

Digital Accessibility for You (DA4You)

Digital Accessibility for Young People with Communication
Disabilities in Europe

Project Summery

Erasmus + Project

Mediehuset København
Denmark

University of East Anglia
United Kingdom

Funka
Sweden

Digital Accessibility for You (DA4You)

Digital Accessibility for Young People with Communication Disabilities in Europe

1. Main objective

The DA4You project is a digital non-formal education and democratic voluntary activity project for digital accessibility with focus on young people with communication disabilities.

The main objective of the project is:

- That young people with a communication disability get better opportunities to participate in the democratic debate on accessibility in Europe
- That young communication impaired people learn to produce and communicate digitally
- Learn how to communicate using digital accessibility (all stakeholders)

2. Target groups

Target group for the DA4You project is young people with disabilities from 18 to 30 years with a focus on digital accessibility.

Main group are visually impaired, hearing impaired and dyslexic, but the target group also contains groups of young people with disabilities who have digital communication problems for other reasons, such as autism, speech problems and physical disorders that cause communication problems.

The project focuses on young people with a communication disability, on the basis that the young people are a target group that has grown up in the digital world and has a different media usage in relation to the older generation with similar disabilities.

The project aims to enable young people with communication disabilities / vision, hearing and dyslexia, able to use digital media for communication and dissemination to support their active participation in the democratic processes in society and ensure influence.

3. Aims and objectives

Influence the political process of accessibility in Europe by including young people with communication disabilities as experts and participants.

Training and courses for young people with communication disabilities that enable them to use the digital media for communication and dissemination using their own produced content.

Contribute to create competencies and skills of each young participant with communication disabilities to use digital media to actively participate in public debate.

Development of structures and methods regarding the use of internet-based digital social platforms such as Facebook, Tweeter and Web sites in relation to accessibility, as well as the development of digital dialogue tools in relation to communication between organizations and individuals.

The project will ensure that the young people are heard and that they actively contribute to formulating future goals and resources in this area.

The project will help to create better opportunities for the establishment of social-economic companies and jobs for young people with communication disabilities through exchange of good practice and cooperation with regional authorities.

4. Participants and tasks

DA4You is a youth-driven project facilitated by the project partners, Funka (Sweden), University of East Anglia (U.K.) and Mediehuset Copenhagen (Denmark) in collaboration with several disability organizations that organize youth with disabilities.

Disability organizations in each country:

- Sammenslutningen af Unge med Handicap (SUMH / DK)
- Förbundet Unga Rörelsehinrade (FUR / SE)
- Indigo Dyslexic Centre Norwich (UK)
- Norfolk Deaf Association (UK)
- Norfolk & Norwich Association for the Blind (UK)
- European Disability Forum (EU)

The handicap organizations have the task of:

- Recruit young participants for the project's activities
- To convey the project to the members
- To participate in the evaluation
- To engage in a national project
- Anchoring knowledge and skills in the organizations

The main language in the project is English, but the project has a limited Multilanguage support (Swedish and Danish).

5. The project organizations and partners

DA4You is a European strategic partnership project with main partners from Denmark, Sweden and U.K. who are running the project in collaboration with disability organizations from the three countries.

The project is led by Mediehuset København who are Danish project partner and coordinator.

Main tasks and activities in the project:

Project management, Digital platform, Media Action Learning - training and courses in digital media.

Collaboration with educational institutions and interest organizations in Denmark and acts as national project coordination.

Mediehuset København (the Media house Copenhagen) is a media production company located in the central city of Copenhagen, Denmark.

The company's core business is production of content for all digital media platforms

such as TV, corporate websites and social media. Mediehuset København, have for more than 25 years have helped customers with everything in relation to tv and digital media production.

Mediehuset has eight permanent employees and a large number of freelancers, working with concept and program development, journalism, video, lighting, sound, editing and graphics. Mediehuset has many years of experience in developing and implementing of training and courses in digital media production for a wide range of organizations, NGO's and tv stations.

FUNKA are Swedish project partner.

Main tasks and activities in the project:

Legislation about accessibility, Accessibility standards and contact to providers, Knowledge about accessibility services and accessibility tools. Funka will in collaborating with EUA gather knowledge about accessibility on digital media, including accessibility services and help tools from a provider perspective.

Collaboration with educational institutions and interest organizations in Sweden and acts as national project coordination.

Funka is market leader in the field of accessibility with 80 percent of Sweden's public authorities as customers. Offer expert services regarding accessible ICT (Information and Communications Technology) for better quality of life, and to develop user-friendly, efficient and accessible solutions.

The company applies a highly user- centred approach with testing and close collaboration with end-users throughout the whole design and development process. Funka is considered a reference in accessibility in Europe and is highly active in EU-funded projects in fields such as einclusion, egovernment, ehealth, and elearning. On behalf of the European Commission, Funka has analysed methods of monitoring the accessibility of websites in Europe and provided recommendations regarding methodologies to be used for the monitoring of compliance with the Web Accessibility Directive. Funka experts are also contributing to the work of international, European and national standardization bodies, including on cognitive accessibility. Funka has a staff of 48 employees.

University of East Anglia (UEA) are English project partner.

Main tasks and activities in the project:

Accessibility from the users perspective and development of communication structures and methods including, Digital dialogue platform that can support young people with communication handicaps active participation in a democratic debate about accessibility in Europe, across disability, geography and language, Development of structures and methods regarding the use of internet-based digital social platforms in relation to accessibility.

UEA will in collaborating with Funka gather knowledge about accessibility on digital media, including accessibility services and help tools from a user's perspective.

Collaboration with educational institutions and interest organizations in U.K. and acts as national project coordination.

University of East Anglia (UEA) comprises four Faculties (Science, Medicine & Health Sciences, Social Sciences, and Arts & Humanities), and 19 Schools of study.

It currently has around 15,000 students, of which around 4,000 are postgraduate students.

UEA's objective is the advancement of knowledge, the diffusion and extension of arts, sciences and learning, and the provision of liberal, professional and technological education. It aims to develop a reputation for providing students with high-quality programs fit for the digital age, equipping them with key skills for work or further study. The results of the Research Excellence Framework (REF) (a periodic national exercise by the UK's Higher Education Funding Council for England to assess the quality and impact of research at UK universities), published on 18 December 2014, showed that over 82% of UEA's research activity was deemed to be "world-leading" or "internationally excellent" - a significant leap from 55% in 2008 (the year of the previous assessment exercise).

Overall, UEA was ranked 10th in the UK for the quality of its research output and 21st overall amongst all mainstream British institutions - a rise of 12 places since 2008 and one of the UK's biggest climbers. UEA has firmly established itself in the top 15 of UK universities. The University achieved its highest ever placings of 12th in the Complete University Guide 2018 and 13th in the Times and Sunday.

6. Project description

With the focus on **education and knowledge sharing**, the project aims at providing young people with communication disabilities the opportunity to build skills to master the digital media and contribute to the social dialogue across disability, geography and language.

Young people with communication disabilities - vision, hearing and dyslexia, must be able to use digital media for communication and dissemination to support their active **participation in democratic processes** in the society and ensure influence.

The young people will through the **project support the implementation** of the United Nations Disability Convention, the Marrakesh Treaty and the EU Accessibility Availability Acts, in cooperation with other young people with communication disabilities.

The young participants shall be **future ambassadors** in relation to others with a communication disability by disseminating knowledge about digital accessibility.

DA4You is a digital platform that informs about accessibility with live images, audio, graphics and texts. A platform that uses forms of communication that increase awareness of accessibility and increase debate about developments in Europe, as the combination of live images, sound, graphics and texts gives the greatest effect to the recipient. The platform will enable young people with communication disabilities / visual, hearing and dyslexia to be able to use the digital media for communication and dissemination.

The digital dialogue platform that can support young people with communication handicaps active participation in a democratic debate about accessibility in Europe, across disability, geography and language.

7. Main activities of the project:

Democratic participation in the debate on accessibility in Europe (conventions, directives and citizen initiatives) To create dialogue platforms that can promote young people with communication handicaps active participation in a democratic debate on accessibility in Europe, across disability, geography and language. A debate to ensure that their needs better served in terms of availability in Europe by, the experts in their own lives, can bring innovative ideas and approach to current problems and issues that would form the new basis for future actions.

Digital accessibility as user and manufacturer (what's in the toolbox, technology, platforms). Everyone must have equal access to the media to participate democratically in society, why accessibility for young people with communication disabilities is important. In collaboration with content producers and technology providers, knowledge about accessibility on digital media, including accessibility services and help tools, is gathered.

Education in the use of digital media (video and audio production, social media, web). Through customized training and courses, make young people with communication disability able to use the digital media for communication and dissemination using their own produced content. To build skills to master the digital media that include special requirements in relation to accessibility.

Standard consumer equipment

The project is technologically based on standard consumer equipment, such as Smartphones and Tablets, since it is common equipment to own and supports the mobility that suits young people's lifestyles today. At the same time, there is a high degree of support for accessibility services and functions in these types of equipment that the project wishes to use and explore.

Open Education Resource (OER)

DA4You aims to gather informative materials on an open and shared public service platform. A digital platform that makes the materials publicly accessible so that the population, associations and organizations, educational institutions and libraries as well as the media can gain insight into the subject, as well as apply the materials for different purposes.

DA4You shall be a European meeting place for information and debate about accessibility, with its structure creates contact between the authorities and elected representatives to civil society citizens and NGOs in several languages. DA4You are the people's participant democracy on an overall digital public service platform that is also receptive to Public Access.

Courses

The young people with disabilities will participate in three courses on the above subjects, 20 students from each country in three courses, a total of 60 students throughout the project.

The courses will provide young people with knowledge about accessibility so that they can participate actively in the debate and development of accessibility in Europe.

The themes are accessibility principles and legislation, accessibility in practice and accessibility in media production.

Each course contains the following elements:

- Digital learning materials, modules and guides
- Start up in all three countries with live web TV
- National course
- Completion in all three countries with live web TV
- National evaluations

The activities are digitally passed on the portal DA4You and locally in the three countries.

9. Background

Education of citizens to master the digital media is fundamental to developing the dialogue in society today. This applies both when it comes to the individual can be heard and when associations and interest groups must be able to visualize their existence, purpose and create dialogue.

Democracy and influence in the context of digital media is not just about public service television, but also about Public Access, which means citizens' access to the media. It is therefore important that all young people despite sight, hearing and dyslexia are able to communicate in the digital world.

The DA4You project focuses on young people with a communication disability, on the basis that the young people are a target group that has grown up in the digital world and has a different media usage in relation to the older generation with similar disabilities. By empowerment through mastery of digital media for young people with communication disabilities the project also to contribute in creating better opportunities for the establishment of social-economic companies and jobs for young people with communication disabilities.

Participants in the project groups of young participants with communication disabilities from the various participating countries and organizations are the main focus of the project, who at the time must acquire knowledge and create co-operation, while serving as experts as young people with special needs.

IT companies and manufacturers of consumer equipment will contribute to the project of knowledge and technology to support the tasks of the project as well as contribute with consumer equipment and software solutions.

Media companies shall contribute to the project with respectively training in the use of digital media and production for digital media. As well as facilitating the building of

debate forums, communication structures and building a "library" of content / productions with accessibility services produced by young people.
Participants in the project are organizations and individuals in Denmark, Sweden and U.K.

10. DA4You project activities and outputs in matrix overview

Main subjects	Activities - Priorities	IO's - Intellectual Outputs	Impacts
Legislation - Digital Accessibility Democratic participation in the debate on accessibility in Europe	Digital dialogue platform that supports young people with communication handicaps active participation in a democratic debate about accessibility in Europe.	Political democratic participation <i>Recommendations and guidelines</i> DA4You portal <i>Digital dialog platform</i>	Influence the political process of accessibility in Europe by including young people with communication disabilities as experts and participants.
Digital accessibility from a user's perspective	In collaboration with content producers and technology providers, gathering knowledge about accessibility on digital media, including accessibility services and help tools.	Toolkit for digital accessibility <i>Knowledge database</i>	An OER digital platform focusing on digital accessibility in Europe, which is also available young people with disabilities in Europe. Ensured that the platform is anchored and used after the project period.
Digital media production Education in the use and produce digital media - (video / audio, social media, web)	Course modules, teaching methods and information materials are developed, as well as instructional guides. - Three courses in three countries on digital accessibility legislation, accessibility technology and Media Action Learning	Skills to master digital media <i>Educational material and Guidelines</i> Use of digital media communication in education <i>Recommendations and guidelines</i>	Methods, structures and guidelines supporting the young participant with communication disabilities to produce digital media content.

DA4You project partners, contact information.

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