




Accessible European Elections Campaign Tools for communication and campaigns

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European Disability Forum

Who We Are

- 80 millions persons with disabilities
- Independent NGO
- Umbrella organisation of persons with disabilities in Europe

Our Members

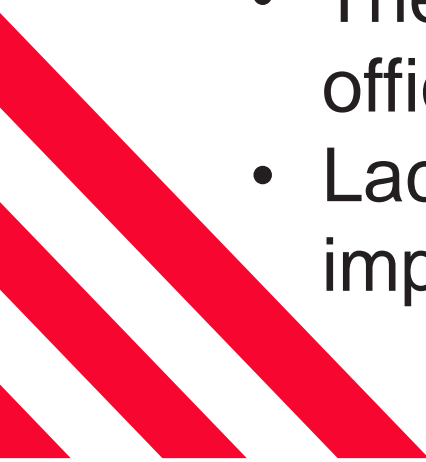
- More than 100 organisations
 - National Councils of Persons with Disabilities
 - European NGOs representing different disability groups
 - Associations committed to promote our aims.
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Accessible elections


Accessibility is crucial for persons with disabilities and beneficial to all persons

- Most election campaigns don't take into account accessibility for persons with physical, sensory, intellectual or psychosocial disabilities.

Why is this important?

- 15% of Europeans have a disability (80 – 120 million people).
 - They are significantly excluded from public life (and public office).
 - Lack of accessibility leads to lack of information and also impossibility of voting.
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Accessibility is not only for persons with disabilities

- Subtitles are read by persons using devices without sound
 - Easy-to-read documents allow for a quick glance of the issues.
 - Real time captioning benefits all attendants, journalists (for quotes), people joining through livestream and event organisers (useful for reporting)
 - Transcripts, alt text benefit Search Engine Optimisation (you will rank higher in Google)
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How to Make Political Communication Accessible?

Triple goals:

1. Access to information
2. Understand the information
3. Always provide alternative means of communication / interaction



Websites and mobile apps

- Follow the [10 golden rules of web accessibility](#)
 - Technical standard – follow the [Web Content Accessibility Guidelines 2.1](#) (ensure at least level A and level AA)
- Different levels: developers & editors
- [Test tools](#) for accessibility exist, but don't check all issues.
- Provide information in [easy to read](#) format. Mark it clearly both for the user and search engine.



Websites and mobile apps

- Some examples:
 - Coherent and simple structure (developers)
 - Explain schemas and flowcharts (editors)
 - Avoid interferences such as automatic videos, music, etc. (developers)
 - Include alt text (alternative text) on images that contain information and subtitles and sign language interpretation on videos (editors)





Frame of video about the SDGs with sign language and subtitles

Social Media

- Alt-text pictures:
 - on [Twitter](#);
 - on [Facebook](#):
- Use Camel Case for hashtags (for example #AccessibilityIsGood, not #accessibilityisgood)

Audio

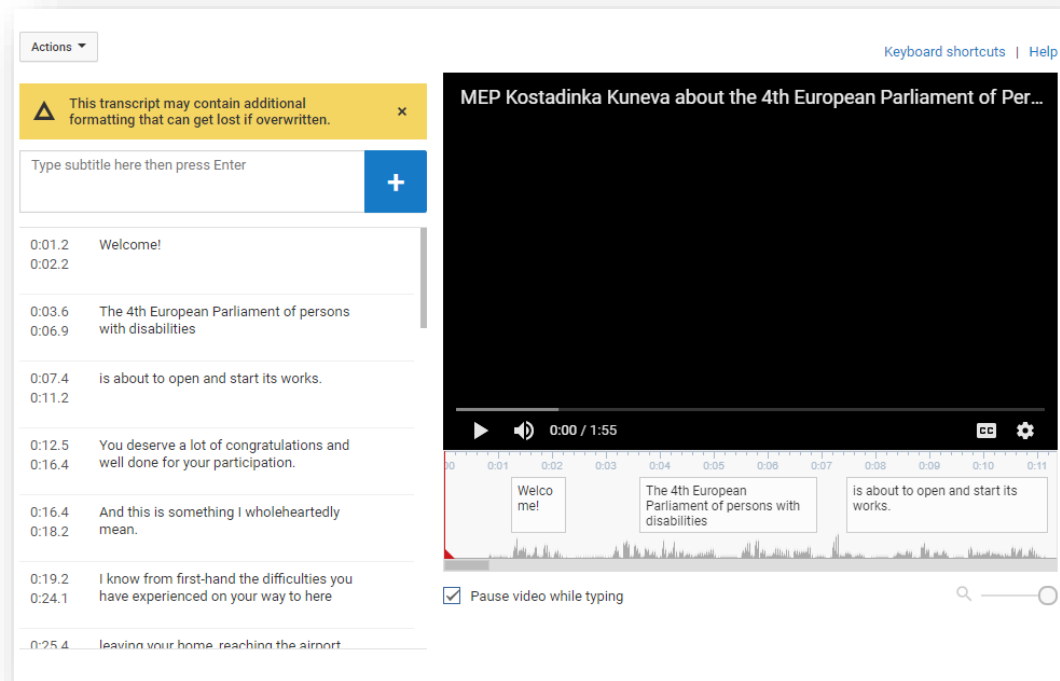
- Provide transcripts or sign language interpretation of radio programs and podcasts whenever possible.



Visual example of alt text on twitter


Video 1/3

- Add subtitles and sign language interpretation
- It's better if the subtitles are closed captions (not incrustated in the video)
 - They are [easy to make on Youtube](#)
 - YouTube auto-generates them just need revision and correction where inaccurate.



Youtube subtitles editor

Video 2/3

- Provide a transcript for the videos – a copy of the subtitles with clear marking of who is speaking and relevant background sounds.
 - If the video contains visual actions which are self-explanatory, you need to add audio description ([example of audio description](#))
 - If the video is presented during an event, provide printed text description.
 - All non-decorative visual information needs to be read out loud by voice off or by audio description. (graphs, flowcharts)
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Video 3/3

- Be clear and easy-to-understand with spoken word and subtitles.
- Ideally, provide an easy-to-read language version of the video
- Printed text describing the video, in large print, should be provided whenever the video is shown during an event.
- Use easy to understand language in both the spoken information of the video and its subtitles.




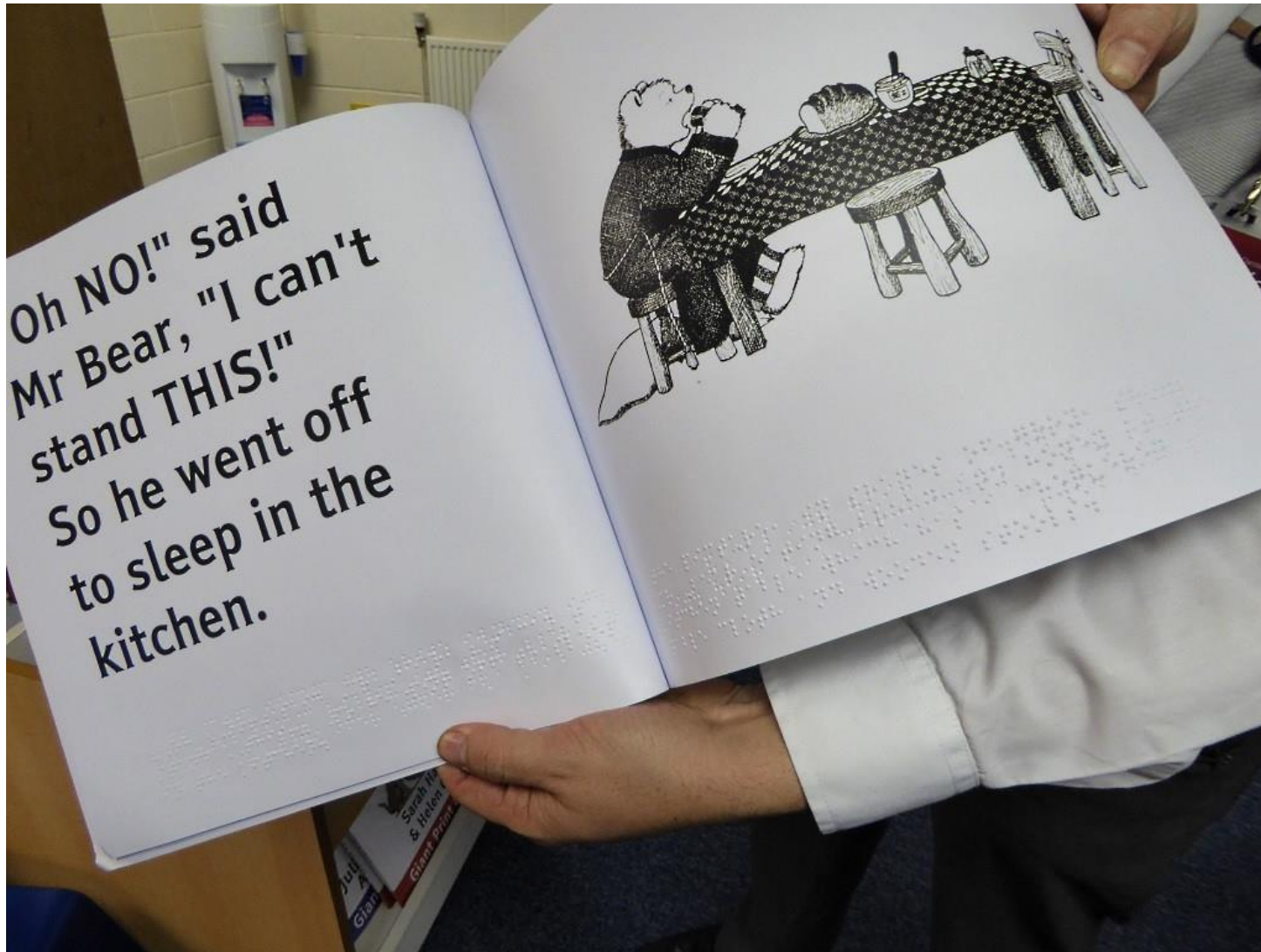
Offline materials

- When outsourcing the production of a leaflet, promotional material, or other, make sure to specify [accessibility requirements](#) in the contract and to check for those upon delivery.
 - Examples. Sans-serif font, contrast, size, large print, braille etc.
- Always provide an accessible digital version of it.




Offline materials

- Provide leaflets in easy to read: evidence shows that Easy-to-read leaflets are more used than others. – evidence shows that Easy-to-read leaflets are more picked up/downloaded than others.
 - Braille documents – provide some copies of your materials in Braille, during events and, ideally, upon request on your website.
 - Large Print – provide some copies of your materials in Braille, during events and, ideally, upon request on your website. (> 14 points)
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Example of a book in braille and large print
Photo credit: Julia Chandler/Libraries Taskforce


Events

- Clearly state that the event will have accessibility measures.
 - Ensure the invitation is accessible and easy to understand.
 - Ensure step-free access to the venue (ramps, lifts, etc).
 - Ensure that there are spaces with no chairs and wide room of maneuver for wheelchair users, blind, deafblind and partially sighted persons – close to the exits is preferable.
 - Provide real time captioning and sign language interpretation.
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Real time captioning team during a conference

Events

- Provide interpretation in national sign language.
 - International sign language interpretation must be provided when there are participants who are deaf and come from different countries.
 - Ensure that reserved seats are provided in the front for deaf, hard of hearing and deafblind participants.
 - Assure that you [follow guidelines on positioning of sign language interpreters](#).
 - Ensure that a hearing loop is installed and working in the venue.
 - Ensure that graphics and important visuals are read aloud.
 - Ensure the invitation is easy-to-read and understand.
 - Ensure the proceedings are clear and easy to follow.
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Manifestos in Easy-To-Read Format

Easy-To-Read manifestos are not only more downloaded, but also boost download rate of the accompanying document.

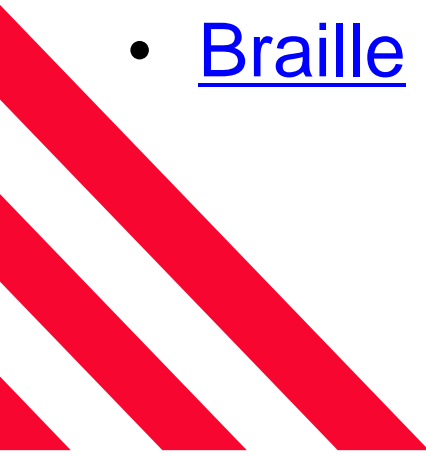
[Contact a Provider](#)

[Example of Easy-To-Read Manifesto](#)

Also be sure to provide your manifesto and political programmes in national sign language(s) on your website.



Useful information

- [National Disability Organisations](#)
 - [National Organisations for Easy-To-Read](#)
 - [National Associations of Deaf Persons](#)
 - [National Sign Language Interpretation](#)
 - [Live-Captioning and Sign Language](#)
 - [Braille](#)
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European/ International Events

- Real time captioning (subtitles in real time) is recommended in all events. The following two providers are used to work in international events: [Global Real Time Captioning](#) and [Velotype](#)
- If one or several deaf persons attend who use the same national sign language, interpretation from/into this national sign language should be preferred.
- If there are participants using different national sign languages, International Sign interpretation should be preferred. [List of International Sign interpreters](#)

European/ International Events

- If the event lasts longer than one hour, at least two interpreters must be provided. Long conferences and workshops (full day or more) require at least three interpreters.
- Follow the [Sign Language Interpreter Guidelines For international/European level meetings](#) (European Union of the Deaf)



European/ International Events

- Interpreters must be given appropriate break times, as they are co-working at all times, supporting their colleague. Therefore, if the participants require interpretation during breaks (e.g. for networking), additional interpreters must be provided.



How to Spread Your Accessible Documents

- Your regular communications channels.
- Associations of persons with disabilities may share with their members very good accessible documents.
(see slides before)
- Specialist magazines (superando.it , handicap.fr,
servimedia.es pluralesingular.pt)



Other EDF Actions Regarding EU Elections

- Prepared and adopted the [2019 EU Elections Manifesto](#)
- Preparing comparison of good and bad practices in communication and voting during elections
- Monitoring voting accessibility during elections.
- Preparing guidelines on accessibility of voting.
- Preparing EU-wide petition on access to information.
- Sharing personal experiences of persons with disabilities.

You can check [EDF's EU Elections hub here](#)



Thank You!

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