



ICT FOR INFORMATION ACCESSIBILITY IN LEARNING (ICT4IAL)

DISSEMINATION AND EXPLOITATION REPORT



This project has been funded with support from the European Union. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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INTRODUCTION

The partners involved in the ICT for Information Accessibility in Learning (ICT4IAL) project adopted a four-pronged approach to the dissemination and exploitation of the key deliverable – the [Guidelines for Accessible Information](#):

- Dissemination of information using online tools, such as a dedicated website, newsletters, announcements and social media channels, as well as the Guidelines as electronic documents available in multiple languages.
- Application of offline tools and dissemination channels, such as preparation, printing and dissemination of a limited amount of print materials, project summary, flyers and hard copies of the Guidelines in multiple languages.
- Organisation of special events to ensure long-term exploitation and application of the Guidelines, including international conferences, lectures, workshops and special sessions.
- International recognition process put in place by the partners, seeking endorsement of the Guidelines through the existing international co-operation mechanisms, such as the upcoming International Association of Universities (IAU) General Conference and the United Nations Educational, Scientific and Cultural Organization (UNESCO) Intergovernmental Information for All Programme (IFAP).

DISSEMINATION AND EXPLOITATION

To maximise their efforts, the partners adopted a dissemination and exploitation strategy based on the following guiding principles:

- *Openness* was ensured by applying a Creative Commons license for the dissemination and further exploitation of the Guidelines, integrating users' feedback via built-in website functionality and surveys, and the involvement of a range of partners in the development, testing and dissemination phases of the Guidelines.
- *Accessibility* was included from an early stage and maintained throughout the entire project implementation period in an effort to make sure that all internal and external information and resources produced would be accessible to users with disabilities. In order to ensure that information accessibility principles were respected and incorporated into all materials and processes, the partners developed resources that adhered to web accessibility standards and tested relevant materials and tools with a target audience.
- *Diversity*. In the implementation process, the partners included a range of experts from different professional backgrounds and respected gender equality, age and geographical representation. Moreover, the Guidelines are available in 26 languages. Translations into a few non-European

languages – Chinese, Arabic and Russian – were also made available to ensure a wider spread and application of the Guidelines worldwide. The European Agency for Special Needs and Inclusive Education (EA) carried out the linguistic localisation of the Guidelines from English to other languages, in consultation with other members of the network and an external translation company. The localisation of the linguistic versions of the Guidelines included a pre-testing of the draft translated versions with members of the network, including specialised translation and interpretation services, such as the UNESCO Division for Interpretation and Translation Services, as well as speakers of different languages in order to ensure that the translations of the Guidelines were accurate, relevant and properly localised. This work also resulted in the development of a new glossary of key terms in each language (included in the Guidelines), which will enrich professional vocabulary in all languages.

More specifically, the dissemination and exploitation activities were implemented as outlined below.

Main website

The partners created the dedicated website with the aim of providing comprehensive information about project activities and outcomes to the members of the networks and the wider audience of end-users. The search for a web developer took place by means of an open call through all partners' networks, as well as public forums. Knowledge and experience in inclusive design and accessibility features was a key criterion for selecting the web developer.

This specific search resulted in delayed availability of a fully accessible new website. To bridge the time and ensure dissemination from an early stage, information about the project was published on the [EA website](#), which had received positive feedback about its level of accessibility.

The [ICT4IAL project website](#) contains all necessary information related to the project, the Guidelines, events, additional project outputs and the partners. The website is fully accessible for persons with disabilities and easy to navigate in terms of functionality, which is vital to ensure accessibility. The [26 language versions of the Guidelines](#) are finalised and available online.

The project website incorporates a prominent space for the Guidelines, including a visible button on the homepage to download the documents.

The website also includes information and a link to the [Making Your Organisation's Information Accessible For All: Implementing The Guidelines For Accessible Information](#) report and additional outputs, such as an [information flyer on the Guidelines](#) in 23 languages and this [Dissemination and Exploitation report](#).

The partners systematically compiled the web statistics ([Annex 1](#)) for monitoring purposes. Annex 1 contains the analytics, including the language and country of visitors and the most visited sections of the website.

During the project implementation period, the website was continuously updated. Information was posted for the partners and event participants. For the first six months, most information was shared via the [dedicated ICT4IAL web area](#) on the EA website. This area still exists, but the official website (www.ict4ial.eu) has become the focus for updates and information sharing.

Between 1 June 2015 and 10 January 2016:

- the Guidelines were downloaded a total of 470 times;
- there were 5,842 sessions;
- there were 11,173 page views;
- 32 people registered, with a few comments received.

In addition, monitoring of all .docx/.pdf language versions showed the following:

- Top downloads: English .pdf 65, Italian .pdf 64, Swedish .pdf 46, French .pdf 39, English .docx 27, Spanish .pdf 23, Italian .docx 22, Spanish .docx 18.
- Highest number of page views: 399 on 17 June 2015.
- Highest number of sessions: 123 on 3 June 2015.
- Highest number of downloads: 39 on 14 December 2015.

Annex 1 outlines the total web usage throughout the project.

An internal, restricted project web area on the EA website was provided for the network members to exchange information that was not yet ready for the general public. It served as a central platform for all project partners, as well as participants in the major events, to share information about the project and other related initiatives and resources. The restricted web area also contains all Partner Advisory Group meeting programmes, notes and partners' resources, as well as the documentation for the Guideline Development Workshop, the Seminars and the International Conference.

Flyers

Two information flyers were produced for dissemination and exploitation purposes:

1. A [general project flyer](#) very early on in the project. This is available in English only.
2. An [information flyer](#) focusing on the rationale and usefulness of the Guidelines, which is available in 23 languages.

News coverage

The project partners used newsletters to inform a wider audience about the project and upcoming events. The EA, European Schoolnet (EUN), IAU and UNESCO shared information.

The EA shared news items about project activities and outcomes on its website, which has a high number of international visitors. The EA's Director [blogged](#) about the topic, and four issues of the EA eBulletin newsletters contained articles about the project.

EUN reached schools and teachers across Europe via its monthly teachers' newsletters (8,000 subscribers) and social media (Twitter, Facebook SENnet and European Schoolnet groups/pages). The information was also published on the [SENnet website](#) and disseminated internally and externally during a range of sessions. EUN reached policy decision-makers through reports to the 30 ministries of education represented on its Steering Committee, a Special Needs Education Working Group, and its annual Expert Meeting in Education Networking (EMINENT) conferences. [EUN's Facebook page](#) is liked by 3,495 people and its [Twitter account](#) has almost 4,500 followers. Both social media tools included posts about ICT4IAL.

UNESCO shared information via its dissemination channels and made the news available on its website. Newsletters were disseminated through a dedicated [UNESCO Communication and Information website](#). The news item with information about the Guidelines in 26 languages was published on the main UNESCO website.

All newsletters linked to the main webpage, www.ict4ial.eu. The effectiveness of the newsletters was evident in the web statistics, as usage rose on the days newsletters were published.

Special events and networking

Dissemination through events was built into the project plan. This included the early involvement of experts and the target group in a workshop, and planning the International Conference as well as a total of three seminars. Early involvement of the target group was seen as a strong vehicle to ensure a feeling of ownership and interest and to foster dissemination once project results are finalised.

The main dissemination and exploitation event took place under the Latvian Presidency of the Council of the European Union, and was entitled the [International Conference on ICT for Information Accessibility in Learning](#). Organised by the partners, it ran from 27 to 28 May 2015 in Riga, Latvia. It was attended by representatives of the ministries of education and education networks, international experts working in the subject area, researchers and partners, as well as representatives of member states and international co-operation mechanisms, such as the UNESCO Intergovernmental Information for All Programme and others. Seventy participants from a total of 28 countries in and beyond Europe attended the conference. It was an official event of the

Latvian Presidency of the Council of the European Union because ICT and inclusion were one of the main themes of the Presidency. Liesma Ose, Advisor to the Minister on Public Integration Issues, who opened the conference, stated that 'the Guidelines will equip support groups and non-governmental organisations working to advocate for the rights of persons with disabilities...' and '...help decision-makers in schools and universities who support accessible approaches and have agreed policies on accessibility'.

During the conference in Riga, the partners held several workshops dedicated to applying the Guidelines in order to inform the participants about this tool.

EUN ensured coverage on social media and tweeted extensively about the event.

In addition to the above-mentioned events, the project partners organised other special events and involved networks in the dissemination and exploitation work briefly presented below.

The added value for the Global Initiative for Inclusive ICTs (G3ict) was the interaction with its global network of experts in reviewing and editing the Guidelines, as well as participation in the ICT4IAL network and meetings.

G3ict plans to present the Guidelines at a special session of the M-Enabling Summit in Washington, DC, USA, from 13 to 14 June 2016. The Summit attracts 500 to 600 high-level government, business and advocacy organisation executives from the United States and abroad.

Special events, such as the World Summit on the Information Society (WSIS) Forum in 2013, served for disseminating information about the project and the Guidelines. The Guidelines contribute to the implementation of the Action Line – Access as part of the WSIS Action Plan.

An international seminar entitled 'Information Accessibility for Learning: From Development to Implementation of Guidelines' was held on 11 December 2015 in the Politecnico di Milano, Italy. National level channels in Italy will also be used for disseminating the Guidelines, involving key representatives of higher education organisations. The rectors of the universities were invited to attend the event.

Another event is planned for May 2016 in Turin, Italy, where G3ict will present the Guidelines with the aim of designing a common strategy for higher education institutions.

An academic conference was held in Latvia in December 2015, where the Guidelines were presented to the audience. An EA network member prepared an article for a project in Uzbekistan, making reference to the Guidelines.

The EA organised an internal staff training session using the Guidelines. This session involved all 28 EA staff members. The implementation of the Guidelines was demonstrated and practised with all staff, using EA files and media as examples. The Information Dissemination team, which was involved in the Guidelines implementation work, led the workshop sessions and also shared information about the long-term implications of using the Guidelines.

Endorsement as a means of dissemination and exploitation

IAU will submit the Guidelines for adoption by the members of the General Conference at its upcoming General Conference in November 2016 in Bangkok, Thailand. The General Conference is usually attended by 500 participants from all regions of the world. If endorsed by the General Conference of IAU, the Guidelines will be recommended to higher education institutions worldwide. They will be encouraged to develop their own materials on the topic.

IAU is currently drafting a new ICT strategy. A task force meeting on the subject took place in Bucharest, Romania on 19–20 January 2016, where a follow-up of the ICT4IAL project was discussed and recommendations were made to use the Guidelines.

UNESCO will be submitting the Guidelines for adoption at the Bureau and Council of the UNESCO Intergovernmental Information for All Programme meetings planned for February and May 2016. If endorsed by the IFAP governing bodies, the Guidelines will be recommended to the relevant organisations in 196 UNESCO member states. There are on-going discussions with several UNESCO Field Offices to organise capacity-building workshops using the Guidelines for targeted educational professionals in November 2016 in Bangkok, Thailand, in co-operation with IAU.

Creative Commons License

The partners also agreed that the Guidelines would benefit in terms of further exploitation and dissemination if they were released as an open educational resource licensed under the Creative Commons Attribution-ShareAlike 4.0 International License (CC-BY-SA). This license provides users of the Guidelines with open files and the option to download, share and freely modify/adapt the content. It is expected that future users will not only use the Guidelines, but also further exploit and tailor them to their needs and share revised versions with other users. This will allow for the Guidelines:

- to be used without major copyright restrictions;
- to be freely modified and adapted to users' special needs;
- to be updated as new technologies emerge;
- to be adapted to varying educational and geographical contexts.

Future engagements

G3ict engages in capacity-building programmes around the world for governments, civil society and the private sector. For the future, the Guidelines will be most effective as an addition to the resources G3ict uses for decision-makers to implement ICT accessibility in their respective areas. They also complement other existing resources, such as the [Model Policy for Inclusive ICTs in Education](#), developed by G3ict, UNESCO and EA, and the *Guidelines for Inclusive Learning for All: Open and Distance Learning for Persons with Disabilities* (to be published in 2016), prepared by UNESCO. G3ict

is likely to use the Guidelines in 2016 and 2017 in the following countries: Turkey, Mexico, India, Russia, Colombia, Brazil, South Africa and Australia.

The Guidelines will be published within the Publications and Report section of the [G3ict website](#), which is widely used by ICT accessibility experts worldwide. As a reference, the G3ict-ITU [e-Accessibility Policy Handbook](#) was downloaded more than 23,000 times by site visitors from all over the world.

G3ict will also arrange for a session of the [M-Enabling Summit](#) in Washington, DC on 13–14 June 2016 to present the Guidelines. The Summit attracts 500 to 600 high-level government, business and advocacy organisation executives from the United States and abroad.

IAU will involve academic library professionals in using the Guidelines. The University of South Africa (Unisa) included open educational resource strategy in its work and was informed about accessibility and the Guidelines.

EUN 2016 activities, which will not be funded by the project, include a workshop for teachers in early summer 2016. There is a general commitment to include information accessibility as one of the key components in other projects. EUN will try to put the Guidelines on the agenda of the biannual meeting of 30 ministers of education.

The EUN office aims to recognise the Guidelines and take steps to include them in corporate presentations, news and other items. This partner will also maintain a section of the website on inclusion issues.

The EA's management agreed to introduce an internal accessibility policy. Said policy will cover accessible information, but will take a much broader approach so as to also include physical accessibility of the organisation as a whole, as well as the accessibility of all its events. This organisation-wide accessibility policy will be drafted with the involvement of all staff members and will have a far-reaching impact on all work processes. The project made a bigger impact at institutional level than expected at the outset. These developments will be shared with all 29 EA member countries.

As stated previously, UNESCO is in the process of submitting the Guidelines to the IFAP Governing Bodies for endorsement, with the aim of further exploiting them worldwide. A newsletter will be prepared for the Arabic, Russian and Chinese versions of the Guidelines and disseminated through its channels.

UNESCO will also introduce the Guidelines to the participants of the regional conference on ICTs and Persons with Disabilities, tentatively planned for later in 2016 in San José, Costa Rica.

CONCLUSIONS

Within the context of the overall project implementation, the dissemination and exploitation activities not only significantly contributed to the development of the Guidelines and raised awareness about the project's major deliverables, but also helped to build a solid institutional network for future co-operation.

The dissemination and exploitation activities were seen as an integral part of the project.

Said activities were carefully planned and the partners used every new opportunity to promote the Guidelines.

The use of different communication means, such as online and offline information, printed materials and special events, as well as linkages with existing international co-operation mechanisms, initiatives and programmes, significantly contributed to the development, testing and sharing of the Guidelines in Europe and made dissemination possible beyond the European context. It also helped in gathering additional information, informing partners and other interested bodies about the on-going process, collecting feedback and ensuring that the Guidelines are relevant to the key target audience: persons with disabilities.

The adoption of clear principles such as openness, accessibility and diversity, which guided the entire process, helped in making the necessary institutional arrangements and internal consultations, such as the partners' agreement to apply the Creative Commons license.

The project partners are confident that the Guidelines will be further shared and adopted worldwide.

ANNEX 1: WEB STATISTICS

- Between 1 June 2015 and 10 January 2016:
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- Highest number of page views: 399 on 17 June.
- Highest number of sessions: 123 on 3 June.
- Highest number of downloads: 39 on 14 December.
- Peaks in the number of sessions/page views/downloads coincide with publicity events.

Session and page view peak dates

Peak date	Number of sessions	Number of page views	Event
3 June	123	316	News item on EA website
4 June	79	330	
9 June	106	171	
17 June	113	399	
2 July	79	117	
26 July	81	104	
19 August	79	207	
26 August	56	228	
27 August	76	211	
20 November	99	106	
23 November	107	184	

Peak date	Number of sessions	Number of page views	Event
24 November	70	216	Publication of eBulletin
14 December	66	190	UNESCO news item published on 11 December. 14 December was the Monday after publication.

Download peaks

Peak date	Number of downloads	Related event
16 June	14	
24 November	32	Publication of eBulletin
14 December	39	UNESCO news item

Demographics

Country	Number of sessions
United States	1,100
Not set	625
Italy	461
Sweden	424
United Kingdom	299
Spain	267
France	267
Portugal	250
Brazil	157
Germany	154

Most visited pages

Page	Number of sessions
Homepage	5,052
/guidelines-accessible-information	1,855
/guidelines/making-your-text-accessible	670
/download-guidelines	469
/project-aims	406
/guidelines/making-your-images-accessible	351
/events	298
/partners	287
/events/international-conference/presentations	236
/guidelines/making-your-video-accessible	236

Language of visitors

Language	Number of sessions
Not set	1,887
English – US	1,493
Swedish	354
English – GB	212
Italian	207
Portuguese – PT	203
French	181