



## Background

In the intricate realm of the energy industry, knowledge is not just power – it's assurance and resilience. When Energy Networks Associated Ltd faced the challenge of educating the public about diverse power cuts, they turned to Global Voices for a solution. Our mission was not merely translating words but cultivating understanding and empowering preparedness within communities.

## Challenge

Understanding the complex landscape of power cuts and their diverse reasons is essential, especially when it comes to ensuring public safety and preparedness. Translate materials into seven languages while preserving the essence of the content. The goal was to arm the client with comprehensive support materials that would aid them in educating the public effectively.



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## Benefits

- By translating the materials into seven languages, Energy Networks Association Ltd empowered communities to better understand the reasons for power cuts. This knowledge prepared the public, enabling them to respond effectively during such incidents.
- The translated content served as a valuable educational tool, helping the industrial company enlighten the public about the intricacies of power cuts.
- The translated help and support materials provided vital information on how individuals and communities could assist one another during power cuts.
- The translated materials allowed the industrial company to communicate clearly and empathetically with diverse linguistic communities, building trust and credibility among their audience.