

Specialized Translation for a Corporate Sustainability Consulting Firm

i. CLIENT

Cambianz is a consulting firm specializing in sustainability and ESG (environmental, social, and governance criteria that guide how companies manage their impact and risks) that helps international organizations navigate complex regulatory frameworks with clarity, efficiency, and a focus on verifiable results. Its communications require technical precision, language aligned with global standards, and clear messaging for audiences subject to high levels of regulatory and investor scrutiny.

ii. CHALLENGE

Cambianz needed to ensure that its multilingual content maintained three key elements: technical rigor, clarity for decision-making, and consistency with its positioning of “sustainability, made clear.” At the same time, it sought to leverage AI tools without losing the critical eye and professional judgment of specialized translators who are native speakers of both the source and target languages, backed by a translation company with expertise in technical and regulatory matters.



iii. SOLUTION

As a professional translation agency with extensive experience in highly regulated sectors, CM Idiomias designed a hybrid workflow that combines AI technology, specialized linguistic resources, and expert human review at every stage.

In the first phase, AI was used to analyze Cambianz's content and generate a list of recurring terms related to sustainability, regulation, compliance, and reporting. Building on this foundation, a team of professional translators who are native speakers of both the source and target languages developed a multilingual glossary, which was then reviewed jointly with Cambianz to ensure terminological accuracy and alignment with the reference frameworks they use in their daily work.

Subsequently, interviews were conducted with the Cambianz team to gain a deeper understanding of how they wish to be perceived in different contexts and channels. These sessions explored topics such as the balance between technical language and clarity, the level of formality, the relative weight of regulatory considerations versus more aspirational messages, and the level of rapport they seek to convey to sustainability leaders, compliance departments, and finance teams.

Based on the information gathered, a general style guide was developed that incorporates both these guidelines and cross-cutting editorial criteria, including: the use of inclusive language where appropriate, the use of the second person, a balance between “we,” “you,” and references to Cambianz, as well as guidelines on sentence length, paragraph structure, and the strategic use of lists to facilitate executive reading. This guide was supplemented with practical examples of how to convey a clear, technically sound, and compliance-oriented tone in different types of text.

This entire foundation—the validated glossary, style guide, and voice criteria—was integrated into a specialized AI-powered translation support tool, configured to always operate under the supervision of professional native-speaking translators. The technology functions as an assistant that suggests solutions consistent with the client's style, while the professionals are responsible for making decisions, refining the text, and ensuring that each text is appropriate for its specific context.



iv. TRANSLATION PROCESS

For every translation project with Cambianz, a four-step workflow was implemented, designed to deliver high-quality, specialized translations:

1. AI-ASSISTED TRANSLATION

An initial draft was generated using AI trained on the client's glossary, style guide, and reference materials, providing a starting point aligned with the expected terminology and tone.

2. HUMAN REVIEW BY NATIVE-SPEAKING SPECIALISTS

A team of professionals who are native speakers of both the source and target languages reviewed the text, fine-tuned nuances, verified references to standards and regulatory frameworks, and ensured that the message was clear, defensible, and consistent with the original intent.

3. QUALITY CONTROL USING A SECOND AI TOOL

The revised text was run through another AI tool designed to detect inconsistencies, potential stylistic deviations, and opportunities for improvement in clarity or accuracy, always within parameters previously defined in collaboration with the client.

4. FINAL HUMAN APPROVAL

Finally, a senior editor validated each suggestion, accepted or rejected the modifications proposed by the tool, and made the final stylistic adjustments, ensuring that the result met Cambianz's standards and the quality criteria for **CM Idiomias'** translation and interpretation services.

v. RESULTS

1. Greater terminological consistency across all multilingual materials related to sustainability, compliance, and reporting.
2. Texts that reflect a clear, technically credible tone, ready to withstand regulatory and investor scrutiny, in line with Cambianz's brand identity
3. Reduced turnaround times, without sacrificing the involvement of professional native-speaking translators and specialized reviewers at every stage.
4. A scalable process where AI enhances quality and consistency but does not replace professional judgment or human accountability for each translation, cementing CM Idiomias' position as a professional translation company for organizations that require critical communications in multiple languages.

