

German Translations

Translator	Translation	Explanation
Translator 1	Energie ist alles!	This back-translates to “Energy is Everything”. It refers to the energy in all things: the air, the people, the atmosphere in a vibrant city. It is open to possibilities, ventures, excitement. It also relates to energy as in power and positive thinking. The exclamation mark at the end of the phrase adds intensity to the statement.
Translator 1	Leben und Lebensfreude!	This back-translates to “Life (or living) and joie de vivre / zest for life”. Life – or making a living – in a vibrant city must be accompanied by the possibility of play and joy. The first word, “Leben”, refers to the act of living (breathing, existing), making a living (working and residing) and also carries a connotation of freedom of spirit. “Lebensfreude” connotes joyous, playful existence, like a glass of bubbly. The alliteration adds to the effect.
Translator 1	Die Energie erleben, erfahren und entdecken!	This back-translates to “Experience, discover, and explore the energy” Again, a word play using alliteration, expanding on the “e” sound at the beginning of the word “energy”. Pleasing to the ear. It invites people to experience all the city has to offer and implies that there is more to living here than one discerns at first glance. This phrase is inclusive in its approach in that it addresses readers directly and invites them to take part in the energy that is Calgary.
Translator 2	Calgary - sei Teil dieser lebendigen Stadt!	Literally: Calgary: be part of this vibrant city! The City of Calgary describes itself as exhilarating, bold and full of vitality. This slogan reflects these attributes and invites people to join in, to relate to and experience the City’s urban vitality and carry it forward.
Translator 2	Calgary – Stadt der Energie und des visionären Geistes: Seien Sie dabei!	Literally: Calgary, the city of energy and a visionary spirit – be part of it! The City of Calgary describes itself and its inhabitants as visionaries, risk-takers, active and thriving. This slogan invites people to become part of this spirit, making the most of their opportunities and working together to help the city grow. It also includes both meanings of ‘energy’. It is, however, rather long for a slogan.
Translator 2	Calgary – Erlebe unsere Energie!	Literally: Calgary: experience our energy! A rather free translation, very short, but the alliteration gives it a very good sound in German.

Chinese (Simplified) Translations

Translator	Translation	Explanation
Translator 1	我们是能之源	We are source of energy/power. In Chinese, the word “energy” is a combination of two characters. It literally means “power + source.” We purposely separate the two characters by adding between them an additional Chinese character, which is equivalent of the English word “of.” In this way, it highlights both the characters of “power” and “source.”
Translator 1	活力来自能源	Vigor comes from energy. It emphasizes that the vigor of dynamics of the city derives from energy, which can mean both the energy industry or, literally, the source of power.
Translator 1	我们是激发活力的能源	We are the energy that invigorates. This one links “we” and “energy” with the word “invigorate,” highlighting that we offer the power to be energetic.
Translator 1	能源，激发活力之源	Energy, a source of invigoration.
Translator 2	加入能源丰富的团队	Join the team rich with energy. “能源丰富” mostly gives the impression of “rich with natural energy”. This one sounds a little pedestrian but stays closest to the original English tagline in its meaning.
Translator 2	源源不绝的团队	A team with unlimited supply (of energy)/An unlimited supply of teams. “源源不绝” literally means a continuous and never-ending flow or supply. This phrase can be interpreted in two ways
Translator 2	卡尔加里--才源济济的城市	Calgary: a city rich with sources of talents/money. “才源” is a coined phrase and a play on words. It's derived from another idiom “人才济济”(rich with talents) and is pronounced like “money”. “源” literally translates into “source” but carries the meanings of both “fuel” and “vitality”
Translator 2	卡尔加里：元气之都	Calgary: a city of healthy energy (qi). “元气” means a healthy energy as originated from ancient Taoist philosophy of “qi”. It's a double play on words as “元” and “源” (energy/source) share the same pronunciation; “气” means both “gas” and “energy”. This one is short, catchy and fresh-sounding.

Japanese Translations

Translator	Translation	Explanation
Translator 1	原動力になれるまちで一緒に	Romanized JA: Gendoryoku ni nareru machi de isshoni Interlinear gloss: dynamic force ALL become-POT city/town LOC together Back translation 'Together – in (the) city where (we) can all become (the) dynamic force.' Notes: ALL = allative case marker; POT = potential mood marker; LOC = locative case marker As I have briefly mentioned above, if I were to use a verb in an imperative form (i.e., “Be”), the Japanese will find it unnatural or it may even sound repulsive to them. This is the reason that the verb is implied in the context with the uses of a LOCATIVE case de (which is used to denote a location of actions) as well as an adverb isshoni ‘together’. Furthermore, by implying the verb, the reader can fill in the blank, so to speak, so that the reader can imagine a verb that can be appropriate in this slogan. In fact, all three follow this pattern of implying the verb. The word gendoryoku is the key concept here, I provided a tentative translation of ‘dynamic force’ above; however, it is much more. It can mean ‘driving force, motivating energy, moving force, energy, drive’. A city where one can become gendoryoku is the sense I felt the strongest in this slogan.
Translator 1	ワクワク湧くこのまちで	Romanized JA: Wakuwaku waku kono machi de Interlinear gloss: Vibrancy gush out this city/town LOC Back translation ‘In this city where vibrancy gushes out...’ In this second translation, a word play is involved. The word wakuwaku is a Japanese onomatopoeic expression denoting the sense of excitement, vibrancy, thrill, and drama. The onomatopoeia plays a large role in the Japanese language because people grow up using onomatopoeia from a very young age. I found out in my research that various slogans for different municipalities in Japan make use of onomatopoeia expressions perhaps to make it feel more familiar to the reader. Following the onomatopoeia, the verb waku offers the same pronunciation (which is why this is a word play). The verb waku means ‘to gush out, well up, appear’, and it can make one imagine of petrol somewhere in the back of mind.
Translator 1	活力湧き出るこのまちで	Romanized JA: katsuyoku waki-deru kono machi de Interlinear gloss: energy/vitality gush (out) – (go) out this city/town LOC Back translation ‘In this city where energy/vitality gushes out/well up...’ In this translation, the idea is similar, but there is no word play involving any onomatopoeia. As a result, this is more of a serious type of translation with a very similar meaning to the ones above. However, the word katsuryoku is the main player in this translation, and it contains senses such as ‘energy, vitality vigor, power, vibrancy’. The verb waki-deru is a compound verb of waku and deru, and as a compound verb its senses include ‘gush out, out well, appear, inspire (in terms of ideas, etc.)’. The rhythm of this one, though, is the closest to the five-seven syllable structure (as in haiku), which are favoured by Japanese ears from antiquity.

Translator 1	"Be Part of the Energy" in English	I have literally spent hours and hours thinking of how to come up with the Japanese slogan containing as much sense of the original slogan. I searched different slogans for municipalities and companies, and I found that some of them actually have their slogans in English. So, the last possibility is for you to just have "Be Part of the Energy" in English. In Japan, there is a tendency of thinking English as something fashionable. I would not be offended if you choose to do so. However, I hope you like the slogans in Japanese that I came up with.
Translator 2	みなぎるエネルギーになろう	Be full of Energy. みなぎる describes something is full or overflowing in positive sense. Adding this word to describe the energy, it gives very positive, exciting, powerful and vibrant impression and emphasis the meaning behind this slogan.
Translator 2	エネルギーの担い手になろう	Be a bearer of the Energy. This translation focus more on the person who is part of the energy – their determination, forward looking attitude and enthusiasm as well as responsible and encompassing vision.
Translator 2	原動力になろう	Be the driver (dynamic force). This translation replace the word Energy with driver/driving force or dynamic force to emphasize the essence of "doer" with positive and determined forward looking attitude and motivation.