



Multiplier Event 1 – Final Report

EASIT (Easy Access for Social Inclusion Training)

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Partners:	Dyslexiförbundet (DYS) Radiotelevizija Slovenija Javni Zavod Ljubljana (RTVSLO) Sprachen und Dolmetscher Institut München (SDI) Stiftung Universität Hildesheim (SUH) Università degli Studi di Trieste (UNITS) Universidad de Vigo (UVIGO) Zavod RISA (RISA)





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Abstract: This report provides an overview of the activities, results, and impact of Multiplier Event 1, which was held in Munich on March 7th and disseminated the EASIT project, and more specifically IO1 results.

Dissemination level: public document

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List of acronyms and abbreviations

Figure 1: Overview of acronyms and abbreviations

Short form	Long form
E2R	Easy to read
E2U	Easy to understand
IO	Intellectual output
ME	Multiplier event
PL	Plain language



1 Introduction

The table provides an overview of the development of the Multiplier Event in Munich.

Table 1. ME summary

Topic	data
ME identification	E1
Title	Workshop 1
Country	Germany
Start date	7 th March 2019
End date	7 th March 2019
IO covered	IO1 and part of IO2
Leading organisation	SDI München
Participating organisations	All EASIT partners

2 Aims

The main aim of Multiplier Event 1 was to disseminate the project, and more specifically to disseminate and evaluate the results of IO1. Similarly, part of the results of IO2, which was ongoing and led by the ME organiser, were discussed.



The project dissemination activities started with the invitation to the event, which included a short paragraph about the aims of the project. The email invitation included a link to the EASIT webpage and a link to the organisers announcement in their own webpage: <https://www.sdi-muenchen.de/home/aktuell/veranstaltungen/easit/>

During the event, the project dissemination took place in two different ways, first as an informative presentation by EASIT partner Zavod Risa, and, second, by displaying the project factsheets and posters at the networking space in order to enable participants to gain a deeper insight of the project and provide feedback.

Easy Access for Social Inclusion Training 

EASY-TO-UNDERSTAND CONTENT

DO YOU WANT TO WORK AS AN AUDIOVISUAL TRANSLATOR?
EASY-TO-UNDERSTAND TRANSLATORS CONQUER THE MARKET

Thursday, 07.03.2019 · 9:30 – 15:15
SDI München · Baierbrunner Straße 28 · Room B205

Speakers

- **Margarita Serrano García** - Focal Point on the Accessibility: United Nations Office at Geneva
Easy Read and Plain Language at the United Nations: Current Situation and Challenges
- **Prof. Dr. Hansen-Schirra** (University of Germersheim)
Easy-to-read meets integrated titles: defining addressee-oriented standards based on eye-tracking studies
- **Dr. Carlo Eugeni (SSML, Italy)**
Easy to Read applied to live subtitling – mediating communication in international bodies

Translators, subtitles, audio describers, and experts in Easy-to-Read and Plain Language are invited to this one-day event on the creation of easy-to-understand audiovisual content. EASIT (Easy Access for Social Inclusion Training) is a EU funded project that aims to create training materials for experts in these fields. During the event, we will report on the first result of the EASIT project, training practices across Europe. Furthermore, we will present the drafted recommendations on the creation of easy-to-understand subtitles, audio descriptions, and news.

The program also includes speeches on topics that are cutting edge and that will be approached from different perspectives, be they the view of the end-users, trainer or practitioners.

More information on the event: <https://www.sdi-muenchen.de/easit>

Register for free at: Rocio.Bernabe@sdi-muenchen.de





The results of IO1 were presented by the leader, University of Trieste, during the event. The feedback from the audience was gathered through three different channels: during the Questions and Answers slot after the EASIT presentations, during the networking sessions, and through the Satisfaction Survey conducted at the end of the event.

As for IO2, SDI München, leader of the IO, presented the results of the conducted discussion groups. The resulting discussion allowed for feedback from the audience. German discussion group participants attending the event were able to explain their views on the topic. The session also led to an exchange of best practices amongst the audience.

3 ME description

The event included three presentations by EASIT project members plus three presentations by invited speakers, followed by a networking session and closing remarks by the project coordinator. The event was opened by Prof. Dr. Felix Mayer, President of the University, who highlighted the importance of accessibility and easy-to-understand content.

Table 2 shows the schedule of the event.



Table 2. Event program

Time	Topic
09:30-10:00	Registration. Room: B 206
10:00-10:15	Welcome speech Prof. Dr. Felix Mayer – President of the University
10:15-10:30	EASIT project: an overview Tatjana Knapp. (Zavod RISA, Slovenia)
10:30-11:00	EASIT project: results of IO1 and overview of IO2 IO1. Common methodological framework for easy reading practice and training Speaker: Dr. Elisa Perego – University of Trieste
11:00-11:15	Coffee break
11:15-11:45	IO2. Innovation in hybrid services: recommendations in audiovisual media Speaker: Rocío Bernabé Caro - SDI München
11:45-12:15	Open discussion Chair: Sergio Hernández (Stiftung Hildesheim)
12:15-13:00	Lunch break and networking
13:00-14:30	Speeches on new developments in the field



Easy Read and Plain Language at the United Nations: Current Situation and Challenges.

Speaker: Margarita Serrano García - Focal Point on the Accessibility of Documentation for Persons with Disabilities - United Nations Office at Geneva

Easy-to-read meets integrated titles: defining addressee-oriented standards based on eye-tracking studies

Speaker: Prof. Dr. Hansen-Schirra
(University of Germersheim)

Easy to Read applied to live subtitling – mediating communication in international bodies

Speaker: Dr. Carlo Eugeni (SSML, Italy)

Chair: Pablo Romero Fresco (Universidad de Vigo)

14:30-14:45 Closing remarks by Anna Matamala (UAB) and Rocío Bernabé

14:45-15:30 Networking session

Chair: Ester Hedberg (Dyslexiförbundet)

15.30 End of the event

A summary of the main discussion points is provided next.

Tatjana Knapp offered an overview of the project which covered main introductory information such as project's aim and goals, duration, partners and summary of the intellectual outputs.



Link to the presentation:

http://pagines.uab.cat/easit/sites/pagines.uab.cat.easit/files/easit-me1-risa-overview-2019-03-07_0.pdf

The results of IO1 were presented by Elisa Perego, who summarised the input received from 128 experts, including trainers, translators/adaptors, producers/creators/writers, validators/advisors, working with Spanish, Swedish, German, Slovenian, Italian, Catalan, and English. IO1 has provided insights on the demographic and training profiles of current professionals, and the type of training and training activities they value most. Information about the usage of different guidelines and recommendations has also been obtained. All this wealth of information provides food for thought for the next stages of the EASIT project and was valued as positive results by participants, who praised the availability of such an exhaustive survey on this topic.



Link to the
presentation: http://pagines.uab.cat/easit/sites/pagines.uab.cat/easit/files/easit-me1-units-io1_results-2019-03-07_0.pdf

Rocío Bernabé Caro provided an overview of the ongoing IO2 which has the aim to provide recommendations for the creation of easy-to-understand audiovisual content. Her presentation focused on the results emerging from the focus groups conducted in three different partner countries: Spain, Germany, and Slovenia; and in three different topics: audio description, subtitling, and news.



Link to the presentation: <http://pagines.uab.cat/easit/sites/pagines.uab.cat/easit/files/easit-me1-sdi-io2-2019-03-07.pdf>

In the invited-speakers sessions, three presentations allowed to get an overview of current practices in different scenarios.

Margarita Serrano García gave a talk on the challenges of incorporating Easy-to-Read and Plain Language at the United Nations. Some of the main discussion points were: defining the concepts of easy-to-read Language and Plain Language, dealing with multilingualism, working with images, choosing a logo to identify a content as easy to read, the use of templates, the choice between in-house and outsourcing these tasks and its impact on various elements (deadlines, validation, training, quality control, etc.), the selection of the most relevant documents to be made easier to read, the target audience, and the storage and dissemination.

The presentation is not available online due to copyright restrictions.



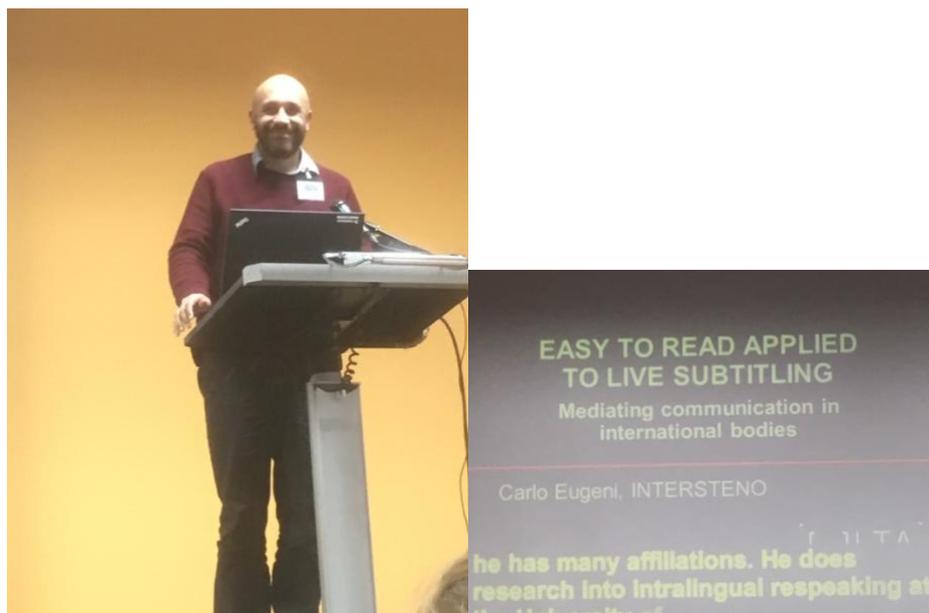
The next speaker, Prof. Dr. Hansen Schirra, presented eye-tracking empirical research on easy-to-read and plain language, and made suggestions on the analysis of easy-to-read integrated titles. The need for further empirical research on easy language rules, on the presentation of easy language contents, and on the effects of easy subtitles on target audiences was put forward.

Link to the presentation:

<http://pagines.uab.cat/easit/sites/pagines.uab.cat/easit/files/easit-me1-hansenschirra-act-2019-03-07.pdf>



Finally, Dr. Carlo Eugeni presented a case study in which Plain English has been applied to the creation of live subtitles and has improved the results of automatic translation.



Link to presentation:

http://pagines.uab.cat/easit/sites/pagines.uab.cat/easit/files/easit-me1-carloeugeni-e2r-2019-03-07_0.pdf

In her closing remarks, Anna Matamala highlighted different aspects such as:

- The contributions from invited speakers and the audience make evident the need for the EASIT project, which addresses multiple languages, countries, modalities, partner profiles, professional profiles, discipline, and challenges.
- The impact of IO1 and IO2 results.
- The approach taking in the different talks, which were summarised on the powerpoint. From the practical approach from Margarita Serrano to the research approach taken by Prof. Dr. Hansen-Schirra and the technological and innovative approach by Carlo Eugeni.
- The need for more practical experiences, research, training, and involvement of all stakeholders, which she invited to join EASIT mailing list.

Anna Matamala also summarised some of the main discussion points during the event:

- The impact of finances and of political decisions on the availability of Easy-to-Read and plain Language content.
- The choice of content to which Easy-to-Read and plain language can be applied.
- The diverging needs of diverging audiences, and the need to avoid patronizing them.
- The usefulness of easy-to-understand content for many users.
- The specificities of transferring Easy-to-Read Language rules to subtitling and audio description.
- The variety of strategies in different countries in terms of audio description.
- The need for social recognition for the professionals working in this field.

Link to presentation:

<https://ddd.uab.cat/pub/presentacions/2019/203502/EASIT-ME1-Matamala-Conclusions.pdf>

The event also provided ample opportunities for networking, during coffee breaks and in a specific session chaired by Ester Hedberg.





4 ME dissemination

All partners contributed to the dissemination of the multiplier event through:

- EASIT: social media (see dissemination report for statistics)
- EASIT: project webpage:
<http://pagines.uab.cat/easit/en/content/event-1>
- SDI: own mailing lists (due to data protection regulations distribution lists cannot be included here)
- SDI: webpage of the event organiser: <https://www.sdi-muenchen.de/home/aktuell/veranstaltungen/easit/>
- SDI: printed poster:
<https://nebula.uab.cat/share/page/site/easit/document-details?nodeRef=workspace://SpacesStore/f83bea34-ed3d-4c86-b286-37ae7bd6f022>
- SDI: presentation at the Bavarian conference of Translation Schools:
<https://nebula.uab.cat/share/page/site/easit/document-details?nodeRef=workspace://SpacesStore/74c669be-2c11-4d2b-a956-837f36b2ac7d>
- UAB: CENTRAS Newsletter 15th January 2019 (copy in Nebula)
<https://nebula.uab.cat/share/page/site/easit/document-details?nodeRef=workspace://SpacesStore/ed9ac2f4-6e98-4e1d-9a33-332275ec430a>
- UAB: Trans-Kom Newsletter 8th February 2019 (copy in Nebula)
<https://nebula.uab.cat/share/page/site/easit/document-details?nodeRef=workspace://SpacesStore/4118eceb-71fc-4af3-8b9a-4b4b0672c449>



- UAB: E-mails to stakeholders' list (copy in Nebula without names or e-mails addresses)

<https://nebula.uab.cat/share/page/site/easit/document-details?nodeRef=workspace://SpacesStore/83b14cc9-550c-4fe0-92ed-22d60d54bda8>

<https://nebula.uab.cat/share/s/OnDcpnONSXKa-fQeS3eNtQ>

- SUH: E-mail to subscribers of our newsletter LEICHT NEU (copy in Nebula without names or e-mail addresses.)

<https://nebula.uab.cat/share/page/site/easit/document-details?nodeRef=workspace://SpacesStore/14310720-2811-4213-acde-d805ee6b6523>

- Dyslexiförbundet: Shared information about the event on social media, pages of Dyslexiförbundet and Project Begriplig text.

5 ME results

The event allowed partners to disseminate the project, and more specifically IO1 and IO 2: the results of the survey were presented and input from participants from many countries was gathered. It was also possible to get feed-back on how to approach the next steps and disseminate the project widely.

The performance reflects not only in the number of participants (44) but also on the increased number of requests for inclusion on the project stakeholders list and the overall satisfaction expressed in the satisfaction survey (see section 7).

At an internal level, the collaborative organisation of the event increased the cohesion between the members of the consortium.



The event also offered SDI interpreting and speech-to-text students the possibility to practice under live conditions.

6 Participants and impact

A total of 37 participants registered for the event. The actual number of 47 included 9 partners, 14 attendees from the SDI München, 12 national and 12 foreign participants, from Russia, Austria, Spain, Turkey, Italy, Hungary, and Switzerland. The profiles of the registered attendees comprised students, University professors, service providers, members of end-user associations and students. This audience matches the target audience of the project.

7 Satisfaction survey

The satisfaction survey comprised five items linked to a five point-scale and two free-text ones. Annex I includes a copy of the survey.

The scale items were:

- The information received before the multiplier event was satisfactory.
- The overall quality of the presentations was good.
- The EASIT project has presented quality results (intellectual outputs).
- The results of the EASIT project can have an impact on our society.
- I will follow the development of the EASIT project.

The first free-text item gave participants the possibility of adding additional comments or suggestions. The second one, provided them with a space to express their consent to be included in the stakeholder list. Five respondents expressed their consent in the printed questionnaires.



The Satisfaction survey was distributed at the event via email and as printed form. A QR code was also facilitated.

The Quality manager gathered the input. Table 3 shows the results.

Table 3. Results of the satisfaction survey

Description	The information received before the multiplier event was satisfactory.	The overall quality of the presentations was good.	The EASIT project has presented quality results (intellectual outputs).	The results of the EASIT project can have an impact on our society.	I will follow the development of the EASIT project.
Average value (26 replies)	4.31	4.42	4.35	4.50	4.46



The surveys also included the following additional comments:

The information (sic) the presentors (sic) had come across really good and very professional

Thank you for perfect organisation of the event

Very well organized

I'm very interested in the project

Please, make a new project out of it, because many similar other projects may have a huge impact on society

Thank You!

Thank you for the chance you offered to practice speech-to-text (sic) translation

I could not attend until the end, so I have not a complete overlook. But I found it a little bit difficult, that one person presented studies with only 5 oder 8 people in the testing group. That is in my opinion much too less to call it a study. But in general the event was great and wonderfully (sic) organized!

The project is intended to revolutionize society. Full support to it and future developments

MSLU (Russia) would like to participate in EASIT projects in the future

Speech-to-text interpreting in a team setting avoids mistakes that change meanings and information

Super! Weiter so! Auf weitere Kooperation

Thank you!

Upload presentation on project website, please



:)

Congratulation! Great event!

So overall, it can be concluded that participants were very satisfied with the quality of the event.

8 Accessibility of the event

In order to guarantee the accessibility of the event, participants were asked about their accessibility needs during the online registration. One person expressed the need for physical accessibility and another the need for language support.

The SDI building is already accessible for persons with motoric disabilities as well as for persons with sight loss. For the language accessibility, a respeaker was hired. SDI students provided interpreting service to all participants for the German contribution and further support to one participant during the event, as requested.

9 Key performance indicators

The key performance indicators for the multiplier event were:

- Number of registered attendees: 33
- Number of actual attendees: 24 (without SDI attendees)
- Presence of stakeholders
- Satisfaction level of the attendees, obtained through satisfaction surveys: high

All key performances indicators applied. The difference in the number of registered attendees and actual attendees can be justified since participants excused themselves via email by the organizer. This development shows that external parameters such as illness or job



changes, as it was in one case, can negatively influence the funding of the event and must be taken into consideration for the planning of future events.

Two members of the advisory board attended the event. One of them gave a speech.

10 Conclusions

The multiplier event fulfilled the expectations of the consortium and the participants, as reflected in the satisfaction survey.

The event provided a great opportunity for dissemination and networking.

Partners have agreed on following the same collaborative scheme for the upcoming event in Stockholm.



Annex I

Easy Access for Social Inclusion Training

Satisfaction survey

Dear participant,



This sheet will be machine-read and evaluated.

Please mark your answers in the following way: ○●○

If you want to correct an answer, please fill in the wrong one marked like this: ○●●

Multiplier Event Satisfaction Survey

Easy Access for Social Inclusion Training Multiplier event at SDI München EASIT project number: 2018-1-ES01-KA203-05275					
	I totally disagree	I agree	I don't agree nor disagree	I agree	I totally agree
The information received before the multiplier event was satisfactory.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The overall quality of the presentations was good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The EASIT project has presented quality results (intellectual outputs).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The results of the EASIT project can have an impact on our society.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will follow the development of the EASIT project.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any additional comments or suggestions:					
If you would like to be kept informed about the project or participate in future activities, please write your email here:					
Many thanks for your feedback!					

17.1

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