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D9.1

Dissemination Interim Report

Easy Reading

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Executive Summary

The aim of Deliverable D9.1 (Dissemination Interim Report) is to describe the dissemination activities carried out in the first year of the project following the procedure described in the Dissemination Plan.

The current deliverable includes the following chapters:

1. **Introduction** – introductory presentation of the Easy Reading project focusing on Dissemination and the current deliverable "D9.1 Interim Dissemination Report".
2. **Dissemination objectives of the reporting period** – a detailed description of WP9 efforts on developing and implementing an appropriate dissemination strategy that will result in the most effective promotion of the project.
3. **Dissemination tools and activities** – an overview of the dissemination tools and activities carried out by the Easy Reading partners to raise visibility of the project during its first year of implementation.
4. **Planned Dissemination activities** – outline of the dissemination activities that will be carried out in the remainder of the project.
5. **Conclusions**

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1. Introduction

The overall objective of the Easy Reading project is to reduce known cognitive accessibility and usability issues in web content and apps using personalisation and making content compatible with understandability guidelines. This will be achieved by developing a novel framework for smart, adaptive personalised interfaces and affective computing for people with weak language and reading skills (including people with cognitive disabilities) to better understand and interact with digital content and to improve communication and facilitate inclusion. Sensor based tracking, sensor fusion and reasoning are used to be able to recognize the users´ needs and abilities through the analysis of her behaviours and emotional patterns.

Dissemination of the project and its outcomes is crucial for achieving the expected impact. The major focus of the Easy Reading dissemination framework is to ensure that the project outcomes reach the appropriate target communities, at appropriate times, via appropriate channels, and with an accurate and clear message.

The aim of this introductory section is to give a brief overview of the work package WP9 Dissemination and Exploitation, the structure of this report and a brief explanation of the methodology used.

1.1 WP9 Dissemination and Exploitation

WP9 is a work package of the Easy Reading project, led by TU Dortmund (TUD). All partners (Athena, JKU, KI-I, DART, Funka, TextHelp, PIKSL and ERCIM/W3C) participate in WP9. This work package aims to ensure that the Easy Reading project will achieve the widest impact and most effective exploitation of the project results through the following measures:

- Coordinating and assisting all work packages to meet their objectives regarding dissemination and communication.
- Raising visibility and awareness of the project's objectives, developments and expected results.
- Promote the stakeholders' engagement, motivation and interaction.
- Promote the project's exploitable results to all potential users and interested stakeholders at local, national and European level during the project and after project completion.

In this context, WP9 is in charge of implementing the overall dissemination strategy, while it is also responsible for coordinating and reporting all dissemination activities undertaken to promote the project and its platform. The aim of WP9 is to raise the visibility of the Easy Reading project, and its services, encouraging potential users and developers to test the tools and services of the Easy Reading framework and to develop and embed new tools into the framework to extend the functionality of the platform.

1.2 Dissemination Plan

All dissemination activities of the project are defined in the Dissemination Plan developed at the beginning of the project. The plan is continuously monitored and updated and describes both the dissemination activities planned and those already carried out.

In establishing the dissemination plan, first of all the main targets of the dissemination activities were defined. Subsequently, dissemination objectives and levels were defined to ensure effective promotion and communication of project results. Finally, the main dissemination channels to be used were identified and some performance indicators were developed.

1.2.1 Dissemination targets

The most important dissemination target groups for this project are, among others, the following:

- End-users (e.g. people with cognitive impairment/learning difficulties, people who are not familiar with ICT, people with different kind of disability, etc.)
- Developers – both independent and as part of technology companies need to enjoy and benefit from using the framework
- Professional and user organisations (e.g. formal/informal carers, forums and associations of people with disabilities, etc.)
- Research centres, universities and standardisation bodies
- Public body organisations (at European, national and regional levels)
- Industry organisations and service providers
- Technological organisations (e.g. organisations that make tailor-made accessibility solutions for people with cognitive disabilities, etc.)

All groups will be the continuous target of a series of dissemination activities aimed at keeping them engaged and informed over a number of issues concerning the project outcomes according to their special nature and interests.

The focus of the dissemination activities in the Easy Reading project will be on the dissemination of the project results in the groups of end users and user organisations. The participation of these groups is essential as their feedback is necessary to ensure the development of the project in line with the chosen approach of user-centred innovation. As the consortium has strong links with end-user organisations at European and international level, it is hoped that an appropriate number of end-users will test the system during and at the end of the project. User satisfaction and services will be continuously monitored to generate valuable feedback for the project.

The tools and services implemented in the Easy Reading project will be made available free of charge to Europeans with cognitive disabilities and other groups. This will promote European ideals of cooperation and inclusion and enable other developers to use the infrastructure and bring their applications to this new growth market. The project will work with disability organisations to ensure

that people with cognitive and learning disabilities and ageing users across Europe can receive and use the simple reading tool.

Another relevant objective of the project is to involve developers and technology companies. The aim is to actively involve at least some large organisations and various SMEs or independent developers who are not members of the consortium in the open source framework. These development communities should be reached via social media channels, special developer events and the advisory board. This is to ensure that the project will continue to grow in functionality and popularity after the project has ended.

1.2.2 Dissemination goals

The following dissemination goals (DGs) are planned:

- DG1 – Raise awareness: Ensure that project results are widely disseminated and understood in the relevant target communities at appropriate times and through appropriate methods or channels.
- DG2 – Strengthen participation: Involve all persons and organisations that can contribute to the project outcomes and objectives. This includes end-users and end-user organisations, policy makers and technology developers.
- DG3 – Establish communication channels: Ensure that project progress and outcomes are perceived and understood so that feedback can be used for successful commercial adaptation of project work.
- DG4 – Reaching decision-makers: Ensuring that political institutions work in accordance with the objectives of the projects they finance and vice versa.
- DG5 – Increasing sustainability: Ensuring the economic and social return on investment and the continued adoption of project results by third parties.

The dissemination activities are carried out in different stages with specific aims and using specific strategies:

- Promote Awareness (DG1): The aim in this phase is to bring the project partners together and to build a common identity, oriented towards the target users, so that the development of tools and services is directly aligned with their interests and needs.
- Inform and educate (DG3): This phase involves providing more detailed and individual information about the projects progress to the key stakeholders, potential user groups and the interested public and to make sure that they understand the projects aims and objectives.
- Engage (DG2, DG3, and DG4): The main objective in this phase is to motivate the stakeholders involved in the project to participate in open source development, e.g. to create new engines, to provide relevant technical information and to support the introduction of the Easy Reading Framework in their companies and organisations.

- Promote (DG5): This phase is closely related to the business and usage models of the consortium and the partners involved. This phase aims to ensure the sustainability of the project by promoting and disseminating the knowledge and products developed in the Easy Reading project.

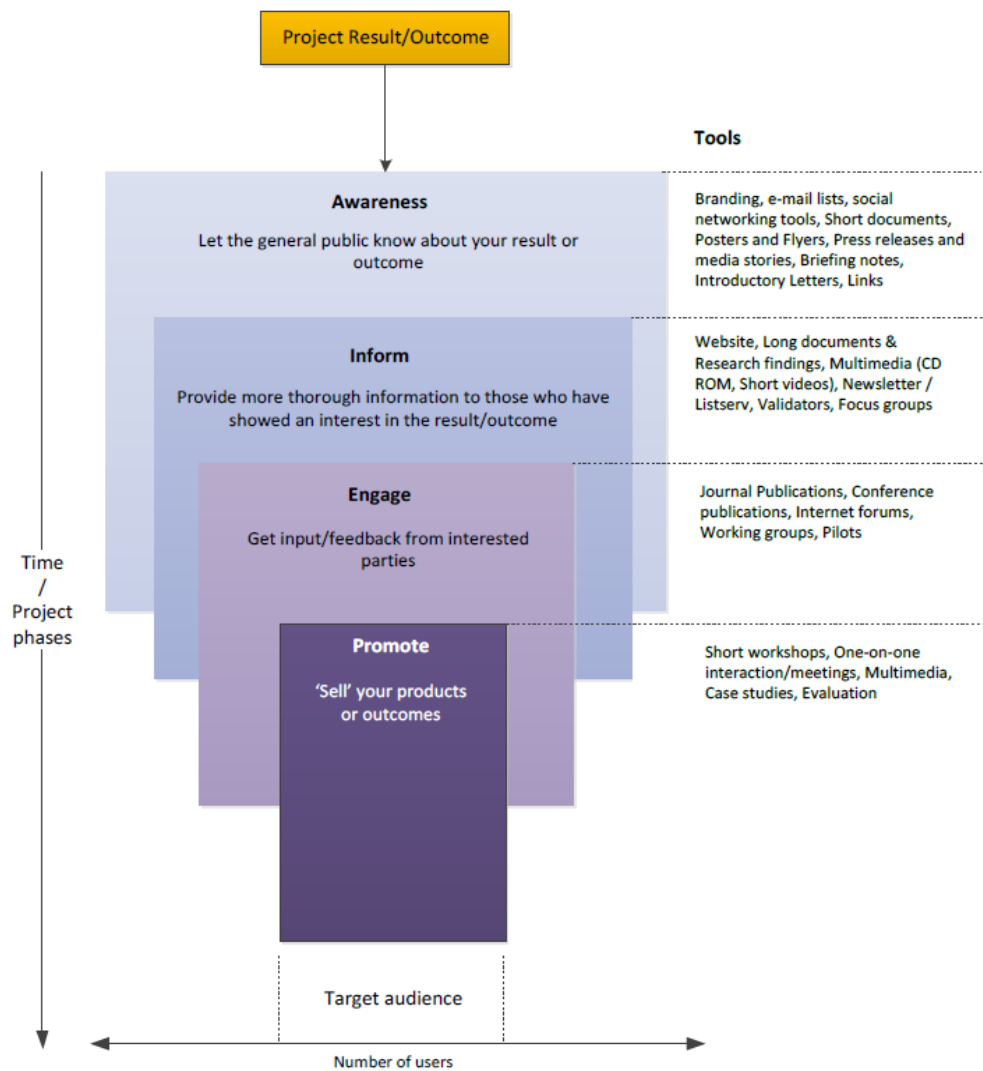Figure 1 gives an overview of the different dissemination stages and the related strategies.

Figure 1: Dissemination Strategies per Stage

1.2.3 Communication channels

In order to reach different target groups, different types of communication channels are established and used within the Easy Reading project. The following list gives an overview of the planned channels:

- **CH1 – Project online communities and website:** The project website www.easyreading.eu serves as a place where end users, developers, and the general public can get all the information about the project and its key results. An essential requirement of this dissemination strategy is to make this information available to all users regardless of their specific needs. The project's website therefore conforms to the compliance level "AA" of the W3C-WAI WCAG 2.0 (Web Content Accessibility Guidelines). Initially, there will also be an "Easy2Read" version of all public content, and in the further course of the project, the tools developed within the framework of the project will make individual simplification possible. The project website gives an overview of the project (objectives, consortium, contact, etc.), contains regularly updated news and related events and provides access to the resulting public results. Authorised users have access to restricted or confidential documents.

- **CH2 – Partners' official channels and websites:** All partners involved will use their own websites, newsletters and other electronic media to regularly inform their customers and other stakeholders about the project and publish the achieved results.

- **CH3 – Publication of project news and events in specialised blogs, forums and websites:** In addition to the project's website, other related websites, blogs and forums will be used to disseminate the achieved results.

- **CH4 – Dissemination using other online channels:** In addition to the project website, various online channels will be used to disseminate information about the Easy Reading project, including Twitter, Facebook, LinkedIn and other social media channels. The channels will be used to achieve a wider distribution of dissemination and communication activities, including building online communities for end users and developers and disseminating them through social media. Apple Store and Google Play will be used as channels for the distribution of end-user services. A Wikipedia page will be created to provide general information about the project. SEO guidelines will be developed for partners to ensure that all online activities are more likely to lead to end-user, stakeholder and developer participation.

- **CH5 – Scientific publications:** All relevant project results are published in articles, technical papers and other public relations work in well-known and widely distributed national and international scientific journals.

- **CH6 – Meetings, conferences and workshops:** In order to address and reach the different target groups, various meetings, conferences and workshops will be organised within the scope of the project. In addition, all project partners will participate in topic-related scientific and technical events and present the current results of the projects achievements to the public.

- **CH7 – Press releases and media attention:** Press releases are distributed to regional, national and international media at certain times during the course of the project (e.g. project start, pilot start, and project completion).

1.2.4 Dissemination after the project

The post-project dissemination mainly consists of bilateral meetings with key stakeholders related to organisations for people with cognitive disabilities and industrial companies developing tools that can be used as part of the Easy Reading Framework. The aim of the meetings is to inform them about the business opportunities and application scenarios of the approach presented.

Table 1 provides a preliminary summary of the activities resulting from the dissemination plan's objectives.

Dissemination Activities			
	2018	**2019**	**2020**
Website			
news	One contribution per WP per month (written contribution to website editor); Additional news posts in case of current events or important project results	Biweekly contribution per WP per month (written contribution to website editor); Additional news posts in case of current events or important project results	Weekly contribution per WP per month (written contribution to website editor); Additional news posts in case of current events or important project results
downloadable documents	Downloadable deliverables; Flyer with project info; Summaries of current events and project results	Downloadable deliverables; Flyer with project info; Summaries of current events and project results	Downloadable deliverables; Flyer with project info; Summaries of current events and project results
user forum	Discussion of IPAR results (WP1 in lead)	Discussion of IPAR results (WP1 in lead); User-based discussion and comments on tools	Discussion of IPAR results (WP1 in lead); User-based discussion and comments on tools
developer forum	To be opened in 2019	Developer-based discussion and comments on tools and framework	Developer-based discussion and comments on tools and framework
Social Media Channels			
facebook posts	Biweekly contribution per WP (top in status call); more activity in case of current events (awareness generating; always with link to project website)	Weekly contribution per WP (top in status call); more activity in case of current events (awareness generating; always with link to project website)	Weekly contribution per WP (top in status call); more activity in case of current events (awareness generating; always with link to project website)
tweets	Regular tweets on current project status and events (always with link to project website)	Regular tweets on current project status and events (always with link to project website)	Regular tweets on current project status and events (always with link to project website)
downloadable documents	IPAR-UCD Handbook (confidential), User Manual Easy Reading (confidential)	IPAR-UCD Handbook (public), User Manual Easy Reading (public), Easy Reading User Guide (public)	Further Easy Reading related resources (software packages and manuals)
Participation Conferences			
	1. ICCHP 2018 Linz	1. AAATE 2019	1. ICCHP 2020
	2. HCI 2018 Las Vegas	2. HCI 2019 Orlando	2. ISAAC Biannual Conference
	3. Mensch und Computer 2018 Dresden	3. Zero Project Conference 2019	3.
	4. Inklusionstage 2018 Berlin	4. Web4All 2019	4.
	5. Fachtag Leichte Sprache Essen	5. Conference on ICT in Education	5.
	6. M-Enabling Forum Europe 2018	6. Europe in Action 2019	6.
	7. GMK Forum 2018 Bremen	7. Interact 2019	7.
	8. Leichte Sprache im Arbeitsleben 2018 Leipzig	8. Int. Conference on ICT, Society and Human Beings	8.
Organization Conferences			
	1. ICCHP 2018 Linz	1. IKT-Forum 2019 Linz	1.
	2. Funka Accessibility Days 2018	2. AAATE 2019	2.
	3. IKT Forum 2018 Linz	3. Funka Accessibility Days 2019	3.
		4. Communication Carnival, Gothenburg, 2019	

Participation Workshops			
	1. IKT Forum 2018 Linz	1. IKT Forum 2019 Linz	1.
	2. Inklusionstage 2018 - Workshop Barrierefreiheit 4.0	2. Zero Project Conference 2019	2.
	3. Ed-ICT Network Hagen		
	4. ICCHP 2018		
Organization Workshops			
	1. IKT Forum 2018 Linz	1. AAATE 2019	1.
	2.	2. International Pedagogy Congress – Towards an inclusive society	2.
Publications peer reviewed			
	1. Peter Heumader, Cordula Edler, Klaus Miesenberger, Sylvia Wolkerstorfer: Requirements Engineering for People with Cognitive Disabilities - Exploring New Ways for Peer-Researchers and Developers to Cooperate. ICCHP	1.	1.
	2. Journal on Technology & Persons with Disabilities Volume 6: The EasyReading Framework - Keep the User at the Digital Original, Peter Heumader, Klaus Miesenberger, Reinhard Koutny, page 33	2.	2.
	3. Dirks, S. & Bühler, C., (2018). Barrierefreiheit, Usability und Universelles Design in der Softwareentwicklung. In: Dachselt, R. & Weber, G. (Hrsg.), Mensch und Computer 2018 - Workshopband. Bonn: Gesellschaft für Informatik	3.	3.
	4. Dirks S., Bühler C. (2018) Usability Engineering for Cognitively Accessible Software. In: Miesenberger K., Kouroupetroglou G. (eds) Computers Helping People with Special Needs. ICCHP 2018. Lecture Notes in Computer	4.	4.
Press Releases			
	1. TU Dortmund Press Release Project Start	1.	1.
Flyers			
	Easy Reading Project Flyer		
Trade Fairs			
		Rehacare 2019	Rehacare 2020
Videos/Films			
	Prof. Bosse: GMK Forum 2018 (german)		
Cooperation with other H2020 projects			
	http://www.insension.eu		
	https://www.arches-project.eu/de		
	https://projectgable.eu		

Table 1: Preliminary summary of Dissemination Activities throughout the project

1.3 Deliverable D9.1: Interim Dissemination Report

The deliverable has been created based on the detailed description of WP9 objectives and tasks in the dissemination plan in close collaboration of the work package leader (TUD) with the project coordinator (JKU) and the partners. TUD as the WP9 leader is responsible for the content of the deliverable which was produced and shared with partners for review, feedback and contributions.

The aim of this deliverable is to present an annual report on the dissemination and communication activities carried out by the project partners within the framework of the Easy Reading project. It outlines the dissemination and communication objectives and strategies of the reporting period and presents the instruments, tools and activities used to achieve the objectives defined in the dissemination plan.

1.3.1 Structure of the Deliverable

The first section of the deliverable provides an introduction to the project, to the work package WP9 and the deliverable. In the second section the dissemination objectives and the strategies that were followed during the first year of the project are described. The third section focuses on the dissemination and communication tools that were used, as well as activities that were implemented for the achievement of the objectives for the aforementioned period. Lastly, the fourth section outlines

the activities that will be performed in the upcoming period M13-M30. At the end of this deliverable, conclusions are drawn to highlight the main points that were presented in the dissemination report and a risk analysis is performed.

1.3.2 Relation to other Deliverables

This report on the first dissemination activities and objectives relates to the following tasks and deliverables:

- **Task 9.1 – Advisory board:** The members of the Advisory Forum as key actors, including end-user group developers, business and policy makers and NGOs, will also be engaged in dissemination and exploitation activities.
- **Task 9.2 – Exploitation plan:** The exploitation plan also determines, among other things, how the resources developed within the framework of the project can be made known and disseminated.
- **Task 9.3 – Market test:** Market tests are carried out throughout the project involving inclusive test teams in Austria, Germany and Sweden. The test results are disseminated to the respective communities and are a valuable estimate for the quality and the market value of the developed framework.
- **Deliverable D9.2 – Final Dissemination report (M28):** The final dissemination report is a follow-up to this report and describes the dissemination activities of the consortium in the further course of the project.
- **Deliverable D 9.3 – Website (M12) and online communities:** The creation of the project website and the set-up of the social media profiles for the Easy Reading project are important dissemination milestones in the first project phase.

1.3.3 Dissemination Objectives of the Reporting Period

This section gives a detailed presentation of the dissemination and communication objectives and strategies implemented for the reporting period (M1-M12). During the reporting period, the efforts in WP9 were focused on developing and implementing an appropriate dissemination strategy and activities that will result in the best and most effective promotion of the project at local, European and international level.

Additionally, a project internal communication strategy was developed by defining roles and responsibilities, thus ensuring that each partner promotes the project.

For the first year of project's implementation, the main objectives of WP9 were the following:

- Design and launch of the Easy Reading website
- Design and creation of the promotional material of the project (logo, overall presentation, newsletter, press release, project fact sheet, social media)
- Monitoring and update of the project's website and social media profiles

- Identification and organization of the stakeholders groups
- Participation in events at national and international level to raise awareness and visibility of the project
- Coordination of partners for better engagement at local level and stronger involvement
- Establishing and maintaining collaboration with similar EU funded projects
- Promotion of the project to press and media at local, national and European level
- Provision of deliverables and reports corresponding to the reporting period M1-M12

2. Dissemination Tools and Activities

This section of the present report gives an overview of all tools and activities used in the first project phase (M1-M12) to establish the project's objectives in the national and international user and developer community and to improve the visibility of the already achieved outcomes.

2.1 Dissemination Tools

2.1.1 Easy Reading's Identity and Brand

In order to achieve a uniform design of all documents and a visual project identity, logos, banners and document templates were developed during the first months of the project.

2.1.1.1 Easy Reading Logo

Figure 2: Easy Reading Project Logo

The Easy Reading project logo shows a chameleon stylized in green colours. Like a chameleon that can easily adapt to its surroundings in a matter of seconds, the Easy Reading Framework and its tools offer the possibility to adapt any website to the current needs of its user. The logo has been created by an user expert for the disability target group of the project.

2.1.1.2 Easy Reading Banner

The Easy Reading logo is embedded in the project banner. The banner is used on the project's website and the social media channel. The banner was created to relate the user-oriented functionalities of the framework to the technical implementation of the framework.

Figure 3: Easy Reading Banner

2.1.1.3 Easy Reading Document Templates

Deliverable Template

In order to facilitate the creation of project reports for the project partners and to ensure a standardized report layout, a template for the project deliverables was created in the first project month.

Figure 4: Easy Reading Deliverable Template

Presentations Template

The following template was created for project-related presentations.

Figure 5: Easy Reading Presentation Template

2.1.2 Project Website

The Easy Reading website (www.easyreading.eu) was created in March 2018 (M3) and is regarded as a major channel of information and communication. Therefore, its structure and layout are interrelated with the main goals of WP9 to be able to disseminate the project results and to engage key stakeholders.

Since its launch in March, the website is regularly updated to maintain a sustained interest in all project activities. Updates include project news, events, press releases and other activities dedicated to dissemination. The update of the websites content, layout and design is ongoing throughout the project.

In the course of the project it became apparent that while the project website plays an important role for the external presentation of the project, the general information on the project goals and above all on the current status of the project is rather perceived via social media channels. On platforms like Facebook and Twitter the target group can be reached directly and daily unlike on the website. Based on that learning the project strategy was adapted and the role of social media channels intensified. Hence social media channels have been used more intensively as predicted.
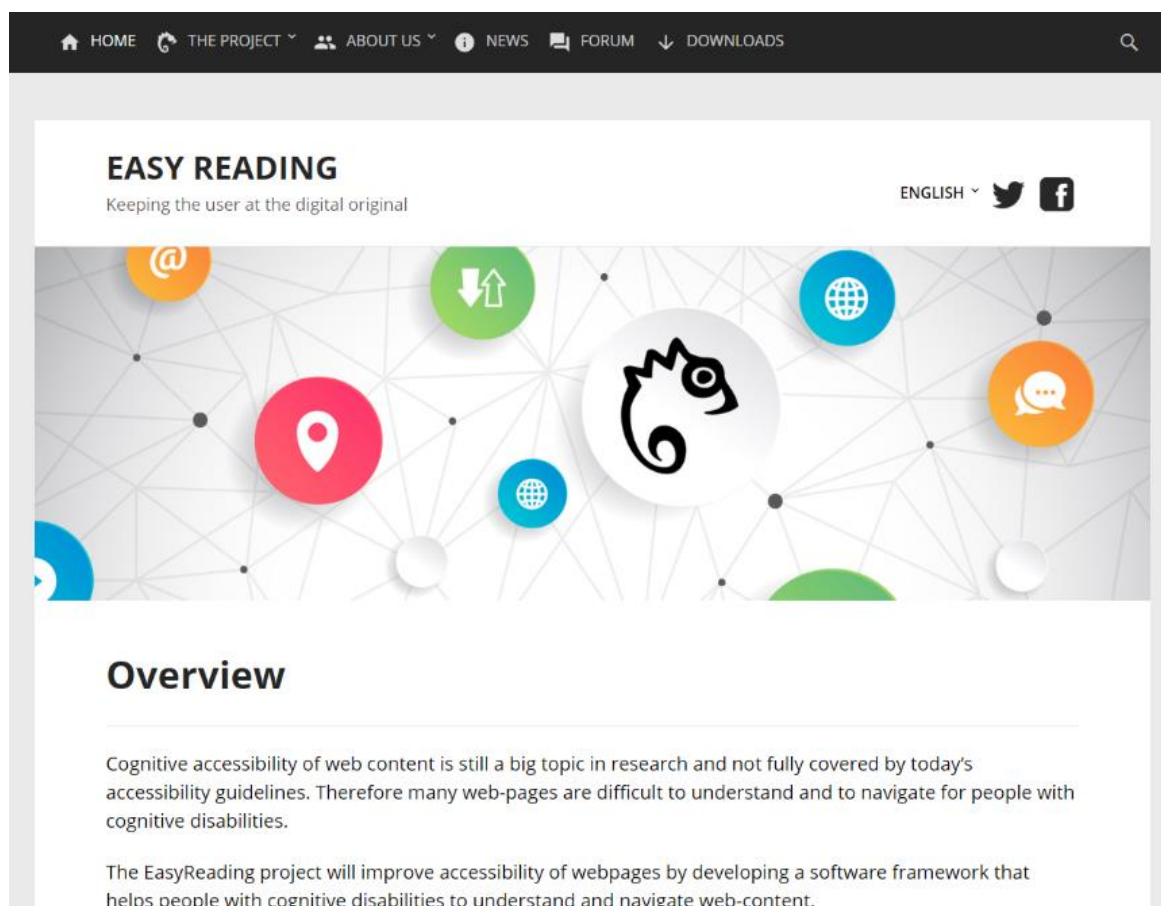
Figure 6: Easy Reading Project Website – Landing page

The project website has a start page with basic information about the project and is available in the languages ''English', 'German'' and 'Swedish' which are relevant for the Easy Reading project. On the subpages belonging to the different categories concrete information about the consortium, the work packages and the results can be found. News about the project are available in the category 'News'. To involve the website users in an active dialogue, two different forums are available, one for developers and one for users. As the project evolves, resources for the active use of the developed tools will be available in the download area.

2.1.3 Social Media Channels

With the increasing popularity of social media platforms, scientific work and scientific publishing have undergone major changes in recent years. The way in which society and research use the Web has inevitably changed. A Nature survey showed that 95 % of scientists surveyed actively use at least one social media platform, with 50 % visiting Facebook and Twitter every day.

Therefore, the social media profiles play an important role in the Easy Reading project in order to ensure the visibility of the project and its results for a broad audience.
During the first months of the project, project profiles were created on Facebook and Twitter. Contributions and updates to the developments and news of the project are published at regular intervals. Interesting topic-related news about the project topics are disseminated from various digital sources.

2.1.3.1 Facebook

Since the start of the 'friendly user tests' in November 2018, dissemination activities in the social media channels have become increasingly intensive. For example, a social media campaign was launched as part of the International Day of Persons with Disabilities on December 3rd.
The social media campaign will be carried out in three consecutive steps: Informing/educating about the general problems, project updates and an active dialogue with developers and users about accessibility problems and solutions.

The table in Appendix 3 gives a brief overview of the values achieved so far for the most important social media key indicators for Facebook.

2.1.3.2 Twitter

The table in Appendix 2 gives a brief overview of the values achieved so far for the most important social media key indicators for Twitter.

2.1.3.3 ResearchGate

The scientific networking platform ResearchGate (https://www.researchgate.net) plays an increasingly important role in scientific exchange and networking, especially in the natural sciences and engineering disciplines.

Within the Easy Reading project, ResearchGate is used to exchange project content with interested colleagues, to find research projects with similar content and goals, and to submit project related work for discussion.

In the project months M1-M12, the platform was mainly used for research and exchange of relevant preliminary work. In the further course of the project, more and more research papers will be published using the ResearchGate platform.

2.1.3.4 Wikipedia

Many people, including researchers, interested lay people and private individuals, use Wikipedia to inform themselves about interesting things, terms and contexts.

Therefore, a comprehensive Wikipedia article on the Easy Reading project will be published in the second project phase (after the first results of the user tests) to increase the visibility of the project.

The second project phase was chosen, to be able to write an article with more specific project content.

2.1.4 Mailing Lists

After the first dissemination activities in the Easy Reading project, it has become clear that there are a number of interested parties from science, user organisations, administration and politics who are very interested in regular updates on the project contents and the further course of the project.

In order to maintain these contacts and to simplify the distribution of newsletters and other project related information, a database with contacts to interest groups and interested parties from the local, national and international fields was created.

This database is used to make project-related announcements on specific topics, to announce achievements, developments and participation in events and to inform about the current course of the project.

The mailing list is maintained and updated throughout the project and may be split into several topic-related sub-lists at a later stage.

2.1.5 Newsletter

Although the creation of a regular newsletter did not play a significant role in the dissemination plan, it turned out that organisations, associations and administrations interested in the content appreciate the newsletter as an important source for a general and concise overview of the current course of the project.

Therefore, the consortium of the Easy Reading project plans a quarterly newsletter throughout the remainder of the project.

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The first newsletter issue is planned for January 2019. The focus of its content is to give an overview of project objectives and the course of the project to date and to inform about the first results of the "friendly user tests".

The planned structure of the newsletter can be found in the appendix.

2.1.6 Press Release

In addition to social media and the project website, press releases are considered to be the second most efficient tool for disseminating the project to a large number of recipients (media, organisations, initiatives and projects, academies, communities and networks) and are intended to help to promote the project at national and European level.

Press releases will be produced throughout the duration of the project. Once produced, they are shared with the press officers nominated by the respective project partners and translated into the respective project languages.

The first Easy Reading press release announcing the start of the project was published in January 2018 and can be found in electronic form on the website of the magazine Focus Online (https://www.focus.de/regional/stadt-dortmund-eu-foerdert-projekt-easy-reading-der-fakultaet-rehabilitationswissenschaften-der-tu-dortmund_id_8462309.html).

2.1.7 Promotional Material

TU Dortmund as the responsible project partner for WP9 will produce a number of dissemination materials during the course of the project in order to facilitate the creation and maintenance of the common identity of the project.
The following promotional materials for the project were produced during the first year of the project and made available via the joint document management system:

- Factsheet
- Presentation template

In the further course of the project, templates for academic posters, product brochures and an overall project presentation will be developed.
The layout of all advertising material includes the Easy Reading logo, a note on H2020 project funding, the funding number and the EU emblem. The promotional material is published in all three languages of the project (German, English, and Swedish).

2.2 Dissemination Activities

The following sections describe the dissemination activities carried out during the reporting period (M1-M12).

The basis for the descriptions was the dissemination plan, which was developed and discussed together with the cooperation partners and was used to plan and coordinate the dissemination activities.

2.2.1 Organisation of Events

The following table gives an overview of the internal and external events organised by the consortium in the first phase of the project.

Eventname	Organizer	Date	Participants	Description
Project Kick-Off	Project Coordinator JKU	January 2018	All project partners	First face-to-face meeting of all project partners
Conference 'Exklusive Arbeitsmarkt – Teilhabe durch Leichte Sprache'	University of Leipzig	March 2018	PIKSL	Workshop on Easy2read
Kick-Off Workshop IPAR-UCD	KI-I	June 2018	KI-I, JKU, PIKSL, TUD	Development of the IPAR-UCD methodology with the inclusive research team
IKT Forum Linz	JKU, KI-I	July 2018	KI-I, JKU, TUD	Information and exchange with stakeholders and interested people with/without disabilities from science, development, care professions and pedagogical professions
ICCHP 2018	JKU	July 2018	JKU, TUD, KI-I	Information and exchange with stakeholders and interested people with/without disabilities from science
IPAR-UCD Workshop Linz	TUD, KI-I	November 2018	TUD, KI-I, JKU	Introduction of the IPAR-UCD method and its application to the inclusive research teams
IPAR-UCD Workshop Düsseldorf	TUD, PIKSL	December 2018	TUD, PIKSL	Introduction of the IPAR-UCD method and its application to the inclusive research teams

Table 2: Organisation of project related events in M1-M12

2.2.2 Participation in scientific events

In the reporting phase, the consortium partners have participated in the following scientific conferences, workshops and other events.

Eventname	Date	Participants	Description
Funka Accessibility Days 2018	April 2018	Funka, ERCIM/W3C, DART	northern Europe's largest conference on accessible ICT, Event organisation by Funka, keynotes on Accessibility and ICT from Funka, DART and ERCIM/W3C
IKT Forum 2018	July 2018	JKU, KI-I, TUD, PIKSL	Event organisation by KI-I, contributions by KI-I, JKU and TUD on various topics of research and development of assistive technologies for people with cognitive impairments
ICCHP 2018	July 2018	JKU, KI-I, TUD, ERCIM/W3C,	Event organisation by JKU, workshop organisation by TUD, contributions by KI-I, JKU and TUD on usability and requirements engineering of software for cognitively accessible software
HCI Las Vegas	July 2018	TUD	Workshop organisation by TUD, contributions by TUD on inclusive research, software usability and participation of people with cognitive disabilities
Mensch und Computer 2018	July 2018	TUD	Contribution by TUD on cognitively accessible software
M-Enabling Forum Europe	September 2018	TUD, Funka, PIKSL, ERCIM/W3C	Contributions and participation in panel discussions by Funka, TUD and PIKSL
GMK Forum 2018	November 2018	TUD, PIKSL	Workshop participation and contributions by TUD and PIKSL on media educational practice, theoretical approaches and social conditions of "media education for all"
Fachtag Leichte Sprache Essen	November 2018	TUD	TUD contribution on Easy Language and Context Simplifications in Digital Resources to Improve Participation of People with Disabilities
Inklusionstage 2018 (BMAS)	November 2018	JKU, TUD, PIKSL	Participation and contributions by TUD and PIKSL in workshop "Accessibility 4.0 – People with learning difficulties as experts in the field of

			Dismantling digital barriers"
Accessible Europe	December 2019	ERCIM/W3C,	Participation by ERCIM/W3C in panel on Web Accessibility (regulation, standards, resources)

Table 3: Participation in scientific events in M1-M12

2.2.3 Scientific publications

The following scientific peer-reviewed publications on project-related topics were produced and published during the first reporting phase.

- Dirks, S. & Bühler, C., (2018). Barrierefreiheit, Usability und Universelles Design in der Softwareentwicklung. In: Dachselt, R. & Weber, G. (Hrsg.), Mensch und Computer 2018 – Workshopband. Bonn: Gesellschaft für Informatik e.V..
- Dirks S., Bühler C. (2018) Assistive Technologies for People with Cognitive Impairments – Which Factors Influence Technology Acceptance?. In: Antona M., Stephanidis C. (eds) Universal Access in Human-Computer Interaction. Methods, Technologies, and Users. UAHCI 2018. Lecture Notes in Computer Science, vol 10907. Springer, Cham
- Heumader, P., Edler, C., Miesenberger, C., Wolkerstorfer, S. (2018) Requirements Engineering for People with Cognitive Disabilities – Exploring New Ways for Peer-Researchers and Developers to Cooperate. In: Antona M., Stephanidis C. (eds) Universal Access in Human-Computer Interaction. Methods, Technologies, and Users. UAHCI 2018. Lecture Notes in Computer Science, vol 10907. Springer, Cham
- Heumader, P., Miesenberger, K., Koutny, R. (2018). The Easy Reading Framework – Keep the User at the Digital Original. In: 33rd Annual International Technology and Persons with Disabilities Conference Scientific/Research Proceedings, San Diego

The following non-reviewed publications on project-related topics were produced and published during the first reporting phase.

- Article about PIKSL on Safer Internet Day (6th February 2018) https://www.diakonie-rwl.de/themen/arbeit-und-beschaeftigung/inklusion-gute-beispiele
- Article about Easy Reading in Magazine of Diakonie, No. 61 (Spring 2018) (page 5)
- Article in Magazine „Interaktiv", No. 1 (2018) (page 25)

2.2.4 Liaison with other projects, networks and initiatives

In the reporting period, TUD, as head of the WP9 work package, conducted online research on projects with the same thematic interest as the Easy Reading project. An invitation was sent out to these projects, which are also funded by the EU, for an exchange of experiences and knowledge. At the time of writing there had been no feedback from the contacted projects.

In the event of positive reactions to this request, regular opportunities for exchange and stimulation will be created. A scientific network is to be established which will be regularly maintained and updated.

The following table shows the projects funded by the EU, which have received an invitation for professional exchange.

Project Name	Website	Project description	Relation to Easy Reading
Insension	http://www.insension.eu	Design and development of an ICT platform that enables persons with profound and multiple learning disabilities (PMLD) to use digital applications and services that can: • improve the quality of their life, • increase their ability to self-determination, • enrich their life	Similar user group, scientific and practical exchange on participatory research and development methods, Exchange on evaluation methods techniques and fields of application
Arches	https://www.arches-project.eu	Aims to create more inclusive cultural environments particularly for those with differences and difficulties associated with perception, memory, cognition and communication. It will achieve this through in-depth research analysis and the development of innovative applications, functionalities and experiences based on the reuse and redevelopment of the aforementioned digital resources.	Exchange on participatory research and development methods, Exchange on evaluation techniques and fields of application
Gable	https://projectgable.eu	The main objective of GABLE project is to launch a social platform of personalized games to improve the living conditions of people with cerebral palsy. GABLE was born out of the idea that there is little or no help for youths with CP to play games specifically suited for their	Exchange on participatory research and development methods, Exchange on evaluation techniques and fields of application

		disability, while motivating them to play more and helping to rehabilitate their motor and motor-visual skills, and at the same time, introducing them to multiplayer/online gaming that would improve their social skills, and by extension, their social inclusion among their peers.	

Table 4: Contacted related projects

2.2.5 Further developments

The project website will be further expanded as one of the central information channels. Significantly more information and documentation will be made available on the website during the remainder of the project. An increase of the number of unique visits and downloads is expected but staying lower than the high target value as predicted in our original estimation.

In addition to the communication and dissemination channels already established and defined in the project proposal, stakeholders and other interested groups requested a project related newsletter. The newsletter was conceptualized in the first project phase and a corresponding mailing list was created. In January 2019 the first issue of the Easy Reading Newsletter will be published.

In order to intensify and focus activities in the social media channels, a campaign on digital accessibility on Facebook and twitter was launched on 3 December, the International Day of People with Disabilities. As a first step, a survey on the perceived barriers in the Internet and other digital media was launched. At the beginning of the year the focus continues to be on active user involvement and new acquisition of followers.

As the project progresses, the project partners will be given more responsibility for improving public relations. Cooperation with regional and national media will be intensified.

3. Planned Dissemination Activities

For the upcoming phases of the Easy Reading project, WP9 will plan, implement, coordinate and report further dissemination activities.

3.1 Project website

The project website will be regularly updated with the following information and resources:

- News on the project's progress
- Downloadable resources (software, manuals, public project reports)
- Contributions to workshop, meetings
- Participation in conferences and other events related to the project
- Promotional material
- Press releases
- Cross dissemination and collaboration with related projects
- Easy Reading Newsletter

Website analytics will be used to continuously and closely monitor website visibility throughout the project.

3.2 Social Media

The social media profiles of the Easy Reading are the main sources of information on the current status of the project. As an exchange and contact medium they will continue to play an important role for dissemination in the further course of the project.

The social media profiles of the project are regularly updated with the following information:
- Current news about the course of the project and the developments
- News about the current issues of the newsletter
- Press releases
- Interesting quotes from partners on relevant project content
- Articles from the Internet on project-related topics
- Information on newsletter issues, press releases and developments from similar projects working with the Easy Reading project

The first step of the social media campaign started in 2018 will be followed by further steps. Together with the followers, it will be discussed which social consequences the perceived barriers on the Internet have and how these barriers can be removed.
In a series of short interviews, the project partners will be introduced in more detail and their role in the field of digital accessibility will be highlighted.

To reach the potential users and the organisations representing the interests of the user groups more than before, short videos will be produced with the inclusive research teams, in which important terms will be explained and current project results will be reported in a comprehensible and low-threshold form.

3.3 Mailing list and newsletter

In addition to the dissemination tools already used, a regular newsletter on the project will be published, as already mentioned in the previous sections.

In the course of the further project phases a total of 6 newsletters will be published:

- Newsletter Issue No. 1 (January 2019)
- Newsletter Issue No. 2 (April 2019)
- Newsletter Issue No. 3 (July 2019)
- Newsletter Issue No. 4 (October 2019)
- Newsletter Issue No. 5 (January 2020)
- Newsletter Issue No. 6 (April 2020)

If required, a final issue of the project newsletter will be published as issue no. 6 (June 2020) at the end of the project to inform about the final project results.

3.4 Organisation of events

In the first phase of the project, events and workshops were mainly organised to coordinate internal cooperation, to inform the various project teams and to establish internal and external forms and means of exchange.

In order to involve the stakeholders and potential users of the developed tools more than before, events with a predominantly external audience are to be organised in the further course of the project (in addition to the usual project organisation meetings).

Thus, a workshop is to be organised as part of the AAATE 2019 conference, in which various projects aimed at improving the digital participation of people with cognitive impairments will present their objectives and current implementations.

Within the framework of the RehaCare 2019 trade fair, an info-booth will be organised where the Easy Reading project and the current project results will be presented. As the fair is mainly attended by end users and local and trans-regional interest groups, the aim is to achieve sustainable dissemination among these groups.

Further dissemination activities will be defined at the next consortium meeting in February 2019.

3.5 Participation in conferences, workshops and events

For the upcoming project phases participations in the following events are already planned.
Further participation activities will be determined at the next consortium meeting in February 2019.

Conference Name	Conference Date	Location	Contribution
Zero Project Conference 2019	February 2019	Vienna	Workshop (JKU)
International Pedagogy Congress – Towards an inclusive society	March 2019	Amsterdam	Workshop (TUD)
Funka Accessibility Days 2019	April 2019	Stockholm	Organisation (Funka)
Web4All 2019	May 2019	San Francisco	Presentation (ERCIM/W3C)
Int. Conference on Software Engineering and Knowledge Engineering	June 2019	Lisbon	Presentations (JKU, TUD)
HCI 2019	July 2019	Orlando	Workshop, Presentation (TUD)
AAATE 2019	August 2019	Bologna	Workshop, Presentations (JKU, KI-I, TUD)
Interact 2019	September 2019	Cyprus	Presentation (TUD)
Communication Carnival	2019	Gothenburg	Presentation (DART)

Table 5: Planned conference in 2019

3.6 Publications

For the further course of the Easy Reading project various topic-related publications on the developed IPAR-UCD method, on the technical developments in the framework as well as on the evaluation results are planned.
Some relevant publications are already in work or have been completed and will be submitted to various scientific journals in the first months of the coming year.

Further publication activities will be determined at the next consortium meeting in February 2019.

3.7 Press releases

To make the project better known to the general public, the press and other media will be more informed about the project in the following project phases.

As part of the first edition of the newsletter, for example, a meeting with the public relations department of TU Technical University Dortmund is planned to prepare a press release on the current status of the Easy Reading project.
In the further course of the project, the partners are to be involved more strongly than before in the responsibility for the press work.

Further press work activities will be specified during the next project meeting in February 2019.

3.8 Collaboration with other projects

After a positive feedback of the research projects contacted in the first project phase has been received, concrete options for an exchange and the creation of synergies will be planned in the following project phase.
The mailing lists and exchange forums that have been set up for this purpose will be regularly expanded and updated.
In addition, the funding databases of the EU and national funding organisations will be used to search for further projects with relevant content. Relevant projects will be contacted and integrated into the existing networks and forums if desired.
If desired, a workshop for a collaborative exchange will be organised as part of a larger event (e.g. AAATE 2019).

4. Conclusions

In summary, it can be stated for the first reporting phase of the Easy Reading project that the dissemination of the project contents started as scheduled and worked well.
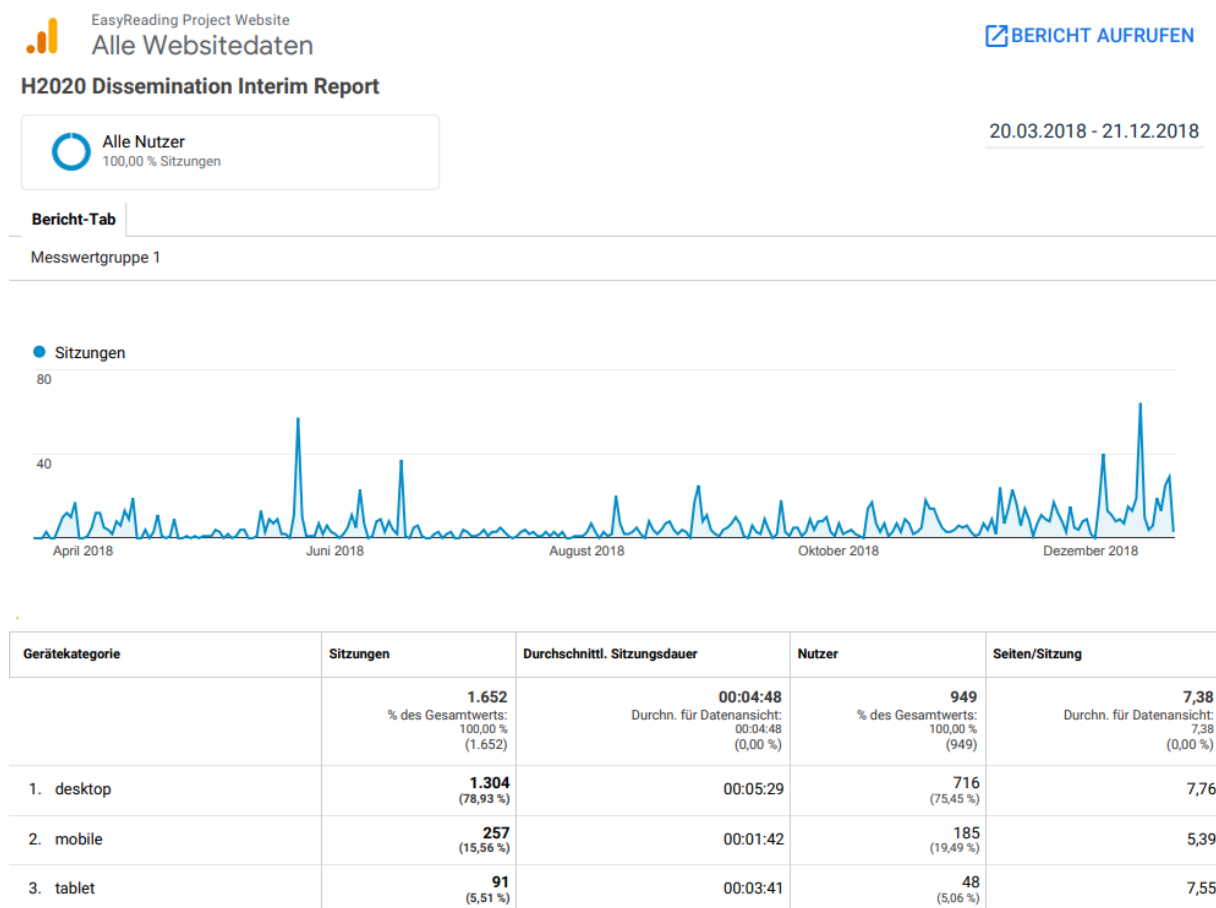Many of the stakeholders and other persons interested in the project primarily use the social media channels and the personal contact in the context of dissemination activities to inform themselves about the current course of the project. It became also clear that social media channels play a far greater role in scientific communication and exchange than previously expected. The reach out in the project's social media profiles have exceeded the expectations. Nevertheless, these dissemination channels will be used even more intensively in the further course of the project. The social media campaign outlined in this dissemination report also serves this purpose.

Oppositely, the website did not play such an important role in dissemination, yet. Publications, reports and news will be intensified in the course of the project.

Press work and the publication of low-threshold, non-peer reviewed publications and the cooperation with press offices and regional, national and European administrative and governmental units will be increased with the coming project results.
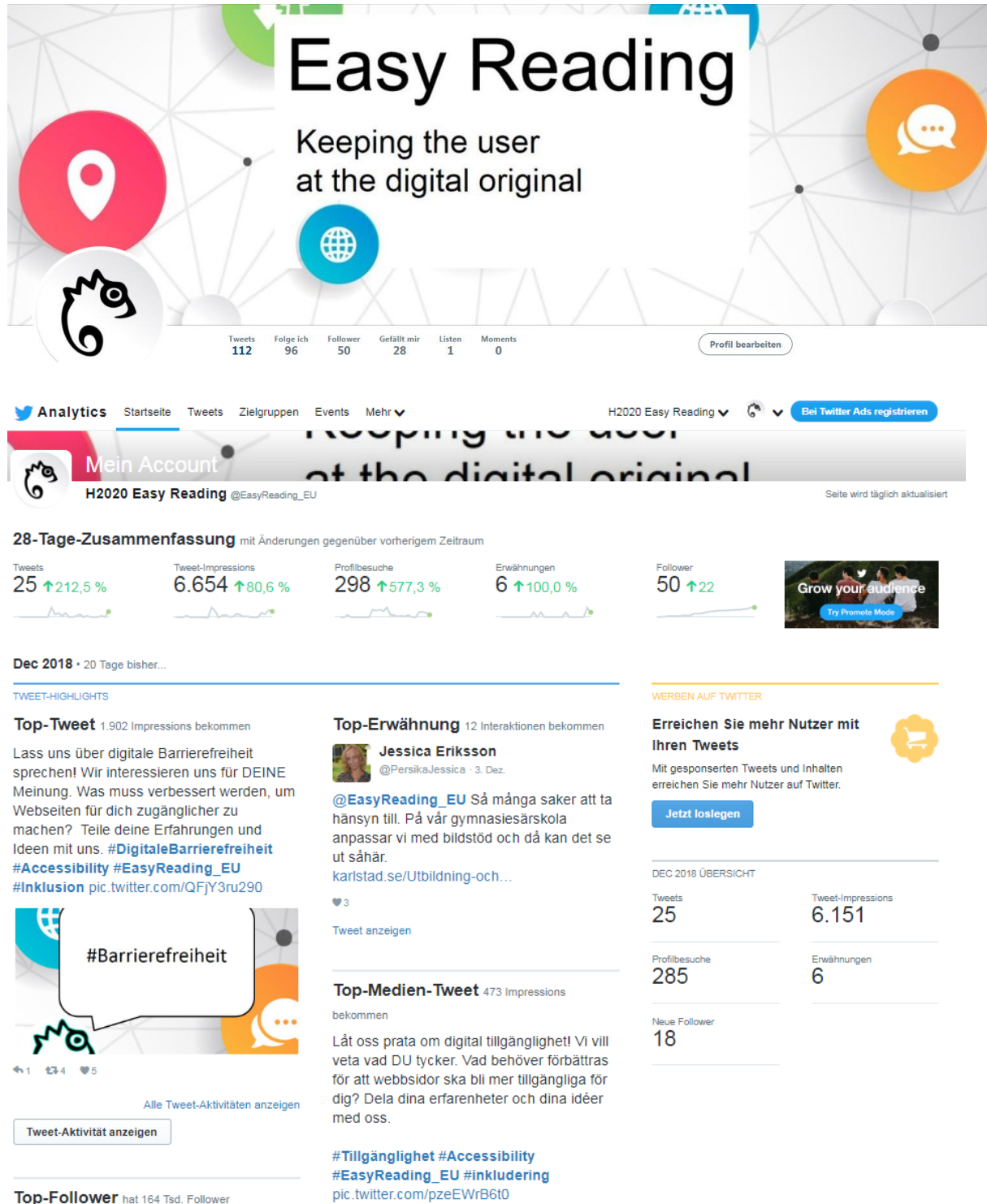
Appendix 1 Website Statistics (Google Analytics)

EasyReading Project Website
Alle Websitedaten

H2020 Dissemination Interim Report

⧉ BERICHT AUFRUFEN

○ **Alle Nutzer**
100,00 % Sitzungen

20.03.2018 - 21.12.2018

Bericht-Tab

Messwertgruppe 1

● Sitzungen

Gerätekategorie	Sitzungen	Durchschnittl. Sitzungsdauer	Nutzer	Seiten/Sitzung
	1.652 % des Gesamtwerts: 100,00 % (1.652)	00:04:48 Durchn. für Datenansicht: 00:04:48 (0,00 %)	949 % des Gesamtwerts: 100,00 % (949)	7,38 Durchn. für Datenansicht: 7,38 (0,00 %)
1. desktop	1.304 (78,93 %)	00:05:29	716 (75,45 %)	7,76
2. mobile	257 (15,56 %)	00:01:42	185 (19,49 %)	5,39
3. tablet	91 (5,51 %)	00:03:41	48 (5,06 %)	7,55

Appendix 2 Social Media Statistics - Twitter

Appendix 3 Social Media Statistics - Facebook
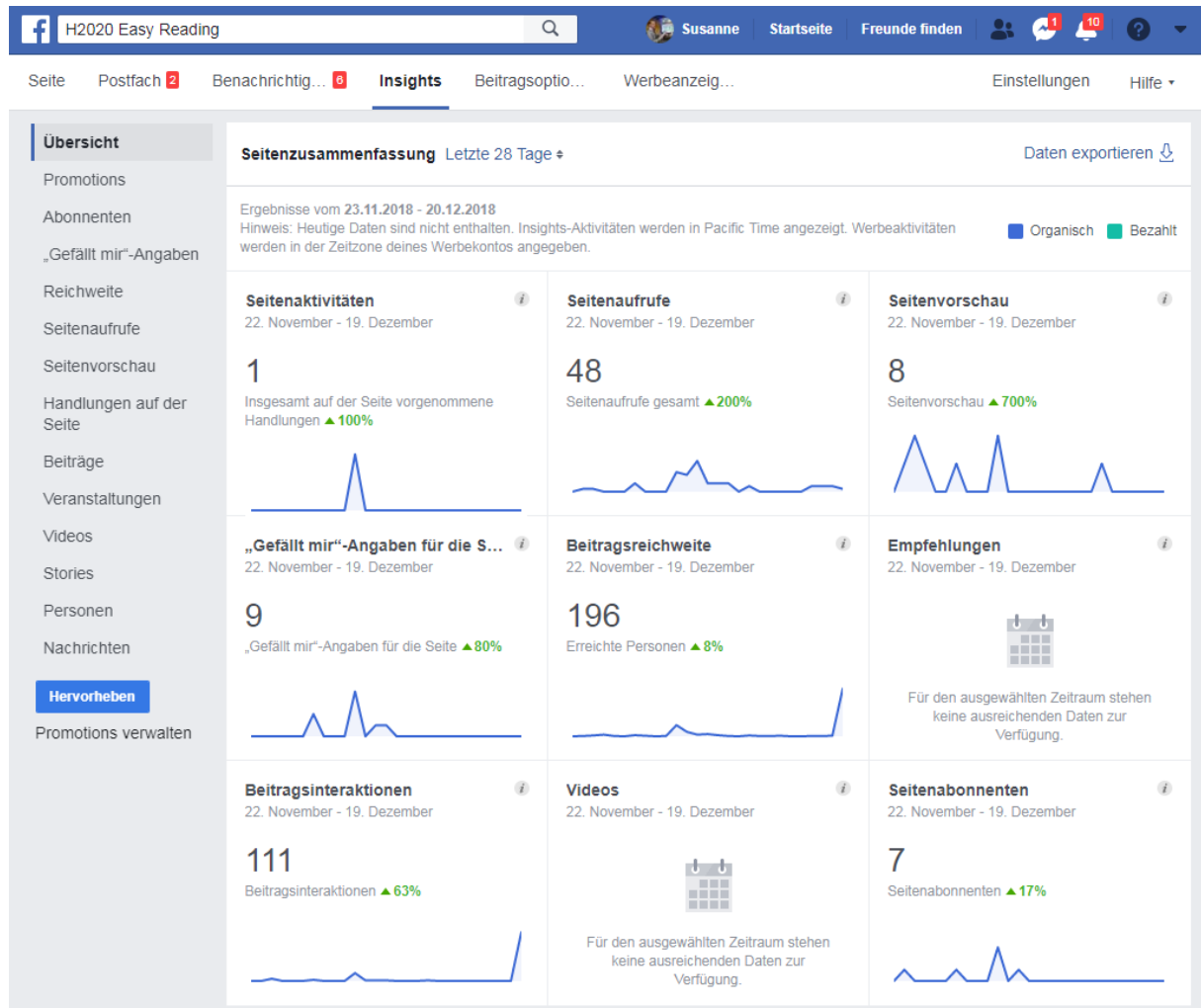
Appendix 4 Easy Reading Factsheet

Easy Reading

Keeping the user at the digital original

There is too many information on this webpage!

What does this word mean? I don't understand the text. It's too difficult.

I can't find contact information!

What is the issue?

A lot of webpages are not accessible for people with cognitive disabilities.
But everyone should be able to use the same webpages as everybody else.
This is why the EasyReading project develops a framework that:

- supports people with cognitive disabilities in understanding web content.
- knows when and what kind of support each user needs to understand, navigate and use web content.
- provides personalized access to web content

All users profit from more accessible webpages, e.g. old people or people with a different mother tongue.

Personalization of Web-Content

Personalized support functionalities without leaving the original webpage

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How does the Easy Reading software help?

The software offers users the support they need to use and understand webpages.
Tracking the user allows personalizing the support to individual needs. The web content is adjusted to these needs in real time.
There are three kind of support features:

1. **Adjustment** of layout and structure of webpages
2. **Explanation/Annotation** of web content with symbols, videos or pictures
3. **Translation** of web content into different language levels, e.g. Plain language or Easy-to-Read

The Easy Reading software is user centered. The user decides when and what kind of help he or she needs.

PIKSL

Users define, design and develop

The Easy Reading software is developed together with users with cognitive disabilities as full research team members.
These users know best what they need.
They take part in all phases of the project.

1. They participate in the research to find out which criteria the Easy Reading Software needs to fulfill.
2. They work together with the developers to test and improve the software.
3. They evaluate the software as users.

This is an innovative Research and Development (R&D) method.

The involvement of users ensures that the Easy Reading software is easy to use and fulfils the user needs in everyday life.

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Projectpartners:

PATHENA · DART · Funka
JKU · KI·I · PIKSL
texthelp · tu technische universität dortmund · W3C

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Appendix 5 Newsletter – Structure