

Multiplier Event 2 – Final Report

EASIT **(Easy Access for Social Inclusion Training)**

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Abstract: This is an overview of the activities, results, and impact of Multiplier event 2. It was held in Stockholm on the 20th of June 2019. It disseminated the EASIT project, specifically Intellectual output 1 and Intellectual output 2 results.

Dissemination level: Public document.

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List 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

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1 Introduction

A short description of EASIT Multiplier event 2.

Table 1. ME summary

ME identification	E2
Title	Creating audiovisual information that is easy to understand
Country	Sweden
Start date	20 th of June 2019
End date	20 th of June 2019
IO covered	IO2 and IO3
Leading organisation	National Association of Dyslexia
Participating organisations	All EASIT partners

2 Aims

The main aim of Multiplier event 2 was to continue to present and explain the project to more people, and more specifically to disseminate and evaluate the results of Intellectual output 1 and Intellectual output 2. We wanted to keep a broader approach on Easy-to-understand (E2U) content, and therefore invited external speakers to provide that.

3 ME description



Photo: Ylva Bjelle

Image 1 EASIT project members Rocío Bernabé Caro (left) and Anna Matamala (right) put up posters before the event in Stockholm

The Multiplier event 2 in Stockholm was recorded.

You can see the videos on Youtube:

<https://www.youtube.com/playlist?list=PLZttiMCeHvvubCQ4SBDX2DT-SddYxA-S9>

The event took place as planned. It was held in the premises of The Swedish Institute of Standardisation (SIS) in Stockholm. In total 48 people participated.

During the event both EASIT project members and invited speakers made presentations. An overview of the project was given by the EASIT partner Zavod RISA (Tatjana Knapp). IO2 results were presented by SDI (Rocío Bernabé), whereas the outcome of IO3 was exposed by a UVIGO member (Jesús Meiriño Gómez). Invited speakers approached the topic from the view of end users, practitioners and researchers.

Table 2 provides a short version of the agenda.

Table 2 Agenda (short version)

EASIT multiplier event 2: Creating audiovisual information that is easy to understand 20 June 2019 Stockholm, Sweden

The Swedish National Association of Dyslexia

08.00-08.20 Registration

08.20-08.30 Welcome speech, Bengt-Erik Johansson, Chairman of Dyslexia Association

08.30-08.45 EASIT project - an overview, Tatjana Knapp, Zavod RISA, Slovenia

08.45-09.15 Easy To Read and Plain Language - can we learn anything from linguistic research? Åsa Wengelin, Professor of Swedish, University of Gothenburg, and a member of EASIT Advisory Board

09.15-09.45 Making audiovisual content accessible for all - examples of good practice in the city of Malmö, Mikael Hellman, Audiovisual communicator, The department of communication, City of Malmö

09.45-10.15 Break for coffee, sandwich and networking

10.15-10.45 What makes content easy to understand - The voice of users
Stefan Johansson and Ester Hedberg, the project Begriplig text (Understandable text)

10.45-11.00 Results from EASIT, Intellectual Output 2, Recommendations to produce easy-to-understand audiovisual content, Rocío Bernabé-Caro, SDI München - University of Applied Languages, Germany

11.00-11.15 Results from EASIT, Intellectual Output 3, Skills required for a new professional profile in the context of audiovisual easy-to-understand content. Representative from University of Vigo, Spain

11.15-11.45 Discussion, Chair Dr. Elisa Perego, University of Trieste, Italy

11.45-12.00 Closing remarks by Anna Matamala, Universitat Autònoma de Barcelona, Spain.

12.00 The end

Registration and more information:

www.dyslexi.org/forbundet/easit-seminarium

The participation is free. Registration is required.

Places are limited - first-come-first-serve basis.

Where:

The event will be held in the premises of

The Swedish Institute of Standardisation (SIS), Solnavägen 1 E / Torsplan, 113 65 Stockholm

More about the venue: www.sis.se/en/about_sis/contactus/find-us/

Contact person: ester.hedberg@dyslexi.org

Welcome!

3.1 Opening

Mr. Olov Berggren, head of cabinet of Dyslexiförbundet, opened the event. He talked about the importance of making content accessible for people with reading and cognitive difficulties. (Mr. Berggren replaced Mr. Bengt Erik Johansson, the President of Dyslexiförbundet).

3.2 Introduction

EASIT project member Tatjana Knapp from Zavod RISA gave an overview of the project. She talked about the project's aim and goals, duration, partners and provided a summary of the intellectual outputs.

Presentation: <http://pagines.uab.cat/easit/en/content/event-2-presentations>



Photo: Ylva Bjelle

Image 2 Tatjana Knapp

3.3 Åsa Wengelin

Easy to Read and Plain Language - can we learn anything from linguistic research?

Åsa Wengelin, Professor of Swedish, University of Gothenburg, and a member of EASIT Advisory Board, talked about easy-to-read and plain language from a research and also Swedish perspective. During her presentation, she said: "EASIT is a very interesting, important and ambitious project."

Her main approach was about how to make language as accessible as possible for as many users as possible. She talked about how interest and previous knowledge can increase text understandability, and also highlighted the importance of informative titles to help the reader. Professor Wengelin also talked about the importance of learning more about how language, pictures and layout interact.

Presentation: <http://pagines.uab.cat/easit/en/content/event-2-presentations>



Photo: Ylva Bjelle

Image 3 Åsa Wengelin

3.4 Mikael Hellman

Making audiovisual content accessible for all - examples of good practice in the city of Malmö

Mikael Hellman, audiovisual communicator, Department of Communication, City of Malmö. In the City of Malmö, video is an important channel of communication. Mikael Hellman is an expert on accessible video and helps communicators in Malmö with audiovisual, digital accessible material. During the event he shared experiences from his work and examples of good practice. The City of Malmö has its own video platform, where viewers can customise their own settings as contrast, fonts and colours. In the video platform users can also access different features such as audio description, sign language, and text versions. Mikael Hellman emphasized the importance of thinking about accessibility already when planning the video and writing the script.

Presentation: <http://pagines.uab.cat/easit/en/content/event-2-presentations>

Link to video: <https://malmo.se/webbvideo>



Photo: Ylva Bjelle

Image 4 Mikael Hellman

3.5 Break, snacks and networking

The event also provided opportunities to network and share experiences in an informal and relaxed atmosphere. Coffee and sandwiches were offered to participants.



Photo: Ylva Bjelle

Image 5 Break and networking



Photo: Ylva Bjelle

Image 6 Break and networking

3.6 Johansson & Hedberg

What makes content easy to understand - The voice of the users

Stefan Johansson and Ester Hedberg represented the Swedish project Begriplig text (Understandable text). For three years they have been talking to end users with different reading and/or cognitive difficulties about what makes texts easy or hard to read and understand. The participants in the project identified 19 issues that are more important than others.

Presentation: <http://pagines.uab.cat/easit/en/content/event-2-presentations>

Video links to Begriplig text project:

<https://vimeo.com/306366142>

<https://vimeo.com/306365769>

<https://vimeo.com/306365405>

<https://vimeo.com/306365769>



Photo: Ylva Bjelle

Image 7 Ester Hedberg and Stefan Johansson

3.7 EASIT IO2 - Rocío Bernabé Caro

Results from EASIT, Intellectual Output 2 (IO2) Recommendations to produce easy-to-understand audiovisual content

Rocío Bernabé Caro, SDI München - University of Applied Languages, Germany, presented the results from Intellectual Output 2. The aim was to gather recommendations from experts about the creation of easy-to-understand audiovisual content in audio description, subtitling, and news.

Her presentation focused on the results emerging from focus groups and interviews conducted in the partner countries.

Presentation: <http://pagines.uab.cat/easit/en/content/event-2-presentations>



Photo: Elisa Perego

Image 8 Rocío Bernabé Caro

3.8 EASIT IO3 - Jesús Meiriño Gómez

Results from EASIT, Intellectual Output 3 (IO3) Skills required for a new professional profile in the context of audiovisual easy-to-understand content

Jesús Meiriño Gómez, University of Vigo, Spain, presented the results from Intellectual Output 3. The aim has been to define the new profiles working with audiovisual easy-to-understand content, and to identify skills and competences linked to those profiles (skills cards). These profiles consider different scenarios: the creation from scratch, the adaptation of already existing content, and the validation done by end users.

Presentation: <http://pagines.uab.cat/easit/en/content/event-2-presentations>



Photo: Ylva Bjelle

Image 9 Jesús Meiriño Gómez

3.9 Discussion

Chair: Dr. Elisa Perego, University of Trieste, Italy

Elisa Perego, from University of Trieste, Italy, led the discussion with the participants. One question raised was whether the project was taking into consideration the characteristics of the voices when making audio description easy to understand and the simple answer was “yes”, as this is one of the skills that have been identified by project partners. There was also a discussion about how the project should approach the different languages used in the project partners countries.

Participants were willing to provide feedback on the skills card after the event. It was agreed to upload the draft skills card to gather further input.

Link to the skill card:

http://pagines.uab.cat/easit/sites/pagines.uab.cat.easit/files/invitation_for_feedback.pdf



Photo: Ylva Bjelle

Image 10 Elisa Perego

3.10 Closing remarks

Anna Matamala, Universitat Autònoma de Barcelona, Spain, used keywords to summarize the event:

Event keywords:

- Learn
- Share
- Disseminate

EASIT keywords:

- Users
- Understanding
- Audiovisual
- Accessibility
- Universal

Åsa Wengelin's keywords:

- Linguistic Accessibility
- Multimodality
- Different users
- Definitions
- Research
- Simple words
- Pictures
- Context

- Comprehensible
- Previous knowledge
- Different languages

Mikel Hellman's keywords:

- Online videos
- Legislation
- Planning
- Access services
- Video Feature
- Player Feature
- Demo
- Personalisation

Johansson & Hedberg's keywords:

- Understandable text project
- Persons
- Co-creation methods

Rocío Bernabé-Caro's keywords:

- User-centric methods
- Genres
- Skills
- Validation
- Expert name

- Recommendations
- Easy to understand (E2U????)
 - Subtitles
 - Audio description
 - Audiovisual journalistic content

Jesús Meiriño Gómez's keywords:

- Skills card
- Profiles
- Create
- Adapt
- Validate
- Media Accessibility
- Easy-to-understand
- Specific skills
- Personal, interpersonal skills
- Feed-back

Discussion keywords:

- Skills card ... what for?
- Open access
- Flexibility
- Written
- Voice

- Multilingualism

Presentation: <https://ddd.uab.cat/record/206198>



Photo: Ylva Bjelle

Image 11 Anna Matamala

4 ME dissemination

The EASIT partners contributed to the dissemination through:

- EASIT: Project stakeholders' list.
- EASIT: Partners own mailing lists
- EASIT: Social media
- EASIT: Project webpage: pagines.uab.cat/easit/en/content/event-2
- DYS: Webpage (English): <https://www.dyslexi.org/forbundet/easit-seminarium>
- DYS: Webpage (Swedish): <https://www.dyslexi.org/forbundet/seminarium-om-tillganglig-film-och-tv>

DYS: Newsletter to possibly Swedish stakeholders:

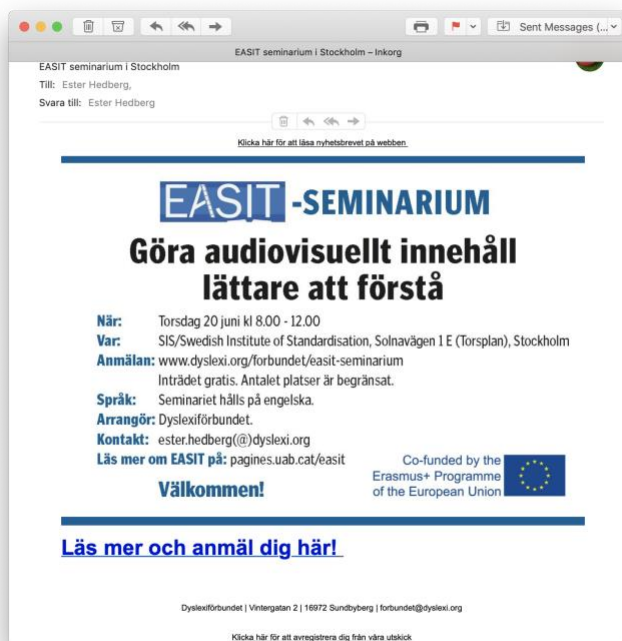


Image 12 Newsletter

- DYS: Ads in magazine Läs&Skriv No 1 and No 2 2019:



Image 13 Ads



Image 14 Ads

- DYS: Social media (Facebook and Twitter)
- SDI: Mail to stakeholders
- SDI: Announcement of the event in Zagreb at the European Federation of Hard of Hearing People – EFHOH Conference: Understanding Accessibility 2019
- SDI: Announcement of the event in Zagreb at the conference New European Media Summit 2019
- SDI/UAB: Announcement of the event at the Media for All 2019 in Stockholm
- UAB: Mail to stakeholders' list
<https://nebula.uab.cat/share/s/Y9nZI9zfTUyD5RxrJEyfg>
- UAB: Transmedia Catalonia Global Accessibility Awareness Day
https://nebula.uab.cat/share/proxy/alfresco/api/node/content/workspace/SpacesStore/ca3eba3e-5a58-4f73-b2ee-60e8a8f7d2c9/EASIT_UAB_GAAD_16_05_2019_programme.pdf
- UAB: ESIST (European Association for Studies in Screen Translation) Newsletter, May 2019.
<https://nebula.uab.cat/share/s/EtLYk9KIQIOD3AscU70avw>
- UAB: The event took place the day after the conference Media for All 8 in Stockholm. The event was presented on the Media for All 8 webpage, and an email was sent to conference participants. It was also included in the mailing list to conference participants.

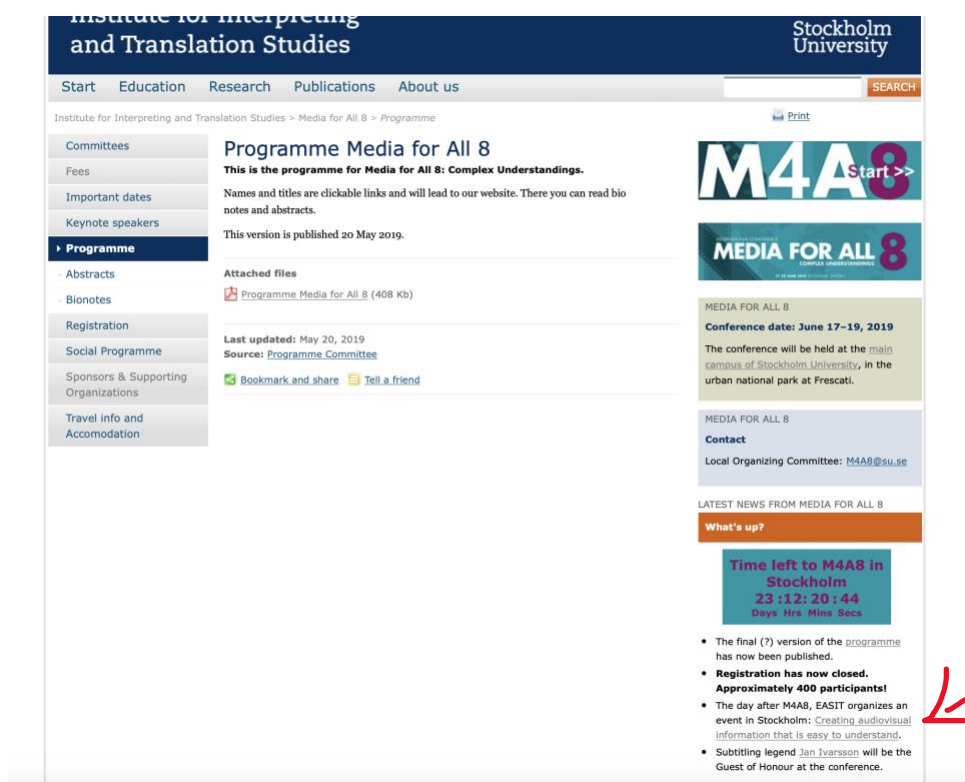


Image 15 Media For All 8 webpage

5 ME results

The event allowed the partners to disseminate the project, its aims and results so far, in particular Intellectual outputs 2 and 3. The partners gathered input from event participants from Sweden and other countries on the results and how to proceed.

The external speeches gave all participants a broader approach to easy-to-read, plain language and easy-to-understand - in research, in practice and from the end users perspective.

The satisfactory survey indicates that participants overall were satisfied (see Table 2)

The event was live streamed on Facebook. It was also recorded on video and has been posted on EASIT webpage:

<http://pagines.uab.cat/easit/en/content/event-2-presentations>

6 Participants and impact

A total of 48 participants joined the event. The number included 8 representatives from the EASIT partners, 7 participants from Dyslexiförbundet, 13 national and 20 foreign participants, from Algeria, Denmark, Finland, Germany, India, Italy, Hungary, Poland and Spain.

The profiles of the registered attendees comprised students, university lecturers, public sector representatives, service providers and members of end-user associations. This audience matches the target audience of the project.

7 Satisfaction survey

The EASIT multiplier event survey was used to gather information on the participants' satisfaction. It has five questions with a 5-point scale and two open questions. A copy of the survey is included in Annex 1.

Scale items:

- 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 open questions gave participants the possibility to comment and also provided them the opportunity to be added in the stakeholders' mailing list, to get updates on the project

21 participants gave their consent to be included in the stakeholder list.

The survey was distributed during the event as a printed form.

Table 2. Results of the satisfactory 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 (40 replies)	4.4	4.2	4.3	4.5	4.6

As it can be observed in the quantitative feedback, participants valued very satisfactorily the event, with values ranging from 4.2 to 4.6 out of 5. Participants also showed much interest in following the project (4.6). Most of the qualitative feedback is also positive, as can be seen in the qualitative comments next.

7.1 Free-text comments:

- In the future, studying the fluency of the information reception in the social media via the process of understanding.
- Some presenters from Spain could work more on accessible presentations. Everybody needs a microphone. Anna Matamala very good. Åsa, Ester and Stefan clear. How does plain text subtitles relate to needs of verbatim? 2 versions?
- Very inspiring!
- Jesús presentation was hard to follow.
- Very interesting, nice broad presentations from different fields, keep going like this!!
- More demonstrations can be included
- It will be useful for us to use your method in our country Algeria. I will follow the development of the EASIT project so that we can learn more about it in the future days.
- Interesting content, not generally so good presentations.
- Great venue and atmosphere. Diverse and interesting blend of topics. I have learned a lot.
- The film from Malmö was most interesting + Begriplig text. Sometimes hard to understand what the lectures said. A bit abstract.
- Not enough vegetarian bread rolls, the rest was very great and interesting!!
- Thank you!

- Great content in the presentations, but the presenter could have been better. The abbreviations E2U/E2R is not so easy to read and understand.
- Please skip all the abbreviations (E2R, E2U, ER, IO etc) - they are not accessible at all! The highlight was the presentation of Mikael Hellman from Malmö, very clear and relevant.
- I'd like to have more info, but including my email address here makes this a non-anonymous survey. You might want to change that on a future evaluation form.

This feedback was analyzed by project partners in the subsequent project meeting and will be used to improve future events. Some advice was immediately incorporated in the project development, such as the use of abbreviations.

8 Accessibility of the event

The online registration form included a question about accessibility needs. No one expressed their needs for any physical support or adjustment, except for food restrictions.

Dyslexiförbundet's premises cannot allocate as many participants; therefore, the premises of The Swedish Institute of Standardisation (SIS) were rented. When renting we made sure that there was a hearing loop in the venue. Everyone used a microphone during the event; however, we received a complaint from one person saying that it was hard to hear some of the speakers. It was suggested that maybe the hearing loop did not work as it should.

Information before the event on EASIT and Dyslexiförbundet's webpages, was accessible for people with reading difficulties through a text-to-

speech feature. It was also written in an easy-to-understand manner. Dyslexiförbundets webpage allows customized settings. Dyslexiförbundet uses an accessible service for newsletters, which allows customized settings and text-to-speech.

9 Key performance indicators

The key performance indicators for the event were:

- Number of registered attendees: 75.
- Number of actual attendees: 48.
- Presence of stakeholders: a wide variety, including students, university lecturers, public sector representatives, service providers and members of end-user associations.
- Satisfaction level of the attendees, obtained through satisfaction surveys: overall high, with values ranging from 4.2 to 4.6 out of 5

The gap between the number of registered attendees and actual attendees can be explained by illness and work-related issues. Most participants excused themselves via email to the organizer. Some participants did not inform that they were not coming. One reason can be the early time of the day, but also the fact that the event took place the day before a big national holiday in Sweden.

10 Conclusions

The multiplier event fulfilled the expectations of the EASIT partners and the participants, as reflected in the satisfaction survey. It allowed to disseminate IO2 and IO3 results, and gather feedback that can improve the future development of the project.

Annex 1:

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 arranged by Dyslexiförbundet, Stockholm EASIT project number: 2018-1-ES01-KA203-05275					
	I totally disagree	I disagree	I don't agree nor disagree	I agree	I totally disagree
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 

Partners:



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