Case Study

Falk Foundation e.V.
10 March 2026

Falk Foundation expands reach with multilingual website

In addition to German and English, parts of the Falk Foundation's website are now also available in French, Italian, Dutch, Portuguese and Spanish. The goal is to make the Foundation's scientific content and continuing medical education opportunities in the fields of gastroenterology and hepatology more accessible to an international audience.



THE CHALLENGE

The Falk Foundation has been providing a platform for international experts in gastroenterology and hepatology for almost 50 years. The Foundation fosters education and professional development with wide range of global and regional events, digital media and literature. Through these activities, the Falk Foundation has already connected and created lasting ties between more than one million medical professionals, students and researchers. The work is funded by Dr. Falk Pharma, an international research-based pharmaceutical company from Freiburg, Germany, which specialises in digestive and metabolic medicine.

The Falk Foundation's website (www.falkfoundation.org) was previously available in German and English only and has now been localised into additional languages as part the Foundation's internationalisation strategy. To better reach target audiences, select contents were to be translated into French, Italian, Dutch, Portuguese and Spanish. Providing information in their native language helps readers feel seen and valued while reducing the risk of misunderstandings. What's more, it makes the content more accessible to people who may not feel confident reading in English.

More than six decades ago, Dr. Dr. Herbert Falk, founder of the Falk Foundation and Dr. Falk Pharma, laid the groundwork for building lasting relationships among medical professionals and scientists and for establishing platformsthat facilitate continuous knowledge exchange – transcending language barriers and national borders. Nearly 20 years after his death, the Falk Foundation is continuing to pursue these aims with the launch of the internationalised website.

The aim of the translation was to achieve the greatest possible consistency across the different language versions while adapting each one to the linguistic and cultural conventions of its respective target region. This meant that a decision had to be made on which terms should be translated, and which should be retained as proper nouns. If retained, an explanation had to be added where readers in the target language could not be expected to understand their meaning. Maintaining consistency across languages and retaining certain proper names were key considerations, as some of these names refer to information, such as educational events, that is available only in German and English.

OUR APPROACH



The team of experienced linguists selected to translate and review the text had to be familiar both with the medical and the historical/biographical subject areas. After all, the website is a key showcase for the Falk Foundation. Before the translators began work, the project manager at Peschel Communications worked with the client to determine which terms should be ratined proper nouns and which should be translated. This and other questions about the text were clarified and further explanations provided where necessary. An example of this is the so-called 'Sternwanderung' (literally 'star hike') which, many years ago, was an integral part of the Falk Foundation symposia. It might have been a night-time walk accompanied by an astronomer, but it was actually a star-shaped hiking route with several groups heading towards a common meeting point from different directions. As most other languages have no equivalent term, the concept had to be explained using a phrase such as "star-shaped hike". Photos and images provide visual support for the website texts. They also made the translation process easier by providing additional context.

"To ensure that our internationalised Falk Foundation services are visible and accessible to all our target groups, it is essential that our website and app are available in multiple languages. Peschel Communications helped us make this happen by translating our content into five additional languages. The collaboration was marked by a strong spirit of partnership and consistently high professional standards."

– Dr. Armin Edalat, Head of Global Media Services, Falk Foundation e.V. –

THE OUTCOME

The Falk Foundation website now offers scientific content, continuing education opportunities and information on the people behind its medical products and their history in seven languages. This enables the Foundation to reach a broader audience and strengthen its connections with its international audience.

PESCHEL COMMUNICATIONS GmbH

Peschel Communications is an ISO 9001 and 17100 certified language service provider based in Freiburg im Breisgau. In addition to translation and interpreting, the company offers DTP, proofreading, terminology management and audiovisual translations, particularly in the fields of science, medicine, pharmaceuticals and medical technology, law, renewable energies and marketing.

CONTACT

contact@peschel-communications.de
+49 761 3809690

Wallstr. 9
79098 Freiburg
www.peschel-communications.de

WRITTEN BY

Anja Peschel

FOTOS

Falk Foundation e.V.

EDITORIAL

Holly Quinn