



Landeta Burdin Lanak opted for the use of Basque from the moment of its foundation, and being aware that there was much to improve, in 2007 we launched the Basque Plan. After making a diagnosis, the improvements to be made were identified and we established some objectives. Apart from that, to be able to consolidate the steps we took in a natural way, and wanting to avoid any setback in the marked path, in 2012, the Board of Directors of Landeta Burdin Lanak approved the Language Policy to be applied in the company.

An example of the trajectory made in linguistic normalization is the obtaining of the Gold Certificate of quality in language management BIKAIN in 2019.

Bikain, the Basque Quality Certificate

BIKAIN is the official, public and free certificate granted by the Basque Government. Recognizes and accredits the presence, use and degree of linguistic normalization in the management of Basque in a socio-economic environment. Its official name is as follows: BIKAIN, Euskararen Kalitate Ziurtagiria.

In order to receive the certificate the entity must receive and pass the evaluation. The evaluators will analyse the indicators included in the Standard Reference Framework (SRF) to be able to evaluate the presence, use and management of Basque. The SRF is a help box that aims to visualize a standard organization or company from the areas that constitute it and in which the use of the language is usually specified.

In this sense, we can highlight two general areas and 6 first level elements:

=> Service language

1. Corporate image
2. Relationships with customers (natural person) and with individuals

=> Working language

3. Internal relations
4. Staff management
5. External relations
6. Language management

The Bikain Certificate has three categories: Basic (black), Medium (silver), y Superior (Gold).