



# BONJOUR

ENGLISH • FRANÇAIS

THE BONJOUR PROGRAM'S ACTIVE OFFER  
FUNDAMENTALS GUIDE



Civil Service employees working within designated services with the Government of Prince Edward Island must make an Active Offer when interacting with the public.

- Active Offer includes a bilingual welcome, such as "Hello! Bonjour!" and supporting visuals – such as signs – clearly informing the public that service is available to them in English and French.

## Why is it Important to Make an Active Offer?

- By making an Active Offer, employees tell members of the public that the service is available in English and French. The Active Offer also removes any doubt from the client as to whether the service is available in French.
- When an Active Offer is not made, members of the public are less inclined to request service in French.

## When Should I Make an Active Offer?

- Where a designated service is provided, an Active Offer must be made in both English and French.
- Those in designated bilingual positions are encouraged to provide an Active Offer in both English and French.
- All other bilingual employees are encouraged to provide an Active Offer in both English and French.

## Who Has a Role to Play in Active Offer?

Government of PEI employees – at all levels – have a role in Active Offer and providing service in both English and French.

- As a **bilingual employee providing a designated service**, I must make an Active Offer.
- As a **bilingual employee in a designated bilingual position not providing a designated service**, I am encouraged to make an Active Offer.
- As a **bilingual employee not in a designated bilingual position and not providing a designated service**, I am encouraged to make an Active Offer.
- As a **manager/supervisor**, I am aware of my office's obligations under the *French Language Services Act*, and I demonstrate consistent leadership in terms of offering service in both English and French when required. I continually reinforce to employees the need for Active Offer, and I monitor and oversee Active Offer within my office.
- As a **unilingual employee**, I am aware of what Active Offer is.

## How Do I Make an Active Offer?

- Ensure that supporting visuals such as signs are featured prominently for the public to see.
- In every instance of communicating with the public – in-person, telephone, email – use the greeting “Hello! Bonjour!”
- Provide the service in the client’s preferred language.

## How Do I Ensure a High Level of Service Excellence is Provided?

- Government of PEI employees at all levels can review these fundamental steps and make sure they understand the importance of, and procedure involved in, making an Active Offer.
- Managers can:
  - Communicate on a regular basis with employees to emphasize both the obligations and benefits related to the Active Offer.
  - Provide staff with a list identifying all departmental individuals who have a valid French Oral Proficiency Assessment. A list can be obtained from the Public Service Commission by emailing [frenchlanguagetraining@gov.pe.ca](mailto:frenchlanguagetraining@gov.pe.ca)
  - Ensure that all signage related to the Bonjour Program is clearly displayed to the public.

## How Do I Avoid Service Mishaps?

- Never ask a client if they can “try” or “manage” in English when receiving a service.
- Avoid making the service experience seem like a service disruption, as the client will feel uncomfortable or burdensome.
- Never rely on online translation websites.

## How Do I Find Out More Information?

- For more information regarding Active Offer and related obligations under the *French Language Services Act*, please reference the Bonjour Program’s Guide to the *French Language Services Act* or the complete *Act*, available online.
- For quick reference tips and common phrases, please see The Bonjour Program’s Active Offer Daily Use Guide.