

# Accessible Culture and Training (ACT) Defining a new professional profile

#### Anna Matamala, Pilar Orero Universitat Autònoma de Barcelona

TransMedia Catalonia research group

anna.matamala@uab.cat, pilar.orero@uab.cat

Unlimited, 29 April 2016

2015-1-ES01-KA2013-015734, 2014SGR0027







## Outline

- Why this project?
- Aims
- Team
- Intellectual Outputs, Multiplier Events, Training Activities
- Management and Quality
- Current work
- Next steps





## Why this project?

The time has come to establish the new professional profile of media accessibility manager/expert, and its training.

Full participation of all citizens in cultural events - as end users or participants - should become part of their daily life as for people without disabilities, restoring the concept of equal opportunity and Human Right of access to culture.





## Project's global objective

The project ACT proposes the definition of a new professional profile, that of the "Media Accessibility Expert/Manager for the Scenic Arts", and also the various types of training activities associated to this professional.





# **Project's specific objectives**

- ACT will strengthen cooperation between organisations in different but complementary sectors with a view to establishing exchanges of practices.
- ACT will expect cooperation with regional authorities and the integration in actions of local and regional development, with an emphasis on scenic arts.
- ACT will develop curricula to current and emerging labour market needs, by promoting active cooperation between HEI and partners from outside academia.





## **Project's specific objectives**

- ACT will trigger development, testing and implementation of innovative practices in the field of education, while better preparing the education and training professionals for equity, diversity and inclusion challenges.
- ACT will foster recognition and validation of knowledge, skills and competences acquired through various types of learning, by developing innovative certification methods.



















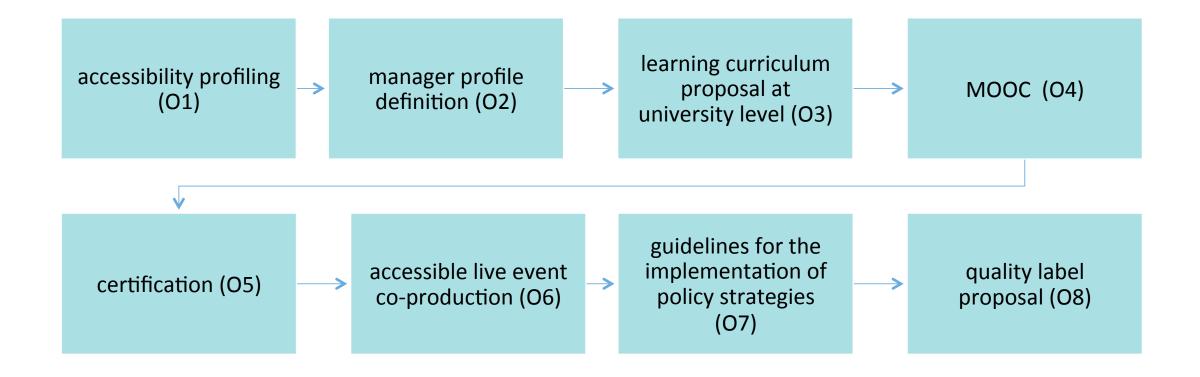








## **Intellectual Outputs**







#### **Multiplier Events**

- Final conference in 2018
- Workshops (Barcelona, Vienna, Belfast, Antwerp)
- Hackaton (Barcelona)
- Showcase (Barcelona and Ghent)
- Accessibility workshop (Belgium)





#### Hackaton

- <u>http://www.actproject.eu/projects/hackathon-1</u>
- Hack and Art 7 (forthcoming)







## **Training Activities**

- Short-term joint staff training activities in 2018:
  - higher education institutions
  - professional partners







## **Management & Quality control**

- Project Management Handbook
- Quality Assurance Plan
  - Quality manager
  - Local quality managers





# Current work: IO1 (led by QUB)

Questionnaires for users, venues and artistic producers

Final outcome: a document which will report on existing training and background of those who are now employed in potential posts to become accessibility experts for the scenic arts.







## **KPI for IO1**

number of theaters/cultural centers contributing with information

number of user associations contributing

number of different user profiles: from ageing population to disabilities

number of users willing to join the project, outside partners and those who sent a letter of endorsement





#### Next steps

• IO 2: Manager profile definition: competences and skills (Univ. Wien)

• IO3: Curriculum design (Univ. Wien)





## Some key aspects

- Relationship academia-industry-users-regulators
  - Accessible live event co-production
  - Policy implementation strategies
  - Accessibility label





## Follow us and give us feed-back

http://www.actproject.eu/

#### https://www.facebook.com/actproject4culture/





#### **ACT members**







#### Disclaimer

The content of this presentation does not reflect the official opinions of the European Union. Responsibility for the information and views expressed in this presentation lies entirely with the authors.





# Accessible Culture and Training (ACT) Defining a new professional profile

#### Anna Matamala, Pilar Orero Universitat Autònoma de Barcelona

TransMedia Catalonia research group

anna.matamala@uab.cat, pilar.orero@uab.cat

Unlimited, 29 April 2016

2015-1-ES01-KA2013-015734, 2014SGR0027



