

## Multiplier Event 3 – Final Report

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

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**Abstract:** This document contains an overview about the EASIT Multiplier Event 3 *Mehr Verständlichkeit für alle – Towards a better understanding* held in Hildesheim (Germany) on the 13.02.2020. It summarizes its aims, description, dissemination, results, participants, and its impact.

**Dissemination level: P**

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## List of acronyms and abbreviations

Acronym/Abbreviation	Meaning
E2R	Easy to read
E2U	Easy-to-understand
EASIT	Easy Access for Social Inclusion Training
IO	Intellectual Output
ME	Multiplier Event
PL	Plain Language

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## 1. Introduction

Please provide a short description of the ME and fill in the following table:

ME identification	E3
Title	Workshop 3 Towards a better understanding (Mehr Verständlichkeit für alle)
Country	Germany
Start date	13.02.2020
End date	13.02.2020
IO covered	IO3, IO4
Leading organisation	Stiftung Universität Hildesheim
Participating organisations	All EASIT partners

Table 1 ME Summary

## 2. Aims

The main objective of the third EASIT Multiplier Event, which was titled *Towards a better understanding – Mehr Verständlichkeit für alle*, was to present the final results of IO3 (Skills cards for new professional profiles). Additionally, it was decided to present the current results of IO4 (Curriculum design) as it was almost finished and it was considered to be positive to receive feed-back from participants. Jesús Meiriño, from the University of Vigo, in charge of IO3, presented the skills cards designed

with all EASIT partners' collaboration. He explained the research and drafting process and concluded showing the participants one of the three resulting skills cards from IO3. This objective, regarding IO3, was met during the Multiplier Event 3 in Hildesheim.

After Meiriño's presentation, Prof. Dr. Christiane Maaß and Sergio Hernandez Garrido, from the University of Hildesheim, who is in charge of IO4, reported on the current state of IO4, that is, the curriculum design. This was the first time that these preliminary IO's results were presented to the public. In a 25 minutes presentation the University of Hildesheim covered the design of three university curricula, one online course and a reading list. These documents will be published as IO4 results after this IO's end. This EASIT Multiplier Event 3's aim was also met.

The event's organizer set themselves the goal of painting a picture of the current research and practice of easy-to-understand language across Europe, in order to frame EASIT results in a broader context. Considering that the University of Hildesheim has a broad experience in the field and collaborates with several institutions and organizations, they thought that this event was the opportunity to gather input and feedback relevant for the EASIT project concerning easy-to-understand language. Therefore, they invited experts in research and practice from Germany, the Netherlands, Spain, Hungary, Switzerland and Finland. This aim of having relevant feedback and information round about Easy Language during the event was achieved and a wider audience to which the EASIT results were disseminated was attracted.

Just like the previous EASIT Multiplier Events, this case was also an opportunity for networking and exchanging ideas. Not only during the presentations, but also during the lunch and coffee breaks, the participants interacted actively and gave each other feedback regarding

current project ideas. This was also an objective set and met during the event.

### **3. ME description**

The EASIT Multiplier Event 3 *Mehr Verständlichkeit für alle – Towards a better understanding* took place in the premises of the university of Hildesheim on the 13.02.2020. Besides the main aim of presenting project results and disseminating the project, the event wanted to offer a space of mutual exchange and feedback regarding easy-to-understand language. The focus of this exchange was not only set on how to adapt texts to cater for the linguistic and perceptive needs of recipients with special communicative needs, but also on the questions about the kinds of texts these users need, through what media and in what situation they access this information. When the invited speakers were contacted, they were explicitly asked to orient their presentations in this direction within the EASIT framework.

This event was organized by the Stiftung Universität Hildesheim, led by Prof. Dr. Christiane Maaß (Hildesheim partner leader) and Sergio Hernandez Garrido (Hildesheim project coordinator, dissemination and quality assurance manager) with support of all EASIT partners. They also had help from the members of the Research Centre for Easy German in Hildesheim (in German: Forschungsstelle Leichte Sprache) and students from the University of Hildesheim's master program *Accessible Communication*. This student team was coordinated by Marie Leusder, who at the same time had support from Laura Marmit and Lena König, all three of them currently studying at the university and either having a student's assistant or an internship position in the Research Centre.



Figure 1 MA students from the organizing team

For the event, the organizing team proposed an agenda scheduling the IO's and the invited speaker's presentations, which was approved by EASIT project partners. This is the final version that was agreed on:

Time	Topic
09.00-10.00	Registration
10.00-11.00	Poster presentation: Students of the SUH master program "Accessible Communication"
11.00-11.05	Opening of the event: Prof. Dr. Christiane Maaß and Sergio Hernandez Garrido (Stiftung Universität Hildesheim, Germany)
11.05-11.20	Welcoming address: Prof. Dr. Irene Pieper, Vice President for International Affairs (Stiftung Universität Hildesheim)

11.20-11.35	EASIT project: an overview, Sergio Hernandez Garrido (Stiftung Universität Hildesheim, Germany)
11.35-11.50	Results from EASIT, Intellectual Output 3 (IO3): Skills cards, Prof. Dr. Pablo Romero-Fresco (Universidad de Vigo, Spain)
11.50-12.05	Results from EASIT, Intellectual Output 4 (IO4): Curriculum and course design, Prof. Dr. Christiane Maaß and Sergio Hernandez Garrido (Stiftung Universität Hildesheim, Germany)
12.05-12.45	Alea Stephan and validation group for Easy German, Lebenshilfe Braunschweig (Germany)
12.45-13.45	Break for lunch and networking
13.45-14.05	Leealaura Leskelä, Selkokeskus – Finnish Centre for Easy Language, EASIT Advisory Board (Helsinki, Finland)
14.05-14.45	Prof. Dr. Silvia Hansen Schirra and research group, Project presentations (Johannes Gutenberg Universität Mainz Gernersheim, Germany)
14.45-15.25	Oscar García Muñoz, Plena Inclusión, Madrid (Spain)
15.25-15.55	Coffee break
15.55-16.35	Prof. Dr. Xavier Moonen, University of Amsterdam Amsterdam (Netherlands)
16.35-17.15	Prof. Dr. Susanne Jekat, Zürcher Hochschule für angewandte Wissenschaft Winterthur (Switzerland)
17.15-17.55	Horváth Péter László and Sallai Ilona, Institute for Disability and Social Participation Bárczi Gusztáv Faculty of Special Needs Education Budapest (Hungary)
17.55-18.15	Dr. Ulla Vanhatalo & Prof. Dr. Tiina Onikki-Rantajääskö, University of Helsinki (Finland)
18.15-18.30	Closing remarks
18.30	End of the event

Table 2 Agenda EASIT ME 3



Unfortunately, some of the guests had to cancel due to different reasons. Prof. Dr. Pablo Romero-Fresco, partner leader for the University of Vigo, could not assist, but Jesús Meiriño took his place to present the IO3 results. Alea Stephan, who was supposed to be accompanied by an easy-to-understand language validation group from Braunschweig (Germany), had to assist alone to the event. Nevertheless, she shared with the participants the validation group's perspective. Prof. Dr. Silvia Hansen-Schirra, from the University of Mainz/Germersheim, could not join the event, but she was well represented by the Research Group *Simply Complex – Easy Language*, a group that she leads also with the support of Dr. des. Silke Gutermuth. Another expert that could not fly in was Óscar García Muñoz from Plena Inclusión Madrid. Sadly, this slot had to be cancelled. All other presentations took place as planned.

Following the agenda's structure, a short summary of each slot will be exposed hereunder.



### 3.1 Registration

Registration started at 09.00. Participants signed the attendance list and were informed about the room where the event would take place.



Figure 2 EASIT ME 3 Registration office

During their registration, every participant had the opportunity to express their discomfort with being on videos and pictures of the event. None of the participants was registered into this list, which means that all of them accepted to be recorded by video or photos. After registering, every participant received a certificate of attendance and a booklet with information about the event. For this booklet, we asked the speakers for abstracts of their presentations. These were translated either into German or English. All presentations had a page with a summary in English and German and also a space for notes and questions. We also integrated

pictures of the speakers, something that was done with their permission. They also revised their abstract's translations that were made by members of the organizing team. This was the end result:

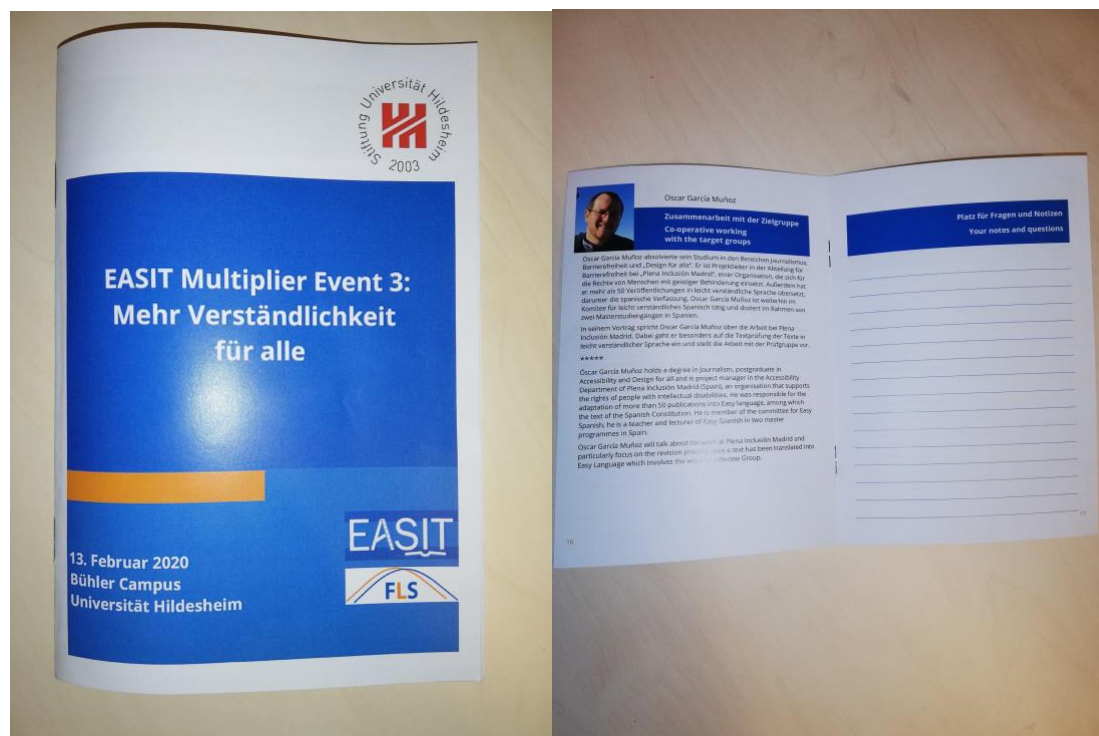


Figure 3 Booklet EASIT ME 3

The registration was followed by a poster presentation by MA students of the program Accessible Communication.

### 3.2 Poster presentation

Students of the University of Hildesheim's MA program Accessible Communication worked during the winter term 2019/2020 on posters for the EASIT Multiplier Event 3. They researched and analysed corpora of different realizations of accessible communication. During one hour they presented their work and gave new insights for further projects and research. This slot was also an opportunity for having something to eat or drink before the official start of the event.





Figure 4 Poster presentation

After the poster presentation, the event officially started.

### 3.3 Event's opening

The event was opened by the leaders of the organizing team: Prof. Dr. Christiane Maaß and Sergio Hernández Garrido.



Figure 5 Sergio Hernández Garrido (left) and Prof. Dr. Christiane Maaß (right) opening the EASIT ME 3.

After greeting all EASIT partners, speakers and participants in German and English, both of the event openers explained the sense of the event: All participants having the role of EASIT multipliers and the Multiplier Event being a space for exchange of ideas.

This was also a slot used for organization matters. Participants were asked to sign the attendance list, they were reminded that videos and pictures were being taken and that they could express their discomfort with it and avoid being on them, and they were asked to fill out the satisfaction survey at the end of the event.

### **3.4 Welcoming address – Prof. Dr. Irene Pieper**

Participants were welcomed to the EASIT Multiplier Event by Prof. Dr. Irene Pieper, University of Hildesheim's Vice President for International Affairs. As responsible for the university's international contact, she expressed her delight with the presence of all EASIT partners and international participants. Pieper referred to the importance of the exchange between countries in a field that is gaining more and more

international relevance. The University of Hildesheim is generally a regional oriented university, but it has been gaining a more important role in the international discourse of several fields through its participation in international projects such as EASIT. After thanking all participants, the event continued with an overview of the EASIT project.

### **3.5 EASIT project overview – Prof. Dr. Christiane Maaß and Sergio Hernández Garrido**

Prof. Dr. Christiane Maaß and Sergio Hernandez Garrido, from the University of Hildesheim, were in charge of the introductory presentation. In 15 minutes, they gave overall information about the project, presented its aims, its IOs, its upcoming Multiplier Events and its team members.



Figure 6 EASIT Overview presentation

All participants were invited to the next Multiplier Events in Vigo and Barcelona, contributing in this way to the dissemination of them. This presentation was followed by the dissemination of IO3 results.

### **3.6 IO3 Results (Skills cards) – Jesús Meiriño**

Jesús Meiriño, from the University of Vigo, presented the first IO results of the event, namely the skills cards. He explained that these results were based on previous IOs and defined the skills cards as a collection of competences that a person must have to be considered as an expert in a particular field of knowledge. To create them, the partners in Vigo analyzed previous skills cards produced in other Erasmus + projects in order to have a guide for their design. During this IO, the partners agreed on three professional profiles: expert in easy-to-understand subtitling, audio description and audiovisual journalism. Vigo created one skill card for every profile mentioned before and gathered feedback from the other partners and stakeholders to finalize the creation process. Jesús Meiriño shared in the final part of his presentation one of the skills cards (expert in easy-to-understand subtitling) to give an example of how they are designed.

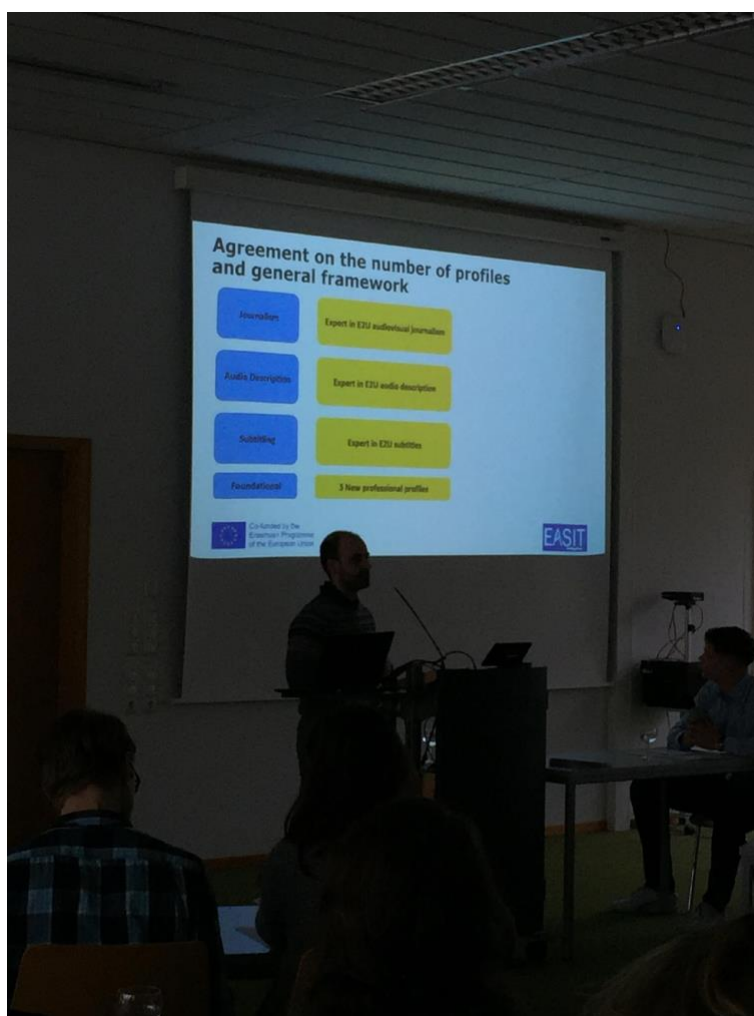


Figure 7 Jesús Meiriño presenting the IO3 results

For further information about the IO3 results, the final IO3 report is available online: <http://pagines.uab.cat/easit/en/content/output-3>.

### **3.7 IO4 Results (curriculum) – Prof. Dr. Christiane Maaß and Sergio Hernandez Garrido**

The IO4 results lean on the skills cards resulting from IO3 and presented by Jesús Meiriño during the event. Following the skills cards, the partners agreed on three different university curricula for every professional profile. These curricula are structured in four modules: one for media accessibility, one for easy-to-understand language, one for the specialization and one last module for the profession. This is based on

IO3, where the skills cards have also four units. Three of the four modules are not curriculum-specific, in other words, the three curricula have in common three modules that cover a general framework that is shared by the three professional profiles. This was already proposed in IO3, where the three skills cards share three units that are not specific to the profile as such. Following ECTS (European Credit Transfer System) standards, the skills cards had to be reformulated in Learning Outcomes (LO), which have to be student-oriented and proposed in a form that they can be evaluated and measured at the end of the program. Maaß and Hernandez Garrido stated that this was the biggest challenge in the drafting process, considering that standards propose not to have more than eight LOs per module. One of the modules is specific to the profile in question. The three curricula would have a duration of one semester each.

The speakers also exposed that they are currently working on a MOOC (Massive Open Online Course) that would have an introductory function into the field. This MOOC would also cover the four skills units proposed in IO3, but in a more general way than the university curricula, considering that this online course would only last seven weeks. This space does not allow to achieve a level of qualification comparable to the one achieved with the university curricula. For this reason, this course is conceived as an introduction into the field. Maaß and Hernandez Garrido also stated that they had been working on a reading list with relevant references for the proposed modules.

EASIT is a project that gives new impulses for research and publications. Since the beginning, the EASIT partners have been presenting and publishing about research projects that lean on EASIT. Maaß and Hernandez Garrido used the occasion to present a research project that came into life after reflecting on the EASIT project current state and next steps. Having a strong background in easy-to-understand language, the



presenters asked themselves in which scenarios of audiovisual translation was it actually possible to use either Easy-to-read Language (or Easy Language, how they call it), or Plain Language. They made this analysis regarding dubbing, (live) subtitling, audio description, voice over, film interpreting, etc. They also made a format classification for every scenario, considering that the possibilities have a certain limitation, if the format is, for instance, fiction or non-fiction. The speakers gave a general idea of their research project, which will be published by July 2020, as a good example of EASIT impact and sustainability.

The IO4 curricula are still in the final stages of the creation process. By the end of March 2020, the results will be online in the EASIT homepage. After presenting the IO3 and IO4 results, the event had its first stakeholder presentation by Alea Stephan.

### **3.8 Alea Stephan – Lebenshilfe Braunschweig**

The first presentation not directly related to the EASIT results was by Alea Stephan from the Office for Easy Language of the Lebenshilfe Braunschweig, an organization that advocates for the integration into society of people with special needs. Alea Stephan, former student of the University of Hildesheim, works as a translator in this office and collaborates with a validation group which is responsible for the comprehensibility-check of the texts they produce. Stephan wanted to present her daily work together with the validation group. Unfortunately, due to health issues, the validation group could not join her in her presentation.

She began explaining her work in the Lebenshilfe, where they offer translations and training in the field of Easy Language. Until this day, they have only been working mainly with monomodal texts, namely written texts on paper. The main objective of the work made by the Lebenshilfe



Braunschweig and its Office for Easy Language is making the access to information for everyone possible. An important part of Stephan's work is coordinating activities with validation groups to assure that texts in Easy Language are comprehensible. Furthermore, they also work with so called "expert groups". These groups are formed by former members of validation groups that have gained experience and reading competences due to their constant works with texts in Easy Language. For that reason, these expert groups have a different role: they test texts even before being translated to see what is comprehensible from the source text and what needs to be explained. According to Stephan, this is an innovative approach that tackles one of the critical points about using validation groups: the experience and knowledge they gain through repetitive validation processes.

It was thought that the validation group accompanying Alea Stephan would express their wishes regarding the services in easy-to-understand language. Unfortunately, this was not possible. Stephan hold the presentations for them. These kind of participations from the target group are important in both IOs disseminated in this event. According to the IO3 skills cards, experts should have contact to the target group and in the curricula an internship where the trainees have contact with the target groups is planned.

### **3.9 Leealaura Leskelä – Finish Centre for Easy Language**

After the lunch break, where the participants had the opportunity to exchange ideas and network with experts from other fields, Leealaura Leskelä from Finland started her presentation.



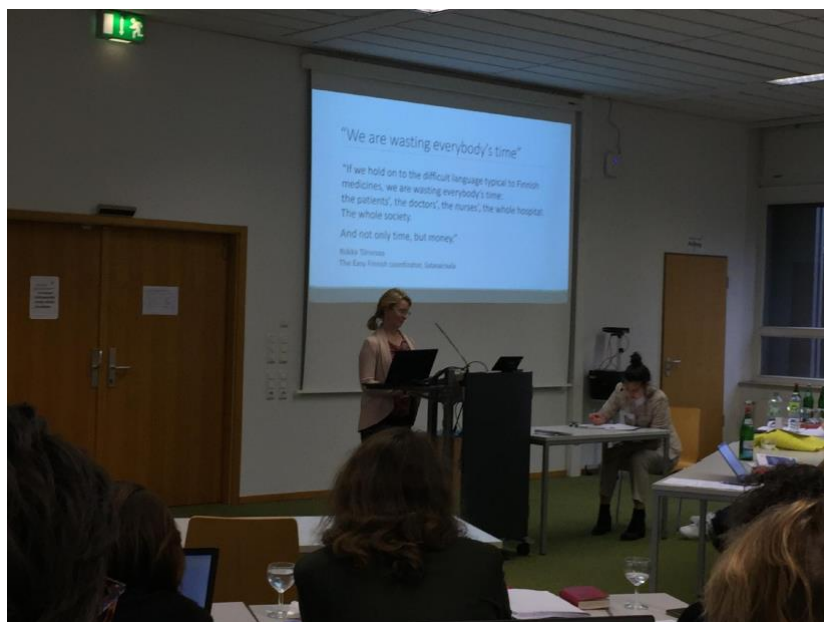


Figure 8 Leeelaura Leskelä during her presentation

Leeelaura Leskelä is a Finnish journalist. For many years, she has been editor-in-chief of the news formats "Selkosanomat" and "LL-Bladet" that are published in Easy Finnish. Since 2013, she has been head of "Selkokeskus", the Finnish Centre for Easy Language. She is also a member of the EASIT Advisory Board.

Finland is a country that has a broad experience implementing easy-to-understand language. Since the 1960s, they have been advocating for the use of Easy Finnish and Swedish. For that reason, today, they have an implementation that covers a wide spectrum of fields. Leskelä summarized in her presentation how easy-to-understand language is being implemented in Finland and how it can spare not only time for the users, but also money for the service providers. She gave an example of the medical field, where a hospital has decided to offer all of its information in Easy Finnish. This led to improvements in the service, patients' preparations for medical procedures, and spare of money. Leskelä concluded her presentation saying that there is still work to do and fields to expand to.



The situation in Finland was interesting for most of our participants, who engaged actively with questions after the presentation. It is also interesting for the IOs disseminated, for the applicable scenarios of E2U in audiovisual content are a fundamental part of the skills cards and curricula.

### **3.10. Research Group “Simply complex – Easy Language” – University of Mainz/Germersheim**

The presentation about Easy Finnish was followed by the Research Group “Simply complex – Easy Language” from the University of Mainz/Germersheim. They are led by Prof. Dr. Silvia Hansen-Schirra, who is professor for English Linguistics and Translation Studies at the School of Translation, Linguistics and Cultural Studies (FTSK) of the University of Mainz. With their presentation “A multimodal and interdisciplinary approach to examine linguistic complexity within Easy Language” they presented the first results of their empirical testing of rules for Easy German proposed by Prof. Dr. Ursula Bredel and Prof. Dr. Christiane Maaß from the University of Hildesheim published by the traditional German publishing house Duden (2016).



Figure 9 Research Group "Simply complex - Easy Language" from the University of Mainz Germersheim

Every member of this research group has its own project on Easy Language and uses different methods for testing. They propose that the existing rules have to be examined from a neuro-scientific perspective. For this, they use a multi-method-approach: They use various methods such as functional magnetic resonance imaging (fMRI), electroencephalography (EEG), eye-tracking, recall tasks, etc. to test one specific rule proposed in the guidelines. In the event, researchers from this group presented the first results of tests regarding the use of *mediopuncts* (·) to separate compounds in German, word processing of people with cognitive impairments, and the bolding of negation words in sentences. Such studies are important for the results of IO3 and IO4, for existing guidelines, which are fundamental for the skills cards and curricula, are being tested.

After this presentation and before the next coffee break, Prof. Dr. Xavier Moonen presented his research projects regarding easy-to-understand language in the Netherlands.

### **3.11. Prof. Dr. Xavier Moonen – University of Amsterdam**

Prof. Dr. Xavier Moonen studied special psychology and orthopedagogics in the Netherlands. He is a professor for inclusion of people with intellectual disabilities at Zuyd University for Applied Sciences in Heerlen and a professor for knowledge development in young people with cognitive impairments and behavior problems at the Amsterdam University. He is researching, inter alia, in the field of communication with people who are considered to be low literate.



Figure 10 Prof. Dr. Xavier Moonen

Moonen presented his project "Taal voor allemaal" (Language for everyone). The aim of his project is to create accessible language that is understood and accepted by as many persons as possible. They believe that this language should not have a specific target group, but rather be thought for everyone, regardless if they have communicative impairments or not. Easy-to-understand language can be excluding, thus a language for everyone is needed to achieve inclusion.

This kind of varieties of E2U language are important to track, for the approach is different to what has been done in other countries. For this reason, Moonen's presentation is important for IO3 and IO4.

### **3.12. Prof. Dr. Susanne Jekat – Swiss Research Centre for Barrier-free Communication**

During the event, we also had experts from Switzerland. Prof. Dr. Susanne Jekat has been professor for Language Technology and Multilingual Communication at the Institute of Translation and Interpreting (IUED) of the Zurich University of Applied Sciences (ZHAW) since 2002. Her research focuses on barrier-free communication and, in particular, on audio description, live-subtitling and Easy-Language. Susanne Jekat is currently leading the projects "Proposal and Implementation of a Swiss Research Centre for Barrier-free Communication (2017-2020)" and "Accessible communication between hearing-impaired people and healthcare professionals". She is also head of the new "Barrier-free Communication" profile of the MA in Applied Linguistics, starting at the IUED/ZHAW in 2020.



Figure 11 Prof. Dr. Susanne Jekat during her presentation

Jekat presented their new program in accessible communication, where they will not only work with easy-to-understand language, but also with sign language and sign language interpretation, barrier-free documents and digital documents, speech-to-text interpretation, Community Interpreting in Easy Language, etc.

These kind of projects within university settings, which are striving for the training of professionals in the field, are relevant for IO3 and IO4. To know which approaches are being implemented across Europe gives an orientation for further programs

### **3.13. Horváth Péter László & Sallai Illona – University of Szeged in Hungary**

Horváth Péter László is a research assistant at the University of Eötvös Loránd as well as at the University of Szeged in Hungary. At the Faculty for Special Education he teaches future teachers and supervises different projects in the field of Easy Language. He has a broad experience in accessibility policies in Hungary, being, for instance, member of the Hungarian Ministry responsible for the policy on disability issues and for the ratification of the United Nations Convention on the Rights of Persons with Disabilities. Her colleague, Sallai Illona, works at the Hungarian Association for Persons with Intellectual Disability in Budapest (ÉFOÉSZ). Her task primarily consists of informing their colleagues of their rights. Furthermore, Sallai Ilona works as an editor for the website with easy-to-understand content as well as a “participative teacher” at the University of Budapest and the University of Szeged.





Figure 12 Horváth Péter László and Sallai Illona

In Hungary, in the field of special pedagogics, they use the term “participative teacher”, a position that Sallai Illona has in two universities in Budapest. This means that she, being a person with cognitive disability, collaborates with a professor or lecturer at the university and shares the perspective of persons with cognitive disabilities. The two referents shared their experience teaching together how to produce accessible content for this target group. They not only have worked with printed content, but also with audiovisual productions, for instance, making films on how to use public services. Self-advocacy and the participation of the target groups in the production of content is an important aspect for the work of Horváth Péter László and Sallai Illona.

For IO3 and IO4, these inclusive approaches, where the target group is an integral part of the training process, are fundamental. This an innovative way of including the target groups in the training.

### **3.14. Dr. Ulla Vanhatalo & Prof. Dr. Tiina Onikki-Rantajääskö – University of Helsinki**

The last presentation before the closing remarks was led by two researchers from the University of Helsinki: Dr. Ulla Vanhatalo and Prof. Dr. Tiina Onikki-Rantajääskö. The former is lecturer for General Linguistics and her main research interests are in Lexical Semantic Methodology, Synonymy and Vocabulary of Easy Languages. The latter has been professor for Finnish Language and her research focus is on Cognitive Linguistics, Grammaticalization and Terminology. She is also a member of the Committee for Easy Finnish.

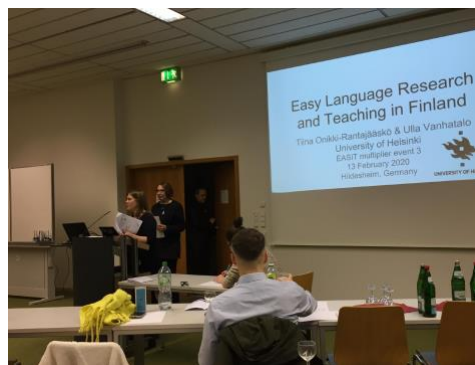


Figure 13 Dr. Ulla Vanhatallo & Prof. Dr. Tiina Onikki-Rantajääskö

Both made a presentation about the current state of research and training in easy-to-understand language in Finland. The implementation of Easy Language in Finland has gone a long way, but there is still research to be made. The University of Helsinki has taken the lead and integrated Easy Language into their curricula. Vanhatallo and Onikki-Rantajääskö presented upcoming projects in the field with the hope of cooperating with present researchers.

For the IOs disseminated through this event, it is interesting to see how curricula are integrating easy-to-understand language. This is an important part of the skills cards and curricula developed.



### 3.15. Closing remarks

After this presentation, Prof. Dr. Christiane Maaß and Sergio Hernandez Garrido closed the event thanking all participants for their presence and reminding them to fill out the satisfaction survey. A link between the different presentations and the EASIT project was made.



Figure 14 Prof. Dr. Christiane Maaß and Sergio Hernandez Garrido closing the event

Prof. Dr. Christiane Maaß used the occasion to propose the establishment of an Easy Language Day. This would be a date to be present in the media promoting the research and implementation of Easy Languages across Europe. For this, Maaß proposed the 28<sup>th</sup> of May, the day in which in 1988 the Inclusion Europe Agreement was signed. All participants agreed that this is an idea that has to be implemented and pursued in order to be relevant in the media, society and communities. The

University of Hildesheim proposed to keep the participants posted on the Easy Languages Day.

After thanking all organizers for their work, the EASIT Multiplier Event concluded, having reached its aim to disseminate EASIT project results and, additionally, frame them in the broader context of current easy language research and practice in Europe.



Figure 15 Organizing team after the end of the event

## 4. ME Accessibility

Considering that easy-to-understand language target group members were invited and that they could not speak English, it was decided that the presentations would be predominantly in German. The speakers were also asked to prepare their presentations in a language variety farther

away from the field's specialized language, so that the target group members could also follow the presentation. Nevertheless, knowing that the EASIT project has a strong international character, the organizing team decided to have interpreters into English. We also had speakers who could not present in German, so the interpreters were asked on these occasions to interpret into German. Due to technical matters, the interpretation took place consecutively.



Figure 16 Lukas Rifai (left) and Vivien Heidermann (right), interpreters

## **5. ME dissemination**

The EASIT Multiplier Event 3 was disseminated through different ways. Before, during and after the event, dissemination measures were planned to broaden the impact of the third EASIT Multiplier Event.

## 5.1 Dissemination before the event

One of the first dissemination activities was the publication of a document with an invitation, agenda and information about the venue in order to make the call to the event. This document was published in the EASIT homepage: [http://pagines.uab.cat/easit/sites/pagines.uab.cat/easit/files/easit\\_suh\\_e3\\_agenda\\_hildesheim\\_final.pdf](http://pagines.uab.cat/easit/sites/pagines.uab.cat/easit/files/easit_suh_e3_agenda_hildesheim_final.pdf). Furthermore, the organizers also produced a German version of this agenda to also achieve more publicity in Germany.

Students of the MA program Accessible Communication of the University of Hildesheim produced a poster with general information about the event. These posters were hung up in the University of Hildesheim and sent to stakeholders in the city in case they wished more information. This was the final result:



Figure 17 Poster EASIT ME 3

The Research Centre for Easy German of the University of Hildesheim published an article on his newsletter about the EASIT Multiplier Event on ME3 Report (EASIT-ME3-report-final)



the 21.12.2019: <https://www.uni-hildesheim.de/leichtesprache/news/artikel/artikel/tagungsankuen/>.

Information about the event was given, as well as the link for registration.

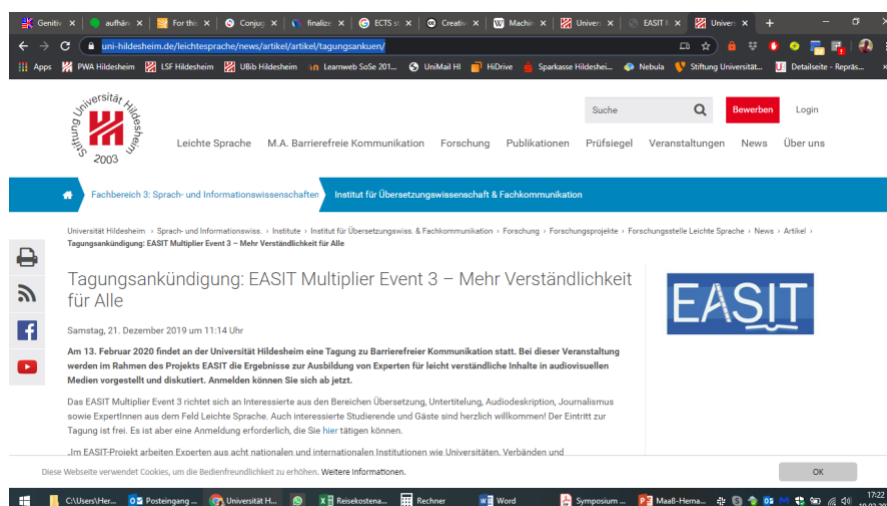


Figure 18 Newsletter Research Centre for Easy German

The webpage of the University also published information in German, English and Easy German about the Multiplier Event. Direct underneath was the link to the registration form.

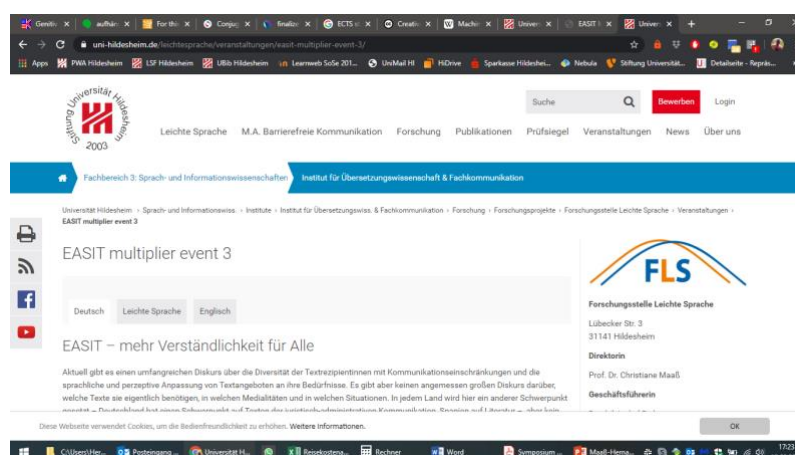


Figure 19 University of Hildesheim's webpage with information about the EASIT ME 3

The social media of the Research Centre for Easy German of the University of Hildesheim were also a medium to disseminate information

about this event. Facebook and Instagram were especially active publishing pictures to attract participants.

The Facebook page of the Research Centre for Easy German has 502 followers. Ten days before the Multiplier Event, content was published every day with information in Easy German and Easy English. A countdown to the event was also part of the Facebook publications.

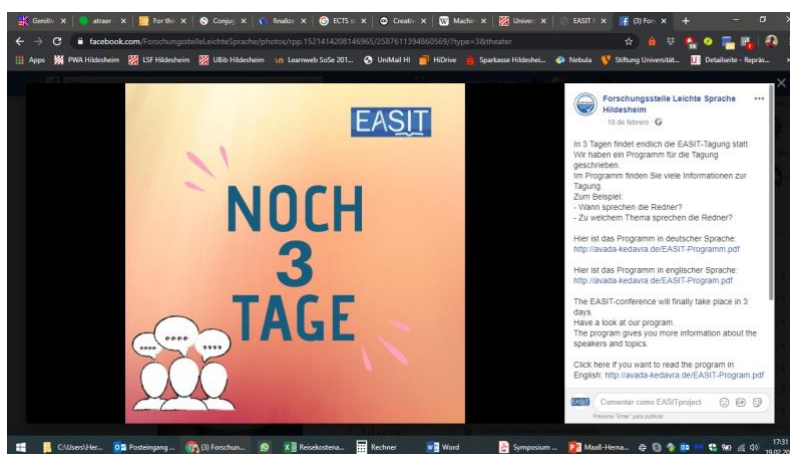


Figure 20 Facebook publication about the EASIT ME 3 in the account of the Research Centre for Easy German.

The Instagram account of the Research Centre for Easy German has 379 followers. Being Instagram a social media that relies on the posting of pictures, the students of the master program Accessible Communication produced images to post. These contents were accompanied by general information about the event.

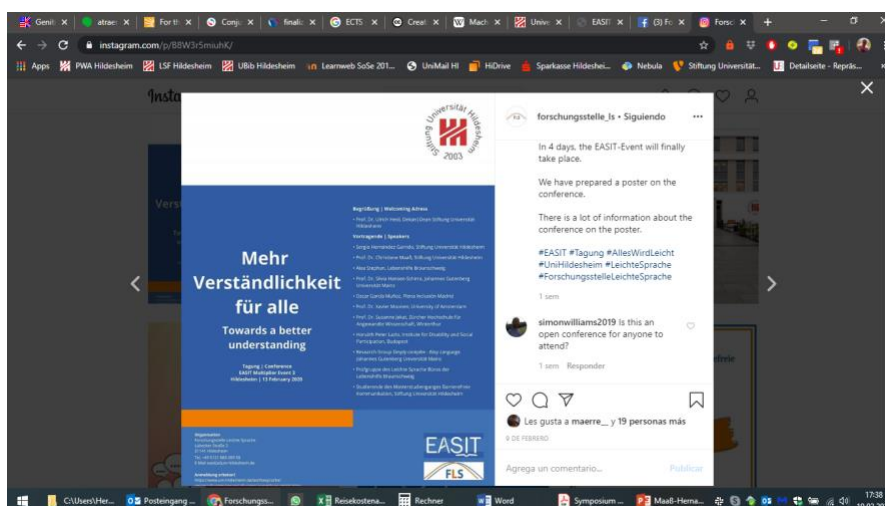


Figure 21 Instagram post about the EASIT ME 3 in the account of the Research Centre for Easy German

The event was also disseminated through the EASIT's social media accounts. Before the event, Twitter was especially active.

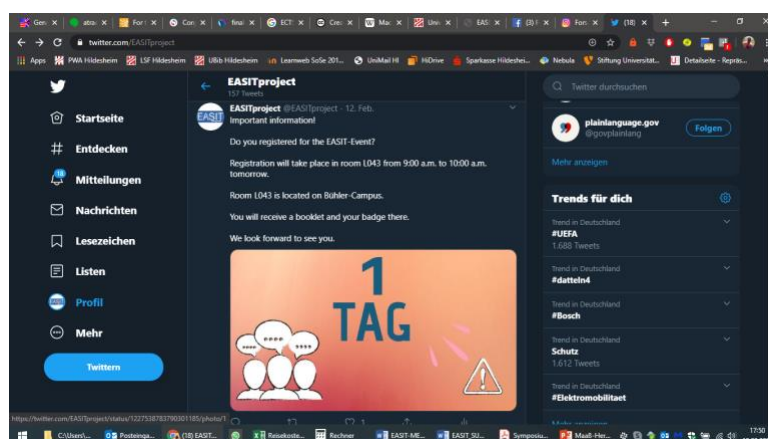


Figure 22 EASIT Twitter Account with information about the ME 3

Through information and press releases to the media, the EASIT project and its Multiplier Event 3 were on the radio station "Radio Tonkuhle" in Hildesheim. A summary of information was given, as well as indications to register. Unfortunately, this radio station does not have an online archive of their programs. For that reason, we could not access the contents given about the Multiplier Event. Nevertheless, the Research Centre for

Partners also disseminated the EASIT Multiplier Event 3.

The EASIT Multiplier Event 3 was also disseminated by UVIGO through the website of the Galician Observatory for Media Accessibility (GALMA) (<http://galmaobservatory.webs.uvigo.es/2019/12/05/easit-project-multiplier-event-towards-a-better-understanding/>).

## 5.2 Dissemination during the event



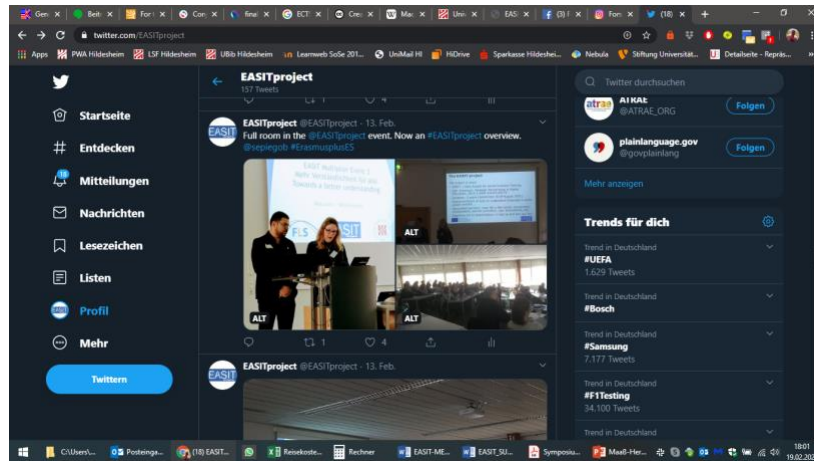


Figure 24 EASIT Twitter account during the EASIT overview presentation

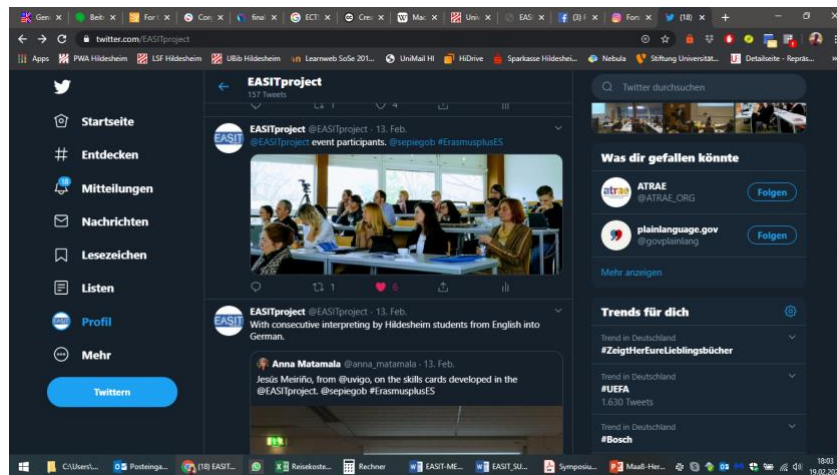


Figure 25 EASIT Twitter account posting during the event

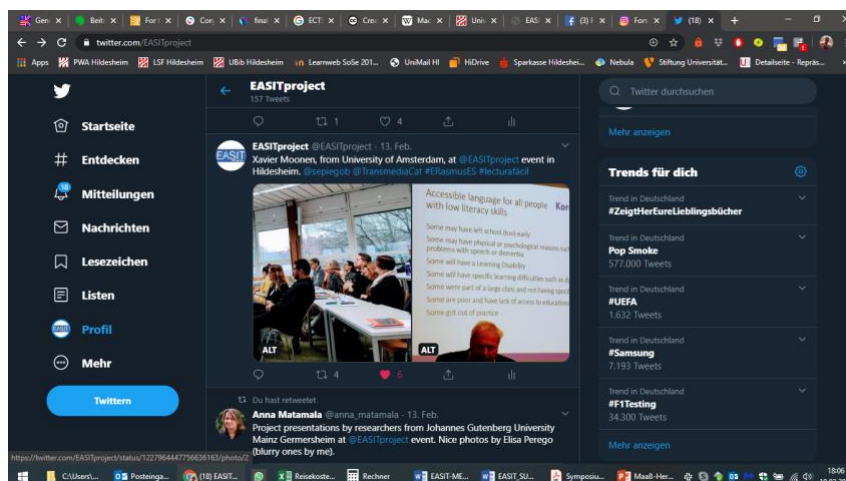


Figure 26 EASIT Twitter account posting during the presentation of Prof. Dr. Xavier Moonen

Partners also posted on Twitter about the event. The EASIT Twitter account retweeted these posts:

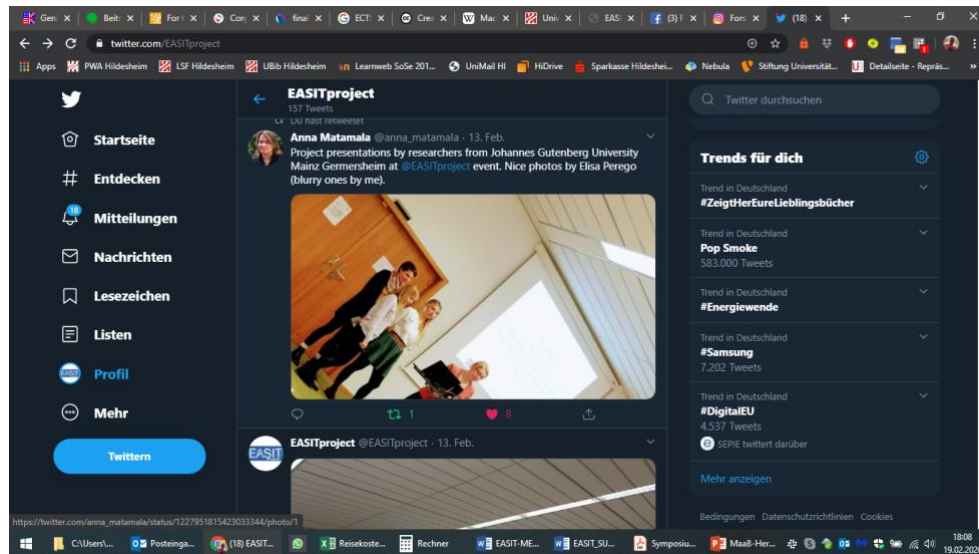


Figure 27 Prof. Dr. Anna Matamala's post retweeted by the EASIT account

There was even a live feed with the events opening that was watched by 19 viewers  
(<https://twitter.com/EASITproject/status/1227895886614876160>):

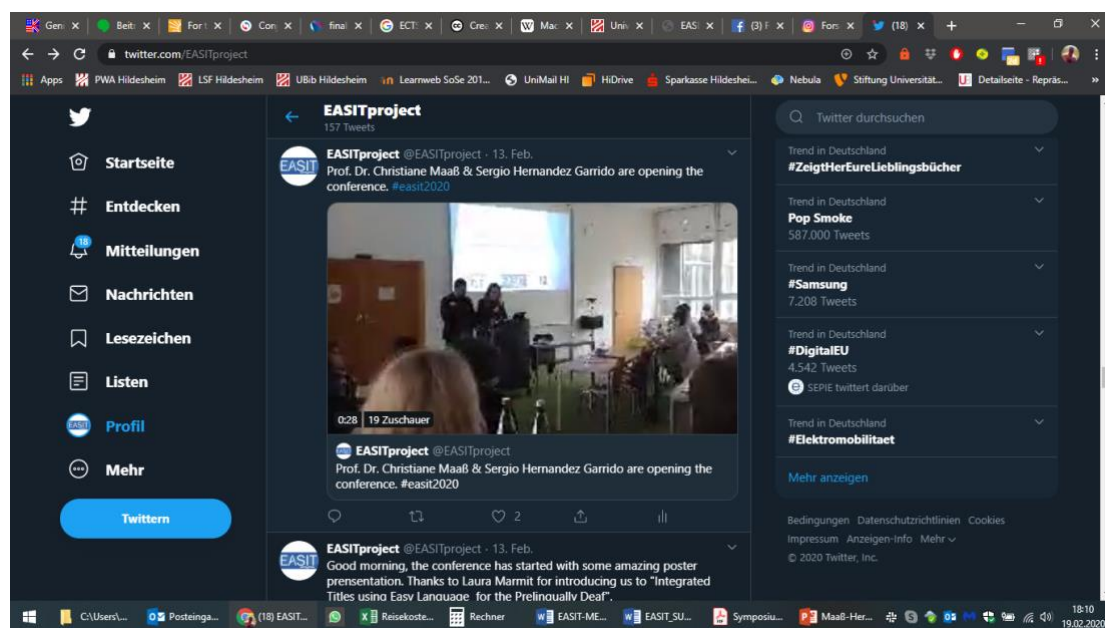


Figure 28 Live feed of the event's opening in Twitter



### **5.3 Dissemination after the event**

The event will be disseminated even after the event. This report is part of the dissemination efforts after the event. The newsletter of the Research Centre for Easy German will also publish an article summarizing the results of the Multiplier Events.

## **6. ME results**

The EASIT Multiplier Event 3 was a successful effort to disseminate the EASIT project, its objectives and especially IO3 and IO4 results. The discussion and response during the event and after it showed that EASIT is on the right path of creating quality outputs that can be object for implementation and further research, even after the projects ends.

The invited speakers' contributions painted a clear picture about the research and implementation of easy-to-understand language across Europe. The discourse about language varieties for comprehensibility enhancement cannot be limited to a certain country and to a certain language; it is an international discourse. The exchange amongst researchers and practitioners from different countries helps to promote the field and to solidify its social relevance, and give EASIT wider visibility.

EASIT has shown during their events that it is a platform for new impulses for further research and implementation projects.

The presentations will be uploaded to the EASIT homepage.

## **7. Participants and impact**

The EASIT Multiplier Event 3 had a total of 86 participants. This number includes seven representatives from the EASIT partners, 33 from the

University of Hildesheim, 33 national (Germany) and 13 foreign participants from Finland, Hungary, Switzerland, the Netherlands and Sweden.

The profiles of the registered attendees comprised university researchers and lecturers, students, public sector representatives, accessibility services providers, members and representatives of end-user associations, and representatives of public broadcasting services. These profiles match the target audience of the project.

## **8. Satisfaction survey**

At the end of the EASIT Multiplier Event 3, all participants were asked to fill out a survey to gather information about their level of satisfaction with the event. This survey had five questions with a five-point scale that went from “I totally disagree” (1) to “I totally agree” (5). At the end, the participants were asked for comments or suggestions. The participants had the choice of filling out the questionnaire either online or with a printed copy. They also had also the option of having a version in German or English. A copy of the survey is included in Annex I.

These were the statements that the participants had to either agree with or disagree with:

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

The results of the printed and online surveys, so as the German and English versions, were gathered. For each question, an average value was calculated. These were the results:

<b>Statement</b>	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.
<b>Average value (52 replies)</b>	4.20	4.27	4.38	4.55	4.25
<b>Total average</b>	4.33				

Table 3 Satisfaction survey's results

Table 3 shows that the participants' overall opinion about the event was very positive. The results were between 4.20 and 4.55 in a scale of 5 points. The total average of the responses was 4.33. Most of the participants thought that the EASIT results can have a positive impact on our society and that the project presented quality outputs during the event. Most of the comments and suggestions were also very positive:

- Great event. Very interesting to make contacts and networking.
- Continue doing such a great work. Thank you very much!
- Thanks!!
- Good work.
- Thanks very much for this very interesting event.
- Keep the great job!



- Written easy language translation of talks in English and German instead of consecutive interpreting which was demanding.
- Thanks.
- The array of presenters was amazing, the talks were interesting, the event dynamic.
- Presentations in German were a bit hard to follow, I had some difficulties to hear the translations.
- Thank you very much for such an informative event. A tight program full with interesting presentations. I hope that the presentations are uploaded soon.
- Perfect organization. Vegetarian food for everyone – great idea. Thanks for this amazing day.
- I would rather have had more information about the event previous to it, so I could choose which presentations to attend. It was clear, that the event was not much about empirical research. Also, that the “consecutive” interpretation would happen in that way. None of the presentations could stick to the schedule. The session chairs did not control the time well. The interpreters made it hard to follow the presentations. The student interpreters were at the end too tired.
- Hosts, food and setup were absolutely smashing, hospitality just great. It was a good atmosphere for talking, discussing and networking. Thank you, Section Hildesheim!! Interesting content was presented and the concept of presenting in two or more languages was a nice idea. But consecutive interpreting would have been a better choice than the word for word translation offered. The students have obviously not been ready for the task yet which made it in parts extremely tiring for everybody involved.



- Very interesting presentations, huge variety of topics.
- It was great that the presentations were interpreted.
- Great catering.
- The presentations should be uploaded or open accessible to read them after the event.
- Great food, very good impressions.
- Consecutive interpretation made the presentations slower.
- German native speakers should have spoken both languages during the presentation.
- In many occasions, it could have been easier. There was too much information. It would have had less presentations. It was a very intensive day. I could not follow the results in all cases. On the other hand, it was for free. Considering this, all was perfect.
- Simultaneous interpretation and not consecutive.
- Great organisation.
- Very strong and versatile team.

These comments were analysed and will be considered for the next Multiplier Events.

## **9. KPI**

The key performance indicators for the event were:

- Number of registered attendees: 90
- Number of actual attendees: 86
  - Actual national attendees (not from partner institutions): 33



- Actual international attendees (not from partner institutions):

13

- Presence of stakeholders: a wide variety, including university researchers and lecturers, students, public sector representatives, accessibility services providers, members and representatives of end-user associations, and representatives of public broadcasting services
- Satisfaction level of the attendees, obtained through satisfaction surveys: overall high, with an average value of 4.33 out of 5.

Some registered participants could not attend the event, but there were also participants that had not registered and had the opportunity of joining the event. For that reason, even with cancellations from registered participants, the gap between registered and actual attendees was not big.

## 10. Conclusions

The EASIT Multiplier Event 3 *Mehr Verständlichkeit für alle – Towards a better understanding*, was a success both for the EASIT partners and the attendees, as the satisfaction surveys showed. The objective of disseminating IO3 and also IO4 results was achieved. The event was also an opportunity to spread the word about the EASIT project amongst experts from various fields from different countries. Feedback and input were gathered for further project developments. This event offered a networking and exchange opportunity for new impulses for research and implementation projects.



## Annex I

### Multiplier Event Satisfaction Survey

#### ME 3 – Stiftung Universität Hildeheim

**2018-1-ES01-KA203-05275**

Please indicate your agreement or disagreement concerning the following items on the following 5 point-scale:

1. I totally disagree
2. I disagree
3. I don't agree nor disagree
4. I agree
5. I totally agree

The information received before the multiplier event was satisfactory.

	1	2	3	4	5	
I totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

The overall quality of the presentations was good.

	1	2	3	4	5	
I totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

The EASIT project has presented quality results (intellectual outputs).

	1	2	3	4	5	
I totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

The results of the EASIT project can have an impact on our society.  
in general.



	1	2	3	4	5	
I totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

I will follow the development of the EASIT project.

	1	2	3	4	5	
I totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

Any additional comments or suggestions:

## Partners:



UNIVERSITÀ  
DEGLI STUDI DI TRIESTE

Universidade de Vigo