Bridging the Gap II (BtG-II)
Learning Spaces (LS) 2018-2019

Webinar N.5
Inclusive and Accessible Communication

11 December, 2018 at 2:30 pm CET Brussels Time (English session)

1 – TOPIC
Inclusive and accessible Communication.

2 – TARGET AUDIENCES
The webinar cycle is addressed to the three target groups of the project, namely:
1. Development practitioners (for instance: agencies, EU delegations)
2. National institutions of the partner countries of Bridging the Gap II (Burkina Faso, Ecuador, Ethiopia, Paraguay and Sudan)
3. National organisations of persons with disabilities

3 – SESSION'S CONTENT, SEQUENCE AND DURATION
Inclusive communication is an approach that seeks to "create a supportive and effective communication environment, using every available means of communication to understand and be understood" (Royal College of Speech and Language Therapists, 2003).

It benefits all audiences by making information clear, direct and easy to understand. The approach takes into consideration the barriers to accessing information and provides opportunities for feedback.

Providing clear and concise information, targeted to a particular audience, is important to ensure that **all users have equal access to information**. Although the vehicle for this information may change, the message is the same.

The United Nations Convention on the Right of Person with Disabilities[1] (UNCRPD) provides specific Human Rights protections for persons with

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[1] https://www.un.org/development/desa/disabilities/convention-on-the-rights-of-persons-with-disabilities/convention-on-the-rights-of-persons-with-disabilities-2.html

disabilities, including accessibility of information and communication. The Convention states that persons with disabilities have the right to enjoyment of the highest attainable access to information without discrimination on the basis of disabilities. The article 9 of the Convention[2] provides for equal access to information and communication technologies and the obligation to identify and eliminate barriers.

Recently, online communities have become an important means of social interaction and community participation and they need to ensure accessible and inclusive standards of communication to avoid social exclusion. Although accessibility standards have been developed to make information oriented websites more inclusive for users with disabilities, similar efforts have not been devoted to accessibility standards tailored specifically for online communities that are primarily communications-oriented, such as social media.

The session will try to make the participants understand the importance of disability in communication and how to be aware of the communication barriers experienced by persons with disabilities. It will present technical tips and best practices for making communications accessible, how-to-guide on creating accessible documents, presentations, and web editing, but also the last assistive technology and alternative formats to facilitate the accessibility.

Sequence of the session
- **Introduction to the session** 5/10 mins
- **Presentation** 40/50 mins
- **Questions & answers** 30/40 mins – Q&A plenary session – Debate

The webinar will last approximately 1.5 hours.

4 – SUGGESTED READINGS AND LEARNING MATERIAL FOR PARTICIPANTS

- International Disability and Development Consortium (IDDC) - Accessibility manual.
- UNICEF - Inclusive module.
- Web Accessibility Initiative: "Web Content Accessibility Guidelines (WCAG)".

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[2] https://www.un.org/development/desa/disabilities/convention-on-the-rights-of-persons-with-disabilities/article-9-accessibility.html

- Disability Study Quarterly Journal: "Inclusive Information and Communication Technologies for People with Disabilities".
- International Telecommunication Union: "e-Accessibility Policy Toolkit for Persons with Disabilities".
- UK Government – Inclusive Communication.
- National Association of County and City Health Officials (NACCHO): "Five Steps for Inclusive Communication: Engaging People with Disabilities".
- European Agency for Special Needs and Inclusive Education: "GUIDELINES FOR ACCESSIBLE INFORMATION": English version, Spanish version, French version, Italian version, Arabic version.
- Victoria State Government: "Accessible Communication guidelines 2014".
- Accessibility and Reasonable Accommodation Policy, European Disability Forum March 2018
- Digital Accessibility Toolkit, CBM
- Information for all. European standards for making information easy to read and understand, Inclusion Europe and Lifelong Learning Programme (Education and Culture DG, European Commission)
- Bridging the Gap. Inclusive and accessible communication guidelines

5 - LEARNING OBJECTIVES (SKILLS, KNOWLEDGE, ATTITUDES)

To get a clear understanding of what is meant by Inclusive and Accessible Communication. The session will identify good practices and will share experiences and learn about innovative accessible communication strategies in the context of disability in development.

The webinar training-cycle issues a Certificate of Attendance only those whom will attend at least 75% of the webinars (i.e. 9 out of 12 webinars) and respond to the satisfaction survey.

6 – LANGUAGES AND SCHEDULES

The webinar will be conducted in English, French and Spanish in separate sessions:

Language	Date and time	Speaker	Moderator
English	December 11 2018 at 2:30 pm CET (Brussels Time)	**Paulien Bruijn**, Light for the World Disability Inclusion Specialist	**Alessia Rogai,** BtG-II Knowledge Management and Learning Coordinator

Spanish	December 17 2018 at 4:00pm CET (Brussels Time)	**Carmen Serrano,** BtG-II Communication Officer	**Susana Hurtado**, BtG-II Financial Manager
French	December 18 2018 at 2:30 pm CET (Brussels time)	TBC	**Federico Martire,** BtG-II Director

7 – REGISTRATION

To register to the English session please click here.

Once registered, you will receive a confirmation email with the link to join the session at the specified time and date. Registration is limited to 100 participants on a first come, first served basis.

Participants can use the landline call to join the session:
United Kingdom: **+44 330 221 9922**
Audio PIN: Shown after joining the webinar
Webinar ID: 895-026-531

You can also join the session through the smartphone or table free application. You can download the application by clicking here.

8 – ACCESSIBILITY

The webinar is live captioned. The link to access the captioning page will be shared together in two reminder emails (respectively 1 day and 1 hour before the session) and in the chat box at the beginning of the webinar.

To improve the visual accessibility of the online training platform GoToWebinar, we recommend to download the smartphone or tablet free application by clicking here.

9 - WHAT IS BRIDGING THE GAP?

Bridging the Gap II (BtG-II) is an initiative funded by the European Union coordinated by the International and Ibero-American Foundation for Administration and Public Policies (FIIAPP) in partnership with the Spanish Agency for Development Cooperation (AECID), the Austrian Development Agency (ADA), the Italian Agency for Development Cooperation (IADC), the European Disability Forum (EDF) and the International Disability and Development Consortium (IDDC). It aims to contribute to the socio-economic

inclusion, equality and non-discrimination of persons with disabilities through more inclusive and accountable institutions and policies.

Bridging the Gap is a targeted thematic response to the requirement to make development cooperation accessible to and inclusive of persons with disabilities, which is an obligation for the European Union (EU) and Member States as parties to the Convention on the Rights of Persons with Disabilities (CRPD) and which can have a significant impact in improving the social inclusion and promoting the rights of persons with disabilities.

BtG-II supports the mainstreaming of disability in international cooperation and the efforts of five partner countries (Burkina Faso, Ecuador, Ethiopia, Paraguay and Sudan) in planning and implementing inclusive public policies and services.

This project is funded by the EU under the Development Cooperation Instrument (DCI), Thematic Programme "Global Public Goods and Challenges" and it is in line with the European Consensus on Development "Our World, Our Dignity, Our Future".

Discover more about BtG-II:
BtG-II Web site
BtG-II Facebook page
BtG-II Twitter page
BtG-II YouTube channel
BtG-II on Flickr

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