you, the trader, can get the maximum benefit from "Inis Dom!"

We understand the challenge that the introduction of bi-lingualism to commercial life will present, but we will help to make the process as easy as possible.

We invite you to get involved in this innovative project, to present a new image of shopping in Ennis.

With your co-operation and our support, we can give the customers who shop in Ennis a new and exciting shopping experience.

With the contacts we have in different national agencies, we will be able to offer you practical advice on a wide range of topics, which will be of great benefit to you.

Conradh na Gaeilge | Foras na Gaeilge | Gnó Means Business | Comhairle Co. an Chláir | Inis- Baile Líonra Gaeilge | An Clár as Gaeilge | Glór na nGael | Ennis Chamber | Oifig Fiontair Áitiúil | Ennis 2040 DAC

SIOPADÓIREACHT AS GAEILGE IN INIS

inis dom!

SHOPPING AS GAEILGE IN ENNIS

Chun Cabhrú Leat?

To Help You?

Is féidir linn na nithe seo a sholáthar:

- Eolas faoi na buntáistí a ghabhann le margaíocht a dhéanamh as Gaeilge
- Córas cuimsitheach aistriúcháin dírithe ar do riachtanais
- Soláthar ábhair fógraíochta agus ábhair bolscaireachta as Gaeilge
- Deiseanna fógraíochta as Gaeilge a aimsiú
- Ranganna Gaeilge a chur ar fáil, dírithe ar do ghnó agus ar do riachtanais
- Feachtais chun aird an phobail a dhíriú ar shiopadóireacht as Gaeilge

We can offer the following supports:

- *Information on the advantages of marketing through Irish*
- *A comprehensive translation service focused on your needs*
- *Provision of advertising and promotional material in Irish*
- *Identifying marketing opportunities in Irish*
- *Provision of Irish classes directed at your business and its needs*
- *Public awareness campaigns to promote shopping through Irish*

Conradh na Gaeilge | Foras na Gaeilge | Gnó Means Business | Comhairle Co. an Chláir | Inis- Baile Líonra Gaeilge | An Clár as Gaeilge | Glór na nGael | Ennis Chamber | Oifig Fiontair Áitiúil | Ennis 2040 DAC

SIOPADÓIREACHT AS GAEILGE IN INIS

inis dom!

SHOPPING AS GAEILGE IN ENNIS

Bígí Linn!

Join Us!

Tar agus bí páirteach linn in Inis Dom! agus bain leas as na buntáistí atá ag baint le margaíocht as Gaeilge.
Níl costas ar bith ag baint le rannpháirtíocht in Inis Dom! - tá sé saor in aisce!
Líon isteach do shonraí teagmhála thíos agus tá tú linn!

Come and join us in Inis Dom! and enjoy the benefits that marketing in Irish can bring.
There is no cost involved - participation in Inis Dom! is free!
Fill in your contact details below and you are in!

Ainm an Ghnó / *Name of Business*: _____

Seoladh / *Address*: _____

Cineál Gnó / *Type of Business*: _____

Ainm Úinéara / *Name of Proprietor*: _____

Ainm an Bhainisteora/Teagmhálaí / *Name of Manager/Contact*:

_____

Uimhir Fóin / *Phone No.*: _____

Ríomhphost / *E-Mail*: _____

Suíomh Gréasáin / *Website*: _____

Meáin Shóisialta / *Social Media*: _____

Uimhir Fostaithe / *Number of Employees:* _____

Conradh na Gaeilge | Foras na Gaeilge | Gnó Means Business | Comhairle Co. an Chláir | Inis- Baile Líonra Gaeilge | An Clár as Gaeilge | Glór na nGael | Ennis Chamber | Oifig Fiontair Áitiúil | Ennis 2040 DAC

SIOPADÓIREACHT AS GAEILGE IN INIS

inis dom!

SHOPPING AS GAEILGE IN ENNIS

Inis Dúinn Céard Atá Uait

Tell Us What You Need

Chun cabhrú leat straitéis margaíochta i nGaeilge a chur le chéile, roghnaigh ón liosta thíos, na gnéithe tacaíochta a theastaíonn cúnamh uait leo, in ord tábhachta.

Tiocfaimid ar ais chugat le sonraí faoi chathain agus a bheas na nithe sin á soláthar againn

To help you develop a marketing strategy in Irish, select the support items from the list below with which you would need help, in order of priority.

We will come back to you with details of when and how we will provide these supports.

- ☐ Ranganna Gaeilge / *Irish Language Classes*
- ☐ Seirbhís Aistriúcháin / *Translation service*
- ☐ Ábhar Fógríochta / *Promotional Material*
- ☐ Comharthaíocht Inmheánach / *Internal Signage*
- ☐ Comharthaíocht Amuigh / *External Signage*
- ☐ Lógó nó Nath i nGaeilge / *Logo or Slogan in Irish*
- ☐ Deiseanna Margaíochta / *Marketing Opportunities*
- ☐ Eolas ar Bhuntáistí Margaíochta i nGaeilge / *Information on Marketing Advantages in Irish*
- ☐ Eile / *Other* _____

Conradh na Gaeilge | Foras na Gaeilge | Gnó Means Business | Comhairle Co. an Chláir | Inis- Baile Líonra Gaeilge | An Clár as Gaeilge | Glór na nGael | Ennis Chamber | Oifig Fiontair Áitiúil | Ennis 2040 DAC

SIOPADÓIREACHT AS GAEILGE IN INIS

inis dom!

SHOPPING AS GAEILGE IN ENNIS

Achoimre tionscnamh

Is tionscnamh é Inis Dom! atá dírithe ar úsáid na Gaeilge a spreagadh i saol gnó agus pobail Inis. Tá sé mar aidhm ag an tionscnamh feasacht a mhúscailt i measc gnóthas áitiúil faoin tairbhe a bhaineann le seirbhísí trí Ghaeilge a chur ar fáil, agus tacaíocht phraiticiúil a thabhairt dóibh chun é sin a dhéanamh.

Trí Inis Dom!, cuirtear seirbhísí saor in aisce ar fáil do ghnóthais lena n-áirítear aistriúcháin, frásaí úsáideacha don bhfoireann, comharthaíocht, agus tacaíocht le hábhar poiblíochta. Spreagtar gnóthais freisin chun comharthaí nó ábhair a bheith acu trí Ghaeilge, le lógó an tionscnaimh mar chomhartha de mheon dearfach i leith na teanga.

Tá An Clár as Gaeilge agus Comhairle Chontae an Chláir ag obair le chéile ar an tionscnamh seo. Má tá tuilleadh eolais nó tacaíochta de dhíth ort, inis dúinn ag anclarasgaeilge@gmail.com.

Project Summary

Inis Dom! is an initiative aimed at encouraging the use of Irish in the business and community life of Ennis. The project seeks to raise awareness among local businesses of the benefits of offering services through Irish, while providing practical support to help them do so.

Through Inis Dom!, businesses are offered free services, including translations, useful phrases for staff, signage, and support with promotional materials. Businesses are also encouraged to display signs or materials in Irish, with the initiative's logo serving as a mark of a positive attitude towards the language.

An Clár as Gaeilge and Comhairle Chontae an Chláir are working together on this initiative. If you need further information or support, contact us at anclarasgaeilge@gmail.com.

Conradh na Gaeilge | Foras na Gaeilge | Gnó Means Business | Comhairle Co. an Chláir | Inis- Baile Líonra Gaeilge | An Clár as Gaeilge | Glór na nGael | Ennis Chamber | Oifig Fiontair Áitiúil | Ennis 2040 DAC

SIOPADÓIREACHT AS GAEILGE IN INIS

inis dom!

SHOPPING AS GAEILGE IN ENNIS

Seirbhísí Saor in Aisce

- Aistriúcháin ar ábhair ghnó (téacsanna, fógraí, roghanna roghnacha)
- Frásaí úsáideacha do fhoireann i rith laethanta gnó
- Comharthaíocht trí Ghaeilge (lógónna, póstaeir, comharthaí)
- Tacaíocht le hábhar poiblíochta agus ábhair margaíochta
- Moltaí maidir le húsáid na Gaeilge go praiticiúil sa siopa nó sa ghnó
- Spreagadh chun comharthaí nó ábhair a bheith acu trí Ghaeilge, le lógó an tionscnaimh mar chomhartha dearfach
- Cúnamh airgeadais trí Scéim Gradam Glór na nGael – suas le 50% den chostas ar fáil chun comharthaíocht trí Ghaeilge a chur i bhfeidhm
- Biorráin Inis Dom! i gcomhair na n-oibrithe a bhfuil Gaeilge acu
- Ranganna Gaeilge saor in aisce chun barr feabhais a chur ar do chuid Gaeilge
- Dearadh saor in aisce do phoistéir, roghchlár, agus ábhar margaíochta eile

Free Services

- *Translations of business materials (texts, advertisements, menus, etc.)*
- *Useful phrases for staff during working hours*
- *Irish-language signage (logos, posters, signs)*
- *Free design for posters, menus, and other marketing materials*
- *Support with publicity and marketing materials*
- *Practical advice on using Irish in your shop or business*
- *Encouragement to display signs or materials in Irish, with the initiative's logo as a mark of a positive attitude*
- *Financial support through the Glór na nGael Gradam Scheme – up to 50% of the cost to implement Irish-language signage*
- *Inis Dom! pins for staff who speak Irish*
- *Free Irish classes to improve your Irish*

Conradh na Gaeilge | Foras na Gaeilge | Gnó Means Business | Comhairle Co. an Chláir | Inis- Baile Líonra Gaeilge | An Clár as Gaeilge | Glór na nGael | Ennis Chamber | Oifig Fiontair Áitiúil | Ennis 2040 DAC

SIOPADÓIREACHT AS GAEILGE IN INIS

inis dom!

SHOPPING AS GAEILGE IN ENNIS

Support Programme

- Information Evenings and Seminars
- Familiarisation Classes as Gaeilge
- Learning Materials Supplied
- Translation Service Available
- Marketing Advice

Advantages for the Town

- Enhance the cultural image of Ennis
- Create a unique atmosphere in the town
- Make Ennis a more attractive shopping destination

By the end of Year 1 we aim to have:

- The majority of businesses participating in the project and displaying the Inis Dom! sticker
- A minimum of 10 shops with regular window displays as Gaeilge
- Staff members from the majority of participating shops attending information evenings and classes
- 20% of participating shops where shoppers can use Irish greetings
- 10% of participating shops where shoppers can do some of their business in Irish

By the end of Year 2 we aim to have:

- 50% of participating shops where shoppers can use Irish greetings (Tá cúpla focal agam badge)
- 20% of participating shops where customers can shop in Irish (Tá Gaeilge agam badge)
- 20 shops with permanent external bilingual signage
- 10% of participating shops with permanent external signage
- 10% of participating shops conducting advertising campaigns in local media as Gaeilge

By the end of Year 3 we aim to have:

- All participating shops with permanent external bilingual signage
- 100% increase in the number of shops/businesses advertising as Gaeilge in local media
- 100% of participating shops where shoppers can use Irish greetings
- 20% increase in the number of shops/businesses providing service through Irish
- 10% increase in the number of participating shops/businesses providing a full service in Irish

Conradh na Gaeilge | Foras na Gaeilge | Gnó Means Business | Comhairle Co. an Chláir | Inis- Baile Líonra Gaeilge | An Clár as Gaeilge | Glór na nGael | Ennis Chamber | Oifig Fiontair Áitiúil | Ennis 2040 DAC