



E-REO



Skol an Emsav

# CASE STUDY

## The Digital Transformation of Skol An Emsav with E-Reo



Gwenael Dage and Alice Armenio Coïc



### BENEFITS

#### Efficient Content Integration

"We just enter the data once, and it is automatically utilized differently according to the objective of each application; there isn't a data entry job to do for each application."

#### Rapid Development and Deployment

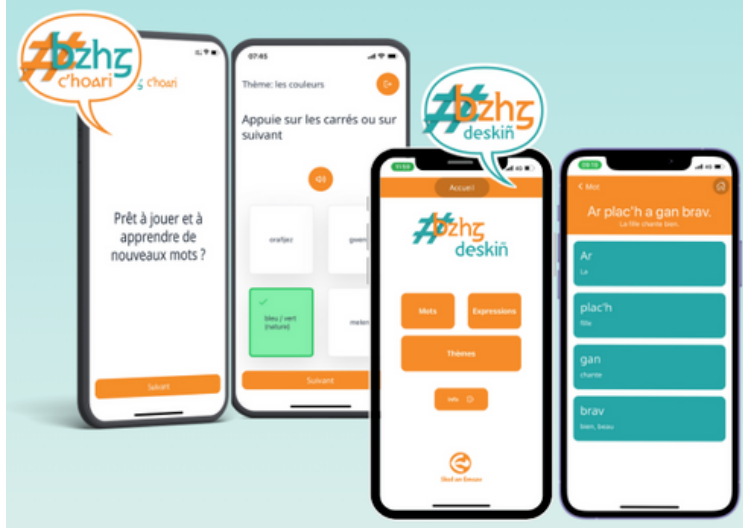
"The collaboration with E-Reo began at the end of November, and the applications were already out by the beginning of February."

#### Accessible Content Creation

For audio content, the solution was simple and accessible. "Even though we had to work a bit on the recording method, one can easily do it themselves using the free Audacity software, a microphone of normal quality, or even just a good phone."

#### Instant Updates

"My corpus is ready with each issue of the magazine: I only have to import an Excel file with my new words and expressions into the admin interface, possibly attaching audios and images. I just have to update the compatible data, and with one click, it's magic: the new data are present in the applications!"



### INTRODUCTION

Skol An Emsav, committed to the valorization of Breton culture and language, undertook a significant digital transformation with the E-Reo platform. This case study highlights how the association met the challenges of digitization to effectively promote the Breton language through the development of mobile applications.

### CONTEXT

Skol An Emsav, known for its support of the Breton language through language training and publications such as the #brezhoneg magazine, approached the digital transition with a mix of anticipation and concerns. The association was initially hesitant to produce mobile applications due to high costs, development complexity, and their resources being primarily allocated to teaching.

### CHALLENGE

The digital turn, though necessary, presented a significant obstacle. "Development costs can quickly become prohibitive, and it would have required a lot of time," acknowledges Gwenael Dage, director of Skol an Emsav, who, to overcome these barriers, then considered building a website for digitizing the magazine.

### SOLUTION

The discovery of the E-Reo platform marked a turning point. "We discovered E-Reo's range of applications and quickly understood the benefits we could derive from it," notes Gwenael. The E-Reo platform, with its pre-programmed applications designed for engaging and educational experiences, offered a simplified path to app creation without the traditional complexities.

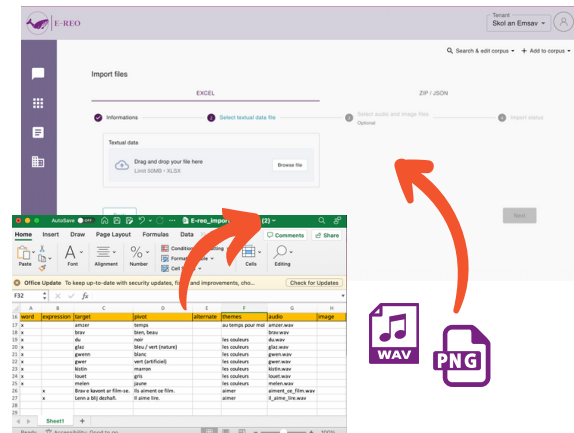
Alice Armenio Coïc, the editor of the #brezhoneg magazine, took the helm of integrating the magazine's content into E-Reo's applications. She emphasizes the user-friendliness of the platform: "The adoption was very easy and very quick: we only needed two or three meetings for me to feel comfortable with the interface." In just 2 months, two applications had been launched: #deskiñ for the glossary, and #c'hoari for gaming.

# PRACTICAL IMPLEMENTATION: CONTENT INTEGRATION AND ENHANCEMENT



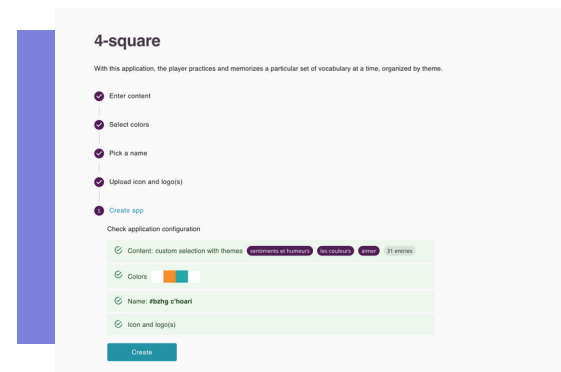
## Content Integration on the Platform

Skol An Emsav, through its magazine #brezhoneg, creates rich and diversified content, serving both as a magazine and a pedagogical tool: articles, vocabulary, grammar points, focus on Breton linguistic culture... Alice transfers this content by copying it into a pre-formatted Excel file. Afterwards, she records the voices of the association's trainers to create audio files corresponding to the texts, thus enriching the user experience with auditory elements. Images are also added to illustrate the themes discussed. Everything is uploaded in one click to the administrator interface.



## Customizing the Applications

Alice created two applications from the same content: a glossary and a memory game. For each application, she chose a name in Breton. By adopting Skol An Emsav's graphic charter and integrating the association's logo, the applications reflect the identity, spirit, and values of the organization. The customization extended to the creation of the application icons and the choice of logos to display. The final selection of content for each application was the last step before simply clicking "create"!



**One and a half months after taking over the admin interface, the applications are ready to be tested, then launched into production!**



## Continuous Updates

Alice plays a crucial role in the dynamic of updating the applications, ensuring their constant evolution in parallel with the publication of new issues of the #brezhoneg magazine. By systematically integrating the content intended for the magazine's upcoming publications directly into the E-Reo interface, she ensures that the applications reflect the latest resources contained in the magazine. This strategy creates an enriched ecosystem, where paper and digital media complement and reinforce each other.

*Alice's tips*



### Enriching the Corpus

Each expression initially comes with a general translation. The interface allows defining the meaning of each component of the expression: this process automatically creates additional entries, "it's a huge time-saver for enriching the corpus!"



### Diversifying Accents

It's important, if possible, to record multiple speakers, with different pronunciations and voices. "Our trainers come from all over Brittany, and this allows users to hear the colors of different places in Brittany."

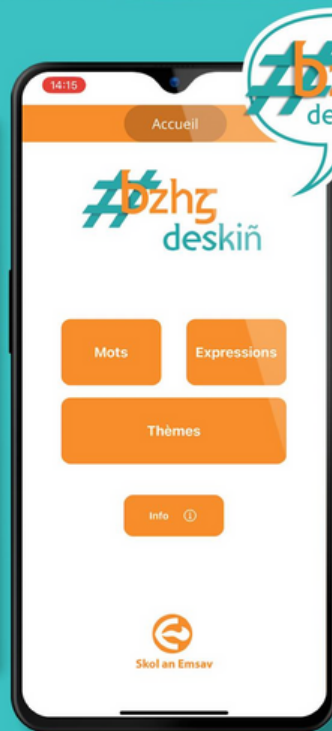
# #brezhoneg

## 1 revue et 2 applis pour se mettre au breton

À TÉLÉCHARGER GRATUITEMENT SUR  
LE GOOGLE PLAYSTORE ET L'APPLE STORE !



30€  
=  
6 N°



- Mots et expressions organisés par thèmes ou ordre alphabétique
- Enregistrements audio pour travailler votre prononciation
- Recherches en breton et en français

SCANNEZ POUR  
TÉLÉCHARGER !



- Apprendre et réviser en s'amusant
- Jouer en breton et en français
- Contenu augmenté avec chaque nouveau numéro de #brezhoneg



SCANNEZ POUR  
TÉLÉCHARGER !



ABONNEZ-VOUS À #BREZHONEG : [SKOLANEMSAV.BZH/BREZHONEG/](https://skolanem.sav.bzh/brezhoneg/)