

COMMUNICATIONS EXPERT MEETING *SPOTLIGHT ON ACCESSIBILITY*

Wednesday 26th February

Agenda

9.00-12.30 Session 1: Spotlight on communications and accessibility

9.00-9.30 Introduction to UNAPEI, member of COFACE member

Presentation of work and campaigns, including the [#jaipasecole](#) inclusive education campaign. By Isabelle Chandler, Head of Advocacy Unit, Unapei

*9.30-10.30 Spotlight on France. How Unapei is committed to accessible communication?
Easy-to-read: from advocacy to automaticity.*

by Maxime Bonnemayre, Unapei Project Officer, and Clara Alibert, Unapei Advocacy Officer

Unapei will present the major process for developing the Easy to Read in France: explanation of Easy to Read principles; major advocacy events; development and finally Cap'falc project. What is the "Cap' FALC" project? Led by Unapei, the Cap'FALC project aims to significantly improve access to information for all through the generalization of Easy to read and to promote the sustainable participation of people with intellectual disabilities in the life of society. Its objective is to create a tool to assist in the transcription of texts into Easy to read. The project combines research in artificial intelligence and the know-how of Easy to Read producers to develop a novel algorithm that feeds software that facilitates the production of Easy to Read texts.

Q&A with COFACE members

10.30-11.00 coffee break

11.00-12.30 Communications and accessibility: European perspectives

-Easy-to-read in Luxembourg ([KLARO](#)), by a representative of APEMH (tbc)

-Some European Union trends (communications, legislation, campaigns), by Irene Bertana, COFACE policy and advocacy officer & Isabell Wutz, COFACE Communications Officer

Q&A with COFACE members. Discussions and next steps for 2020

12.30-13.30 Lunch break (sandwich lunch)

13.30-16.00 Session 2: General communication strategies
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13.30-14.30: Reaching out to future parents: What do we do about Instagram?

By Michaela Marksová, Communications officer of W4W Czech Republic (COFACE member)

<https://www.instagram.com/womenforwomenczech/>

Isabell Wutz, Communications officer of COFACE

<https://www.instagram.com/familieseurope/>

Q&A with COFACE members.

Discussions and next steps for 2020:

- List of COFACE members on Instagram
- Can we build an Instagram strategy which is mutually beneficial to COFACE and its members?
- Decide on long-term objectives for Instagram.

14.30-16.00 Combining European and national communications activities in 2020

-Update on key communications dates in 2020 for COFACE and COFACE members (campaigns, international days, new media tools, video, etc)

-Families Corner: COFACE Newsletter for 2020-2030. Collection of opinion articles from COFACE members.

-Launch of Families of Today Lab: collection of campaigns, videos, trainings online from COFACE members.

16.00-16.15 Closing words by UNAPEI Director, Marie Aude Torres Maguedano