

WAMDIA DISSEMINATION STRATEGY AND AWARENESS CAMPAIGN

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List of abbreviations

<Abbreviation>	<Explanation>
EQF	European Qualification Framework



1 Introduction

The “WAMDIA DISSEMINATION STRATEGY AND AWARENESS CAMPAIGN” is a comprehensive document with the purpose of guiding the partners in the project dissemination activities. The document is structured in seven sections, designed to facilitate the diffusion of the Project’ Outputs within the target groups and beyond. Within the document, two main sharing activities of the project are framed: Dissemination Strategy and the Awareness Campaign.

In this way, this document will provide:

- A clear and unique source for the dissemination of the project
- A Corporate Identity to shape the project partnership which is required to achieve a greater unity and commitment of partners
- An enhancement of the motivation of partners

The project will identify and involve the global and local external actors from the beginning of the project and they will be informed and consulted throughout the development of the project, getting different points of view and creating a set of actions as part of the project plan to convert the new knowledge and results achieved in a realistic growth on the Digital Accessibility. The Awareness campaign and a broad dissemination strategy will not only increase the visibility of the project and its results, but also the opportunities and learning experiences promoted by the ERASMUS+ program and user training while generating support for the popular implementation of the European directive 2016/2102. Within the aforementioned strategy, practical indications are offered on how to use the IT tools dedicated to the dissemination of the project. Social media, website and multiplier events are analysed in detail to ensure the uniformed implementation on the partner countries thus shaping a common identity in communication activities. A set of indicators are included in the strategy in order to accomplish the evaluation and monitoring activities foreseen for the dissemination of the project.

Through the exchange of practices and the sharing of common results, the project will involve many different actors from all participating countries in a collaborative and cohesive action to promote Digital Accessibility.

The objectives of the dissemination strategy are:

- Raising awareness
- Inform others of what is being done
- Information and commitment of the actors and of a wider VET community
- Participation and involvement: get comments, suggestions and feedback from the community
- Promotion and dissemination of results



TARGET AUDIENCE

LOCAL/NATIONAL LEVEL

- Non-ICT teachers, managers, authorities and students of VET
- Public employees as users not specialists in ICT
- Employees and managers of SMEs outside the ICT field
- Representatives of research centres, universities, NGOs and civil society organizations working in the field of digital accessibility and training of ICT users in general
- Political local and national representatives

EUROPEAN LEVEL

A wider European educational community of targeted and interested users through the collaborating European organizations. Local, national and international promoters will be directed to inform them about the project and its activities, which will encourage them to support possible follow-up initiatives.

Everyone can contribute to Digital Accessibility! So spread the word about the WAMDIA project using carefully the instructions contained in this Strategy. At the end of the document is available:

Annex I Guide for correct translations of campaign materials.

Annex II Multiplier Event Guidelines

Annex III WAMDIA SOCIAL MEDIA STRATEGY

Project products will be available for free use and will not be prohibited due to limitations. The partners will introduce the use of public copyright licenses that allow the free distribution of the project products and that define the right to use, share and build the work they have created (for example, Creative Commons License or similar). This will ensure the recognition of the creators of the original content, while allowing the free exploitation and non-commercial distribution of this content. As part of the quality plan, the results of the project will be analysed to ensure that there are no intellectual property problems of third parties, developing a guide on this matter, fruit of the experience of the previous project coordinator, which will be distributed to the partners for this aspect is guaranteed in the project.



2 Project Summary

2.1 The Project

The WAMDIA project is aimed at the promotion of digital accessibility from an ICT user's perspective within the context of the historic implementation by the European Union of the Directive 2016/2012, which promotes some minimum common standards in digital accessibility for websites, mobile applications and office and media files served to the public by governmental and authorities' websites or from websites supported by public funds (e.g. EU projects, national funded projects, etc.). Not all the European countries start from the same point of development of digital accessibility in terms of promotion or regulation by national and local authorities: for example, some have long-standing specific legislation which mandates adherence to some standards of digital accessibility in publicly funded websites, while in others digital accessibility has been mainly something voluntary although encouraged and supported in some way by the authorities.

The analysis of the national reports about regulation of digital accessibility generated by all the partners as part of the Intellectual Output IO1 (*) is a key input for the design of the two main intellectual outputs of the WAMDIA project: the awareness campaign and the training courses on digital accessibility for ICT users. The collected information enables the adjustment of those products to the local reality in each country. The information collected by the partners confirms that the regulations in the partners' countries are very different, so we can expect that different levels of awareness and even training in the different countries.

However, these initial conclusions must be contrasted with the results of the survey and the interviews to individuals which are planned for the activity IO1-A2: the general legal and regulatory framework may or may not have a real impact on individual and organisational culture and behaviour, although it is logical to assume the more regulation the more awareness and practice in digital accessibility. In the activity IO1-A2, each partner has got at least 35 responses to the online survey and conduct 3 interviews to especially relevant experts or managers of the target groups, although these numbers have been largely overpassed totalling 525 responses to survey and 27 interviews.

The key fact that the project wants to convey to the targeted stakeholders (and to the whole Society) that everybody can contribute to accessibility of digital information by ensuring that common files that each one can create are accessible: word processor, presentations or pdf files are good examples. Even more, this aspect of accessibility is key for the daily activity with digital information: e.g. the best accessible website is useless if only a single uploaded file is not accessible.

WAMDIA will enable that general ICT users make digital information accessible by learning basic techniques which everybody with basic digital skills is able to apply in their daily life. WAMDIA will target many types of general users who are not ICT experts: public employees, teachers and students in non-ICT programs in VET centres, SME managers and employees and in general any ICT user.

2.2 Objectives

- Study on digital accessibility and VET in each country.
- Design of awareness and curriculum strategy in digital accessibility, with connections to qualification frameworks and certifications that will extend the sustainability of the action for the future.



- Awareness and training resources in digital accessibility such as OER (Open Educational Resources) highly transferable, accessible and multilanguage with easy adaptation to new countries.

2.3 Target groups, stakeholders, beneficiaries

There are two types of participants that will be beneficiaries of the project: those who will have a direct participation in activities and those who will benefit from the results without being part of the implementation of the activities. Through the exchange of practices and the development of common results, the project will involve many different actors from all participating countries in a collaborative and cohesion action to promote digital accessibility.

The declared Target Groups of the project are the following ones:

- Public employees and managers who are not IT professionals
- VET and Higher Education teachers and managers who are not specialists in IT
- Employees and managers of SMEs who are not specialists in IT

Possible indirect beneficiaries are the following ones:

- People with permanent or temporary special needs due to disability, age or other reasons, particularly those involved in training activities of VET, which will have greater facilities to access digital information
- Companies and Public Administrations that will have employees and managers ready to collaborate in the implementation of the European accessibility directive or simply to offer digital information accessible to users and customers.

The project will directly contact people from the target groups through communication and visibility actions and, especially, through the contact networks of the project partners. It should be noted that the nature of the involved partners ensures a varied source of contacts in the target groups (see the profile of each partner by visiting <https://wamdia.eu/es/partners/> for more details). In addition, the workshops of the multiplier events and the awareness actions will allow presenting the initial results of the project with adaptations and contributions for all the participating countries with a plurality of visions.

2.4 Project impacts

The impact will be measured in two aspects: internally by the project partners and externally by the representatives of the target groups. The representatives of the target groups will participate throughout the duration of the following tasks: participation in the need analysis, active participation in the pilot phase, and participation in the dissemination and exploitation of projects at local, national and community level.

The Impact on participants and on target groups it will be based on the strengthening of the professional capacity of the representatives of the target groups and external actors. More than six hundred people from the target groups will participate in the development, testing and validation of learning outcomes.



A wider community of European users can be reached through Open Educational Resources and awareness materials, providing new interested users with new pedagogical approaches and learning resources on digital accessibility. Partnership with European external actors such as ECDL-Foundation, CEPIS, etc. will allow much more progress in the extension of benefits for the final beneficiaries by using their possibilities of dissemination actions.

The project will identify and involve the global and local external actors from the beginning of the project, through an initial analysis that determines the level to which the different local/regional actors are committed to the project objective, the achievement of the results and the development of the products. The interested parties will be informed and consulted throughout the development of the project, obtaining different points of view and creating a set of actions as part of the project plan to convert the new knowledge and results achieved in a realistic change and in an inclusive growth on the digital accessibility. The multiplier events and a broad dissemination strategy will not only increase the visibility of the project and its results, but also the opportunities and learning experiences promoted by the ERASMUS + program and user training while generating support for the popular implementation of the European directive.



3 Dissemination of WAMDIA project

The WAMDIA project has an integral part of dissemination within its project plan. This section presents and analyses the dissemination mechanisms as the awareness campaign should be coordinated with it to get out the most of a possible synergistic effort between both activities.

3.1 Project website

The project website is the main dissemination channel, enabling wide dissemination of the results and information about the project. All public outputs resulting from the project work will be made available on the website. Specifically, through the project website end-users will be able to access the products as the “Global report on the study of regulations, reports and local documentation on digital accessibility in partners’ countries” and “Information from stakeholders on digital accessibility collected through survey and interview” as examples of the first official deliverables of the project uploaded there. All relevant deliverables will be published on website at the same time they are also uploaded to the Erasmus+ results platform.

The mechanism of envisaged implementation involves a division of labour between partners. University of Alcalá will be responsible for: (a) setting up the basic structure of the website; (b) strategic planning of the website, in consultation with all other partners; (c) managing the insertion of website elements (tabs, text, list of links, etc.). The partners will be in charge of providing localised input for the website content.

WAMDIA's commitment is to promote greater digital accessibility, firstly through the digital tools created within the project. Precisely for this reason within the website some of the main accessibility systems have been added:

- Toggle high contrast
- Toggle font size
- Translation into 5 languages (Spanish, Italian, Swedish, Hungarian, English)

Overall, the website includes the following information items:

- Description of the project’s scope, objectives and activities.
- Information on the project’s relation to the national and European needs and priorities.
- Information about the partners.
- The public outputs that will result from project implementation.
- News about the progress of project development.
- Contact page.
- Links to project outputs and social media.

3.2 Facebook page

A Facebook page of the project has been created and managed by UAH in cooperation with all partner organizations in order to spread projects news and engage stakeholders. All project coordinators are



administrators of the pages so that each partner organization would be free to publish key articles and postings. The main communication language will be English, but all partners can also use contributions in their national languages. Furthermore, each partner can create events for the promotion of national activities such as multiplier events. Newsletter

Newsletters are an essential part of the communication and dissemination strategy to build rapport with the subscribers and potential stakeholders. A common template is created by UAH and sent by user-friendly program. Whereas the first editions of the newsletter will concentrate on project updates and current/upcoming activities, the final newsletter will focus on the presentation of the outcomes and main conclusions. The newsletter will be a max. 1-2 pages' pdf file in English to be used electronically. Partners' responsibilities include the work with the newsletter's translation following the input of UAH offered on the Adminproject platform.

3.3 Press Releases

Parallel to the newsletters different press releases will be produced to promote the current activities. Those small teasers will especially support the involvement of target groups, stakeholders and multipliers at the local level. Each partner can use the English example to adapt the press release according to the country specific and individual needs.

A standard press template will be developed by UAH to be used by all partners. At least 2 press releases are expected, coinciding with the release of key outputs or events of the project. Press releases will be dispatched to journalists and media outlets annually throughout the participating countries, with the aim to be published in online and conventional media and inform the public about the project aims and/or events.

3.4 Social media approach

The objective of the social media approach is firstly to promote and raise awareness and understanding of the WAMDIA project to the stakeholders and the target groups. The social media approach is based on a cross-functional team that is established by the participating partners. The goal is to synchronize existing social media behaviours and channels to spread knowledge about the WAMDIA project to possible stakeholders and the target groups.

Each partner organization should be engaged:

- To invite as many contacts as possible to like the Facebook page and become followers/members.
- To publish and share an average of 10 posts per partner along the project.
- To boost stakeholders and followers' engagement likes, shares, comments per post, mentions and replies.
- To build a community around the project and involve more and more followers throughout the implementation.
- To learn about the followers: suggestions or feedback should be taken in consideration for outputs/contents improvements.

Types of contents:



- Status: The simplest form of communication can sometimes be the most powerful. With new features like larger text for shorter messages and the option to put your text on a coloured background, you can get your essential message out in a more vibrant and eye-catching way.
- Images: Posts with images drive more engagement, so being visual helps.
- Videos: Video is in high demand. Posted video should be accessible, easy to digest and always have captions.
- Links: Links are perfect for sharing focused news, articles, videos, other.
- Hashtags can help your posts be more searchable. If you create a post and use #WAMDIA, that post will be grouped with all the other posts across the world that used # WAMDIA.
- Use hashtags when they make sense and are relevant to the project themes. Do not put your #hashtag in the middle of the #sentence. Do not hashtag #everything (example of a pointless hashtag). Use hashtags wisely.
- Tagging refers to using a social handle or username of a person or business in your post or photo. When you tag people or things in a post or photo, you are identifying them and essentially “linking” them in your post.
- You can tag someone in a photo or in the text of your post. To tag, simply type the @ symbol and then the start of the person’s or business’s profile name. The name should pop up as an option. Tagging will allow your post to be seen by the tagged person’s followers, gaining you more exposure.
- All posts, documents, video, images, links should comply with privacy and data protection laws.

The partners also contribute with social media profiles used by their organisations. Since all participating partners are responsible for their own social media channels they are endorsed to retweet posts, answer comments on Facebook, share posts and pictures etc. and to use hashtags related to the WAMDIA project such as #WAMDIA #digital accessibility and use direct links to the WAMDIA project website.

Participating project partners are also endorsed to inform stakeholders and target groups to subscribe/follow/join/like/comment on the different profiles and visit the WAMDIA website.

3.5 Multiplier events

Targeted multiplier events will be organized in Spain, Italy, Ireland, Hungary and Sweden, by the project partners, aiming to inform relevant stakeholders at local, regional or national level. Target stakeholders are relevant public authorities, public employees and managers who are not IT professionals VET and Higher Education teachers and managers who are not specialists in IT Employees and managers of SMEs who are not specialists in IT etc., about the project and especially about the curriculum strategy in digital accessibility, and awareness and training resources in digital accessibility such as OER (Open Educational Resources). In total at least 200 participants from target groups are expected in participating in local multiplier events.

Representatives from local/regional/national media will also be invited in order to enhance the events’ coverage and provide additional dissemination lines.

The events will be held as a one-day workshop with the following objectives:



- Raise awareness about the accessibility of digital information in all sectors of activity and the impact of the European directive;
- Disseminate the results of the projects and promote their application within the framework of the VET;
- Share the lessons learned and reflections of the target groups, stakeholders, staff and experts involved in the project;
- Reflect on how to integrate and multiply the results and results of projects both locally and internationally;
- Obtain feedback for the evaluation and improvement of quality, as well as suggestions for the sustainability of the actions of the project.

Multiplier events (ME) are a key activity of the project WAMDIA not only because they are an essential part of every Erasmus+ project to improve dissemination of resulting outcomes and outreach of stakeholder, but also because the WAMDIA project proposal promised one multiplier event per partner. This document presents the most relevant guidelines that must be followed to ensure the proper organization and development of the event (ANNEX II).



4 Aims of campaign

The awareness campaign and the strategy for it is created to be a specific part of the dissemination activities in WAMDIA-project. To focus on a campaign is a way to promote and make stakeholders and target groups aware of the needs and rules for making digital information accessible for all – and as said in WAMDIA – by all.

The dissemination activities are covering the entire project and its phases with different activities and works as the “window” and news channel from the WAMDIA project. However, the campaign is limited in time and focuses on the core base for the project and the needs described by the European Commission and found in the application for WAMDIA project.

Some key elements for the Campaign:

- Introducing the EU directive 2016/2102 together with national laws and regulation in WAMDIA partner countries
- Explaining and showing the needs of the target group of people with different hindere
- Sharing the WAMDIA projects aims and results as a way for us all to contribute to a more accessible digital society.
- Promote the pilot activities with training of managers and employees learning how to create accessible information in the digital format, using standard tools found in most every workplace.
- Promoting the Multiplier events there WAMDIA partners together with stakeholders will demonstrate the tools produced in WAMDIA as well as the results and experiences of the Pilot sessions.
- The Awareness Campaign should be a part of the exploitation, sustainability, of the WAMDIA Project.

In order to do so we have designed a strategy for the creation and implementation of the campaign.

4.1 Specific aims of the Awareness Campaign

The aim of the campaign is to make more stakeholders, organizations and individuals in the European member states aware of the needs and regulations existing regarding Accessibility of Digital Information.

The campaign will be done in each partner country as well as in a European environment. Launched in Spain, Ireland, Hungary, Italy and Sweden the campaign should be spread on local, regional and national levels to reach as many as possible in the group of stakeholders and target groups.

As mention, several key elements above there is a number of objectives for the campaign – but most important, and in focus, are:

- Introducing the EU directive 2016/2102 together with national laws and regulation in WAMDIA partner countries
- Explaining and showing the needs of the target group of people with different hindere



- Sharing the WAMDIA projects aims and results as a way for us all to contribute to a more accessible digital society.

Each partner needs to plan, execute, monitor and evaluate the campaign in their own country. In Spain and Hungary, we have more than one partner and there is also a need of collaboration and coordination.

- Plan the campaign
 - Define target groups
 - Define channels to be used to reach the selected target group(s)
 - Prepare the material to be used, translation and localisation as well as design of country specific material
 - State a time schedule for the campaign based on the overall strategy
 - Secure the resources that will be involved in the different steps
 - Set the country/partner specific goals
 - Execute the campaign
- As per the plan launch and execute the campaign
 - Monitor the campaign
 - Monitor the results during the whole campaign
 - Collect feedback
 - Register numbers of visitors, readers, participants in on-site and on-line activities
 - Suggest changes in activities depending on the results and reach of the campaign
- Evaluate the Campaign
 - Put together the results and feedback in a short evaluation document – in English –to make it available to all partners in WAMDIA project.
 - Use the evaluation results as a part of the Multiplier event
 - Write a summary and add to the Final report as an input – including recommendations for further work with spreading the information about the Needs, the Directive and the WAMDIA project.



5 Actions and tools for campaign

As described above, the actions and activities as well as tools preferred and used will be decided by each partner. In this section we will provide a number of possible actions and tools that can support the campaign and increase the awareness of the needs and requirements of the accessibility of digital information for all our European citizens.

5.1 Actions to be taken in the campaign

The actions are both direct and indirect towards the different target groups and stakeholders. As the suggested actions and tools below are a part of WAMDIA guidelines each partner will use and add them independently – as long as the goal set for the campaign can be reached within the frame of the WAMDIA-project. In the following sections, the possible actions are described with more details.

5.1.1 Direct actions

Some of the actions will be directed towards the target groups selected and can be made by a clear identification of the target group and the channels, mentioned above, to reach them.

- E-mails to recognized individuals in the target group. The content of the e-mails can be WAMDIA Newsletters, links to European commission web pages and posts covering the regulation and activities on European level links to WAMDIA Website/web posts, links to social media posts/groups/pages, short reports from events and activities led by WAMDIA partners, etc.
- Social media posts in groups and pages visited by the selected target group and not at least WAMDIA page and partner groups and pages. The content used can basically be the same as mention above for e-mails but focused on adding images, graphics, video clips to increase the traffic.
- Web page posting and publishing on partner web sites and in blogs which partner organizations controls.
- On-line meeting/webinars to which the target group audience is invited. Short meetings (45-60 minutes) are preferred and very practical to manage online. Contents can be generated by sharing the information available on WAMDIA web site, such as results of the research made in IO1, WAMDIA videos and. when decided. Also, pilot training sessions and Multiplier events.
- On site meetings/part of other forums where the target group is gathered for seminars and inspirational lectures on the topic covered by the WAMDIA project. A good idea is to focus on the facts represented by the EU directive and national regulations and laws as one part and the other part to make an introduction to WAMDIA and the content and deliverables of the project.

5.1.2 Indirect actions

Indirect actions aim to reach the target group through different stakeholders, media channels and other possible supporters of sharing WAMDIA information.



- All the mentioned actions above in 5.1.1 can be used and instead of being addressed to target groups they can be addressed to stakeholders, media channels etc.
- Press releases – to be sent to media channels, newspapers, radio, tv with a focus on using the research results from IO1, the facts regarding the EU-regulation and national laws and as a complement to the generic dissemination activities focus on making the audience of the channel aware of both the issues and the opportunities related to the accessibility of digital information.
- Always mentioning the situation and reasons for the decision on a regulation with a clear connection to what WAMDIA stands for and how everybody can contribute to a more accessible digital world.

5.2 Tools for the awareness campaign

In order to manage the awareness campaign and reach the goals for the same, there will be some tools available for all partners that will support the activities and actions planned and taken.

The tools are also mentioned in the generic dissemination section as well as the social media strategy but regarding the campaign we would like to mention some more specific and important here.

- WAMDIA videos – introducing the situation with “inaccessible” digital information and the consequences on both an individual level and on a national level as well as the entire European society. The videos are easy to share and attracts viewers not at least on social media channels – but is also very easy to use in web sites and in blog posts.
- Invitations – to all our planned and scheduled activities are a great tool to also share a bit of the content in the awareness campaign as it also will work as a motivator for individuals and organizations to find out more and to participate in WAMDIA activities. Always make sure to include a “share with your colleagues and friends” opportunity in your invitations. (and also, in other materials)
- Newsletters and press releases – will be created for WAMDIA and can be used as tools in the work with increased awareness among stakeholders and target groups.
- Sharing partner posts and material – as all partners in WAMDIA will produce local/regional/national materials and arrange activities – these are great tools for the campaign as they will work as good examples and best practices and, not at least, show that this is a question for the entire Europe.
- Logos, graphics, reports – that are produced in the WAMDIA project are excellent tools to be used in the awareness campaign. These tools are, of course, a part of the overall dissemination – but as they exist – it will make it a much easier to produce good materials and interesting articles and posts designed for the campaign.



6 Evaluation and Monitoring

For the evaluation and monitoring of the awareness campaign each partner needs to have a strategy for the set of actions and tools used in the campaign. It can be counting heads in meeting, collection numbers of viewers and followers in social media and on web sites. It can be in terms of analysing the reach of different channels and to make estimations on impacts.

As a result of the evaluation and monitoring of the campaign (actually 8 partner campaigns) we will collect, together with dissemination evaluation, a set of measured activities and posts related to the awareness campaign. This will help us to understand WAMDIA's impact and be a part of the final reports feedback from the project. Some examples of evaluation and monitoring to be used and gathered will follow below.

6.1 Monitoring

Monitoring will be done during each activity to be able to follow the progress and finally the results. By monitoring actions in the campaign all partners will have a possibility to adjust and if needed change the activities in order to optimize the reach and the results of making more individuals and organizations aware of the situation with accessible digital information in a local, regional, national and even on a European level.

Examples of monitoring the actions:

- E-mail – observing numbers of e-mails sent
- Social media – observing numbers of posts and the reach for each post. In some cases, it is possible to observe actions taken by viewers of the post
- Web pages and blogs – normally provides a possibility to see the traffic in numbers and sources of there the viewers came from. For example, a statistic function for a blog can give information on from which social media a viewer came to the blog.
- On-line meeting – can use preregistration of participants as a part of monitoring the numbers of participants
- On-site actions – a good idea is to collect participants' signatures, count numbers of people in the room, take photos etc.

In all the examples above it can also be interesting, especially for the evaluation part, to observe the interaction with the target group. For example, comments on posts, sharing of posts, questions and statements made in on-line/on-site activities.

To collect and to organize information from all actions will give us a good base for sharing successes and failures between partners. It will also be possible to compare between different regions/countries on how the message of awareness can be spread most efficiently.



6.2 Evaluation

With a great job done in the monitoring of the awareness campaign the evaluation will be easier to do and more valuable in regards of content and analysis.

What is important in the evaluation of the awareness campaign is to, as a part of the dissemination activities, see what impact the campaign have had. Another is to see the interest and reactions of the target groups and other stakeholders. We have both a volume and a quality aspect for the evaluation.

Evaluation can cover:

- Numbers of reached individuals and organizations
- Numbers of reactions, questions, interactions based on the awareness activities
- Numbers of active, participating, individuals in different actions
- Engagement of target group members and other stakeholders. To what degree was it possible to engage them and to make the take new steps towards an accessible Europe.
- Feedback and results of surveys and questionnaires done in relation to activities in the campaign. As pilots and multiplier events are parts of the campaign, we will be able to find valuable information of the awareness in these sources.

The evaluation of the Awareness Campaign will be an own section of the final report for the WAMDIA project.

7 Integration in project and indicators

7.1 Dissemination tools and deadlines

This is the scheme of dissemination actions planned for the project according to project proposal.

Dissemination	M3	M6	M7	M9	M11	M12	M15	M18	M21	M24
Press Release	All			All			All			
Newsletter		All				All		All		All
Articles/contributions in media		AMAP ¹			AMAP					AMAP

¹ AMAP – As Much As Possible



Dissemination	M3	M6	M7	M9	M11	M12	M15	M18	M21	M24
Project brochure			All							
Multiplier events								Deadline		
Project visual image (Logo and templates)		Deadline								

Table 1. Dissemination tools and deadlines

7.2 Success criteria and indicators

Description of Activity	Indicators	Source of verification
Press Release	At least 3 press releases.	Project report
Newsletter	N.4 newsletter spread during the project	Project report
Project brochure	N. 200 to be distributed by all partner organizations in Multiplier events.	Project report (signature list)
Multiplier events	N.200 local participants involved in all countries	Project report (signature list)
Project website	At least N.1.000 visitors throughout the project implementation period. At least N.5.000 people are expected to visit the website.	Google analytics for the project website.
Social Media Youtube	At least 500 total views among all the videos published. At least 500 watch time minutes. At least 20 subscribers to the project channel.	Youtube analytics
Social Media Facebook	At least 100 followers subscribed to the project account. At least 100 posts among all partners. At least 5.000 people seeing the posts (reach out)	Facebook Statistics
Social Media Twitter	At least 20 followers in the project profile. At least 50 tweets among all partners. At least, reach 5.000 impressions	Twitter Statistics
URL shortener	At least, register 1.000 clicks in the disseminated links	Bit.ly statistics

Table 2. Success criteria and indicators



7.3 Dissemination reports

Each partner organization is requested to submit mid-term and final records of dissemination according to a common format, which is the standard functionality available at Admin project. These reports are important to understand if the communication, dissemination and exploitation strategy are on track for success, or if they need to be improved.

Partner organizations' logos



References

There are no references for this document.



Annex I. Guide for translations of campaign materials

Introduction

With this guide, we pretend to explain some important facts about accessibility that should be considered when we translate documents, in this case for localisation of campaign materials. These facts refer to:

1. Alternative text
2. Insert Captions
3. Margins
4. Align text left
5. Accessibility Checker
6. Do not translate...
7. Visual content

Alternative text

People with certain disabilities will not be able to perceive the information conveyed through non-text (images, charts, graphs, audio/video content, etc.) content unless an alternative way is provided to convey the same. Therefore, alternative texts are very important in creating accessible documents. Few points that must be considered in the translations:

- If English documents have images, then they contain alternative text in English. When we translate it into Spanish, Italian, Swedish and Hungarian we must translate the alternative text as well.
- If the headers or footers contain images, then we must add an alternative text or translate it if it's in English.

To know how to add an alternative text you can access the following link: <https://support.office.com/en-us/article/add-alternative-text-to-a-shape-picture-chart-smartart-graphic-or-other-object-44989b2a-903c-4d9a-b742-6a75b451c669>

Insert Captions

When we insert a picture or create a table it is always advisable to add a caption to that element, this will help the user to identify the content and structure the document better.

Here is a guide about how to add captions: <https://support.office.com/en-us/article/insert-a-caption-for-a-picture-bb74994c-7f8b-457c-be85-92233177a356>

Margins

Users with certain difficulties of vision or reading, can present problems to orientate themselves and to follow the flow of very long lines of text becoming an important barrier. Narrow blocks of text make it



easier to continue with the next line of text in the block, so it is recommended that text lines do not exceed 80 characters. (For more details click here: <https://www.w3.org/TR/UNDERSTANDING-WCAG20/>).

There are two options valid if the document must be accessible, we can select “Narrow” or “Mirrored”.

Here is a guide about how to change margins: <https://support.office.com/en-us/article/change-margins-da21a474-99d8-4e54-b12d-a8a14ea7ce02>

Align text left

In the development of documents, it has been proved that texts aligned to left are easier to read². Therefore, documents that contain justified text, should be modified.

To know how to change the alignment of the text to left, go directly to: <https://support.office.com/en-us/article/align-text-left-or-right-center-text-or-justify-text-on-a-page-70da744d-0f4d-472e-916d-1c42d94dc33f>

Accessibility Checker

This tool finds accessibility problems (errors, warnings and suggestions) and explains why each of them could mean a potential problem for a person with a disability.

- Error: Content that makes the document difficult or impossible to read and understand for people with disabilities.
- Warning: Content that in most (though not all) of the cases makes the document difficult to understand for people with disabilities.
- Suggestion: Content that people with disabilities can understand but could be presented differently to improve the user experience.

If you don't know how to use the accessibility checker, here is a website which explain it:

<https://support.office.com/en-us/article/use-the-accessibility-checker-to-find-accessibility-issues-a16f6de0-2f39-4a2b-8bd8-5ad801426c7f>

Do not translate...

It's important to consider when you translate a document from English, that there are some elements that must be left as they are, without translation. These elements refer to:

- Header: In this case it's more flexible, you can only translate for example “PRESS RELEASE 2”.

PRESS RELEASE 2.

Published by: University of Alcalá. September 2018

Editor: Luis Fernández Sanz. Copyright © WAMDIA Consortium

- Footer

² [Text/Typographyical Layout](#)



Visual Content

The main criteria to be considered when creating videos are explained in this section, to convert them in accessible educational content:

- Transcript.
- Captions.
- Audio description.
- Interpretation in sign language

Transcript

A transcript is a text file that contains all spoken audio in the video, and which can be downloaded by users. Transcripts can be read as a document or as a real screenplay. As they contain the same information that captions, it could be interesting to save them in a text format and then perform the necessary changes to publish it as a transcript.

It is recommendable to create transcripts in a plain text format to avoid possible accessibility issues.

Should be taken into account the following elements:

- Visual content.
- Description of actions.
- Screenshots, images, diagrams, etc.
- Description of people.
- Description of expressions.
- Description of scenarios and locations.
- Transcript of the text displayed on the screen.
- All those visual elements that may be relevant to understand the document.

Captions

Subtitling is adding a text at the bottom of a video at its same frequency. This text improves accessibility of deaf and hearing-impaired people, people who speak another language and people with low literacy levels.

- Captions will contain all audio information of the video: identification of speakers, content of the dialogues and audio events such as music, laughter, applause and special effects. All those audio elements that may be relevant to understand the document or that provide information should also be included.
- Captions should appear at the bottom of the screen occupying two lines or, exceptionally, three. Different lines should be assigned for each character and the text should be centered relative to the box.



Audio Description

Audio description is a tool useful for blind people or people with low vision. It is the same that provides access to the visual aspects of theatre, media, visual art and any activity where images are a critical element.

Audio description contains information on the following elements:

- Description of actions.
- Description of people.
- Description of expressions.
- Description of scenarios and locations.
- Transcript of the text displayed on the screen.
- All those visual elements relevant to understand the document

Interpretation in sign language

It is an activity of linguistic mediation that transmits a speech to a sign language, which is composed of gesture-spatial expressions and visual perception. By this interpretation, deaf people can communicate with the social environment, either made by other deaf people or anyone who knows sign language.

Platforms and social media

▪ YouTube

Allows you to add these four aspects in the same video

- Captions: Subtitles are essential for deaf and blind people, but on the other hand they are useful because they allow translations with Google translator automatically to other languages.
- Transcript: It is an alternative that allows adding additional information that describes the content or the message that is transmitted in the video.
- Audio description: They are useful when the voice of a person does not appear in the video and textual content is shown in an image, in this case an audio description can include a recording of the voice of a person describing the non-accessible content in a concise and simple way.
- Interpretation in sign language: It is not necessary if the video already includes subtitles. Furthermore, not knowing the sign language is a limitation, but those who know it can understand the content.



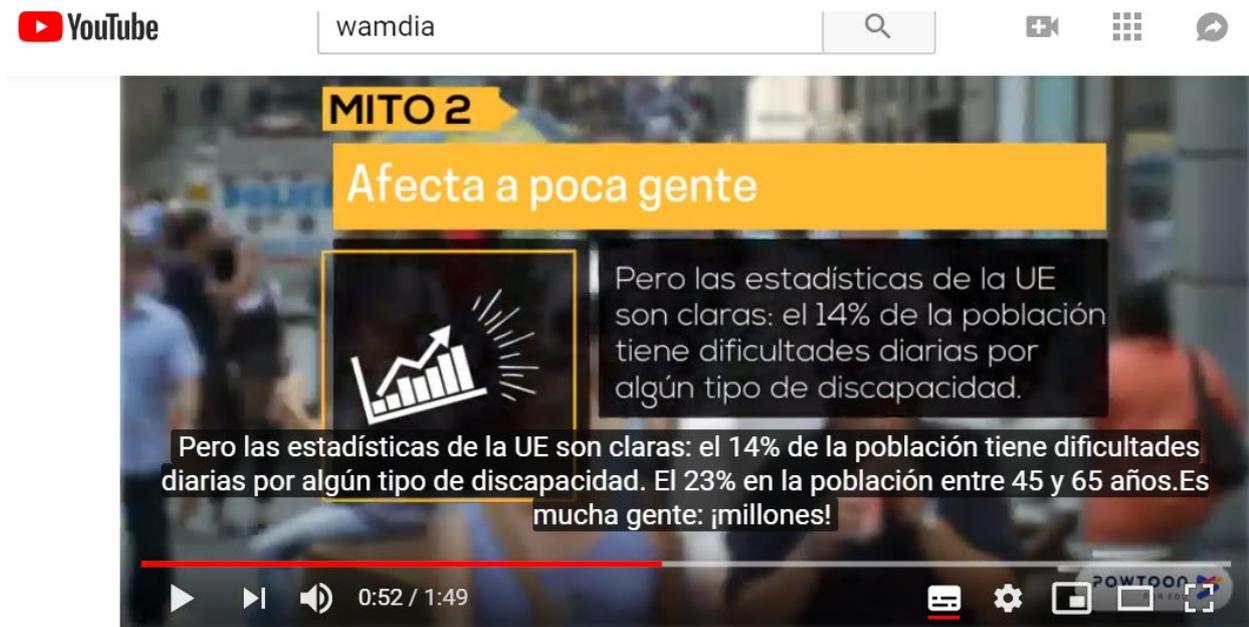


Figure 1. Example of a YouTube accessible video.

Facebook

In Facebook there is no section dedicated to accessibility, but there are different options that improve accessibility:

- Language: You can indicate the language and translation preferences of the stories.
- Multimedia content and contacts: Prevent the videos of the news section from playing with sound or automatically. In subtitle settings you can choose to always show subtitles in the videos that have them.
- Facial recognition: To recognize you in a photo or a video, Facebook compares them with your profile photo, and with photos and videos in which you have been tagged. There is an option that can be enabled to allow being recognized in photos and videos.
- Alternative texts: When uploading the image, you can add a description about its content.
- Option available with screen reader in mobile devices: In Facebook by using the screen reader an alternative way is included to access the stories available on your page. Specifically, to access the next block of contents, you can slide from left to right. Through this gesture on the screen appears the content of the following publication.
- Another relevant aspect is when people "like" or comment a publication. In this case, the content must be selected twice because the first time is to select the publication and secondly it is for the corresponding menu to appear. Here is an image of a mobile device in Android with the menu:





Figure 2. Alternative way of like or comment in mobile devices with the screen reader.

This is a more accessible alternative to give likes, react, comment or to access the menu of stories for people with low vision or blindness.

▪ Twitter:

Accessibility options available on Twitter from configuration and privacy. In this case there is a section dedicated to accessibility where there are different sub-sections related to vision such as marking an option that allows you to add the ability to describe images for people with vision problems. Another sub-section referring to the movement allows to mark an option that reduces the movement, limiting the amount of animations in the application, including the counts of live interactions. It also includes automatic video play, where you can select "never", since this can affect and decrease attention. Another subsection refers to the screen reader and has the option of having the reader pronounce # as a "hashtag".

When leaving the accessibility menu, on screen and sound, we can highlight their utilities, display the screen in night mode or disable sound effects, these options can also be included within the accessibility.

After January 31st, the ability to automatically post YouTube activity on Twitter no longer be available.

Both Facebook and Twitter can translate the content of a story or tweet respectively.

There is the possibility to create duplicate posts, generating a second version of the same post but more accessible and simplified.



Infographics

Infographics (a clipped compound of "information" and "graphics") are graphic visual representations of information, data or knowledge intended to present information quickly and clearly.

Genially is a tool that allows you to create presentations, quizzes, interactive image, infographics, temporary processes, lists, maps, events, cv and other many. It's a website where you must register to be able to use it and is possible to create a free account that allows you unlimited creations, unlimited visualizations and all graphic resources and free templates. For more features there are other types of subscriptions that imply a cost.

Genially is a great website but isn't very accessible for people with low vision or blindness. When you create an infographic, the text is the only element, which is read by the screen reader. There are other resources like icons, forms, lines and arrows, illustrations, scenarios and maps, they are not perceived by the person if the same information is not present in text form, because they are inserted as an image. By the other hand, interactive elements should be avoided because the text associated with each of them can only be read if the mouse is passed over or clicked but can't be selected through the keyboard. If the infographic includes numeric years, these are read in English, although the page offers content in Spanish or French.

To make accessible infographics, you should create it as simple as possible, without too many interactive elements and including textual information of non-textual content.



Annex II. WAMDIA social media strategy

II. 1. Introduction

The social media strategy is based on a cross-functional team that is established by the participating partners. The goal is to synchronize existing social media behaviours and channels to spread knowledge about the WAMDIA project to possible stakeholders and the target groups.

II. 1.1 Digital Visibility

The concept of digital visibility must be understood as the visibility that each of us, as a human being, has in relation to others. If we enter in a small room, with few people inside, the attendees will immediately notice our presence because our physical features (height, weight, etc.) are visible to others. No one has the gift of invisibility, so it is up to us to decide how to be visible in the eyes of others by carefully choosing the tools that can increase or diminish the attention to us. In the case of digital visibility, we have to imagine entering in an unlimited room with a number of people that depending on the tools used, it may vary from thousands to billions of people. The first aspect to be identified is therefore why we want to make us visible to others and doing the best to achieve our result. If our goal is to find increase the attention on our project activities using digital tools, then we must start by choosing the best room to enter. Once we have made that decision, we must prepare to make our profile appetizing in an appropriate way to the demands that the business sector requires. In the following sections we will see how to achieve the objective of increasing the Visibility of the WAMDIA project using social media.

II. 1.2 Better Understanding of social media system

The spreading of info about social media has made this system full of misconception – firstly it’s not a broadcast channel – it’s a tool for creating personal connections and sharing useful information. It’s not about building large and mostly hollow followings – it’s about finding the right group or the right handful of prospects that want very much to hear what you must share.

When you view social media use in this light another long-standing assumption falls by the wayside – the fact that you can’t or shouldn’t promote your activities using social media. When you view social media tools and networks to create and bolster personal relationships you build connections based on trust – when you earn trust, you can promote anything, anywhere. The key to making social media work for our project goals is intention. You must make it your intention to do things that people find useful and pour all your energy and planning into finding ways to do just that.

The word of day with regard to usefulness is context. When you put everything possible into making your updates, tweets, responses and queries as relevant as possible to smallest number of people as possible you’ve got a solid recipe for creating a social media plan that will deliver value to the WAMDIA project.



Annex III. Guidelines for multiplier events of project WAMDIA

III. 1. Introduction

Multiplier events (ME) are a key activity of the project WAMDIA not only because they are an essential part of every Erasmus+ project to improve dissemination of resulting outcomes and outreach of stakeholder, but also because the WAMDIA project proposal promised one multiplier event per partner. This document presents the most relevant guidelines which should be followed to ensure that the organisation and development of such event.

III. 2. Basic information on the multiplier event

The WAMDIA project proposal included the following information on the multiplier events:

- One multiplier event per partner
- Each multiplier event must attract 25 participants, mainly from the 3 target groups (VET and HE teachers, public employees and managers, SME employees and managers) not counting members of partner's team and from other organisations or entities (at least, the same unit in big organisations)
- The events scheduled for April-May but can be implemented before 15th September 2019 (unless exceptions approved by coordinator of the project after detailed reasoning).

The description of multiplier events in proposal is the following one:

One-day workshop with the following objectives:

- *Awareness on digital accessibility in all activity sectors and impact of the EU directive*
- *Disseminate outcomes and promote application in VET environments in wide sense*
- *Sharing lessons learnt and reflections of stakeholders, team members and experts*
- *Reflect on the integration and multiplication of results both locally and internationally*
- *Get feedback for the quality evaluation and improvement as well as suggestions for sustainability*

By nature, and as defined by Erasmus+ program, and as interpreted by the Spanish National Agency, a multiplier event is an event for disseminating the outcomes of the project, not any dissemination activity. Therefore, the agenda should include the points described above and this approach.

The recommendation for the multiplier event is to include at least the following points:

- General presentation of the project and consortium: role of the partner
- Results from IO1: report on legislation and survey results with files in English available at <https://wamdia.eu/en/results/>
- Results from IO2 and IO3:



- Presentation of the course, curriculum and details of courses including learning materials under CC license
- Presentation of videos for awareness
- Present our dissemination channels

III. 2.1. Connection to project management activities

All relevant activities identified in project proposal should measure quality and satisfaction of participants. That is part of the quality assurance policy of the project as well as something expected by the National Agency. The multiplier event is not an exception to this guideline.

At the same time, multiplier event is an exceptional opportunity to check the opinion of stakeholders regarding the exploitation of project results and possible sustainability perspectives and actions. For the sake of efficiency, we will collect the information for both purposes with the same questionnaire.

III. 2.2. Resources

The subfolder Resources for Multiplier Events within folder “Multiplier events” <https://ap.adminproject.eu/files/index/index/1564?qj#folder=19030> has several resources to help partners in the organization and implementation of the multiplier event to be aligned to this document:

- Template for agenda: not compulsory but with elements relevant for your own version
- Signature list: compulsory, with the fields required by National Agency
- Satisfaction and sustainability questionnaire: compulsory
- Template for Excel file with answers to questionnaire code: compulsory
- Short presentation of the project in English: recommended to be used as introduction

General resources for presentation:

- Official project flyer available at https://wamdia.eu/wp-content/uploads/2018/10/FLYER-WAMDIA_EN.pdf (available in local languages)
- Video resources available at YouTube Channel: <http://bit.ly/WAMDIA-Youtube> (local languages can be added if the translation of subtitles file is provided)
- Additional videos from W3C YouTube channel on accessibility concepts (with CC license): <https://www.youtube.com/channel/UCU6ljj3m1fglIPjSjs2DpRA>
 - <https://www.youtube.com/watch?v=20SHvU2PKsM>: this video has subtitles in many languages: Hungarian, Spanish, Italian (not Swedish)
 - <https://www.w3.org/WAI/perspectives/>: videos on different accessibility aspects
 - We have uploaded the video compilation of 10 topics to add subtitles in local languages (already available in Spanish): <http://bit.ly/10AspectosAccesibilidadWAMDIA> (you can request adding a translation if you provide it)

III. 2.3. Administrative

Each event of partner has an allocated budget of 2500€ (25 local participants x 100€ per participant). It has not to be explicitly justified, i.e. it is not needed to have invoices with the amount of 2500€ or higher spent in services or products for the event. However, it is required to keep all the expenses and invoices related



to the event for possible evidences of justification and send a scanned copy of them to the coordinator of the project.

The administrative-financial aspects of the multiplier events involve the following main documents:

- **Documentation for justification:**
 - **Agenda:** it is compulsory to create one aligned, and it is much better if the call for participation and the agenda is supported by a website page with identified URL (to be provided and maintained until February 2020)
 - **Signature list:** every event should get 25 signatures from people outside the organisation who has attended the event. Address of their organisation is compulsory as well as the signature (e-mail can be useful but not compulsory). Signature list original should be preserved as justification and scanned after event to upload a copy to Adminproject folder (there is one folder per partner for that)
 - **Invoices and receipts of expenses** (services or products) spent in the event, only in case of having such specific expenses. All the invoices should explicitly mention the use for the WAMDIA Project and the id number (2017-1-ES01-KA202-038673)
- **Documentation for additional evidence:**
 - Collect and publish the **presentations** made during the event: a pdf copy is enough
 - **Photographs** where the aspect of the room with people and better with one showing a presentation where the logo of WAMDIA is present would be very recommendable. At least one photograph with a minimum of quality is required for project website.
- **Documentation for supporting management aspects of project:**
 - Quality and sustainability questionnaire: we recommend implementing it on paper format (to get responses immediately and to know who has already answered it) and encouraging attendants to provide their feedback (at least, collect opinion from 50% of them). Scanned copies of questionnaires in pdf and an Excel file with the coded responses in English should be uploaded to Adminproject.

Please, upload everything to your folder in Adminproject (partners' folder are subfolders of folder "Multiplier events" <https://ap.adminproject.eu/files/index/index/1564?qj#folder=19030>): use meaningful names for the files (e.g. avoid "photo1.jpg", "21337document.pdf", etc.: use instead "EventDMCMetricApril2019.jpg" or "SignatureListCAMJune2019.pdf").

III. 2.4. Associated dissemination

Multiplier events are a strong instrument for dissemination and sustainability of the project. The consortium needs to exploit them as a trigger and an excuse for attracting attention of outer world to our dissemination channels. First action is inviting all attendants and complementary contacts to join social media of WAMDIA, get likes, etc.

As part of the dissemination activities, we expect that each partner:

- **Create a page** for the call for participation in the event with the agenda and basic information: we need that page (and URL) preserved until, at least, February 2020 for the National Agency.
- When recruiting participants, at least **one post in FB and Twitter (better in English and in local language)** the call for participation mentioning the basic data and the URL of page of the Call
- If possible, consider posting on Twitter during event



- Just after the event, at least **one post in FB and Twitter (better in English and in local language)** with a photo of the event, final number of participants and any other relevant information or conclusion.
- Just after the event, sending information to UAH for inserting a **note in English and local language on the WAMDIA project webpage** with a paragraph summarising the event plus a photo and presentations in pdf to be uploaded there (thus facilitating access of everybody to them)

III. 2.5. Recommendations and suggestions

- Using an online form (using EUSurvey) or free system (e.g. Eventbrite) for registration of potential participants: with this information in advance it is easier to know the potential audience although you can expect a relevant percentage of registered people who do not finally show up.
- Consider adding practical activities like showing how to fix accessibility problems in a file or even creating a short Kahoot game. There is already one Kahoot in English and in Spanish: contact for sharing it to your Kahoot account.

