

**EIAO**

**European Internet Accessibility Observatory**

Project no.: IST-2003-004526- STREP

## **Dissemination Plan**

Reporting Period 1

Deliverable Number: 7.1.1



Version: 1.0

Date: 2005-03-31

Author: Finn Aslaksen

Dissemination Level: Restricted until accepted by review

Status: FINAL

This document consists of 19 pages plus this cover



Version Control

<i>Version</i>	<i>Status</i>	<i>Date</i>	<i>Change</i>	<i>Author</i>
0.1	DRAFT	2005-03-17		Patrizia Bertini
0.11	DRAFT	2005-03-23		Finn Aslaksen
0.12	DRAFT	2005-03-27	Draft updated with materials from TA + comments from <a href="http://europa.eu.int/comm/research/conferences/2004/cer2004/pdf/rtd_2004_guide_success_communication.pdf">http://europa.eu.int/comm/research/conferences/2004/cer2004/pdf/rtd_2004_guide_success_communication.pdf</a>	Mikael Snaprud
0.13	DRAFT	2005-03-28		Finn Aslaksen
014	DRAFT	2005-03-29	Minor corrections, table 2 color, data warehouse of dissemination channel	Mikael Snaprud
0.15	DRAFT	2005-03-31	Minor Corrections	Finn Aslaksen
1.0	FINAL	2005-03-31	Finalisation	Mikael Snaprud/ Finn Aslaksen

# 1. Table of Contents

1	Introduction.....	4
1.1	Brief project description.....	4
1.2	Scope of this document .....	4
1.3	Related work and readers instructions.....	4
2	Dissemination objectives and target groups.....	5
2.1	The characteristics of the project .....	5
2.2	Dissemination objectives.....	5
2.3	Target groups.....	6
3	Dissemination channels and strategies.....	7
3.1	Possible channels.....	7
3.2	Strategies.....	7
3.2.1	Main strategy.....	7
3.2.2	Web site .....	7
3.2.3	Web access to collected accessibility data in the data warehouse.....	8
3.2.4	Brochure.....	8
3.2.5	Newsletters and press releases.....	8
3.2.6	Conferences.....	8
3.2.7	Academic publications.....	8
3.2.8	Workshops.....	8
3.2.9	National cases.....	8
3.2.10	Co-operation with international organisations.....	8
4	Dissemination activities.....	8
4.1	Types of activities.....	8
4.2	Initiating activities.....	9
4.3	Continuous activities.....	9
4.4	Dissemination of results and achievements.....	10
4.5	Case studies to prepare for the future use of EIAO.....	10
5	Budget - guidelines for partners' dissemination activities.....	12
5.1	Budget.....	12
5.2	Guidelines for dissemination budgeting.....	12
6	Reporting and planned activities.....	12

6.1 Reporting system.....12

6.2 Activities in the previous reporting period (period 1).....13

6.3 Planned activities in the next reporting period (period 2).....14

6.4 Activities for the time beyond period 2.....14

6.5 Use of the project website.....14

7 Appendix 1. Interview with Mikael Snaprud, EIAO project co-ordinator.....16

# 1 Introduction

## 1.1 Brief project description

The goal of the project is to contribute to better e-accessibility for all citizens and to increase the use of standards for online resources.

The project will establish the technical basis for a possible European Internet Accessibility Observatory (EIAO) consisting of:

- A set of web accessibility metrics.
- An Internet robot for automatically and frequent collecting data on web accessibility and deviations from web standards ( the WAI guidelines)
- A data warehouse providing online access to collected accessibility data.

The collection of web accessibility metrics and the tools for automated data collection and dissemination will be continuously improved by feedback from end users (e.g. policymakers, governmental agencies, associations of disabled people etc.) and user testing to sharpen the relevance of the automatically collected data.

All Software developed in the project will be released under an open source license.

All kinds of website providers can be assessed, but the focus should be on public services, governmental and local authorities, and private service providers like banks, public transport etc.

## 1.2 Scope of this document

This document covers the plan for dissemination activities related to the project.

Dissemination is a continuous activity which aims at increasing the project awareness both in the scientific community and also in the EU countries and through policy makers, which can gain many benefits from the results of our research.

To handle this in a practical way, this dissemination plan will be revised in each reporting period and discussed at the project meetings twice a year.

Each partner is asked to provide contributions to this plan, giving suggestions, pointing out relevant events, translating the materials into their own language and disseminate the materials through their media contacts and channels they have at their disposal.

## 1.3 Related work and readers instructions

This document is related to the following documents:

D 7.2.1 EIAO Project Website

D 8.2.1 and the thereafter following versions of the Exploitation Plan (to be started i reporting period 2)

## 2 Dissemination objectives and target groups

### 2.1 The characteristics of the project

The project is based on the development of open source applications and aims at being as open as possible in its relations and activities.

The project includes technical development and scientific work and will need to interact with the scientific world in the fields related to the project. In addition the project results will be the basis for benchmarking accessibility, stimulate competition and contribute to the basis for political decisions to improve web accessibility.

Dissemination therefore will include information about the project and its results, and communication with the scientific world to get input to the project. It also includes communication with potential users and policy makers.

Dissemination is a two-way activity. It includes information about ideas and results, and also activities to get feedback from the outside world for the project development.

### 2.2 Dissemination objectives

The general objectives are:

- Disseminate the project idea, developments and research results.
- Promote the observatory as a source for Web accessibility information in Europe
- Raise awareness to Web Accessibility

The first point may include the following objectives:

- To make the projects and its main ideas visible for the target groups
- To communicate with the scientific world to get input and spread results of the project activities.
- To disseminate research results to the scientific audience
- To make the project partners visible (to attract students, scientific personnel etc.)

The promotion of the observatory as a source for web accessibility information in Europe will be coordinated with WP 8 Exploitation Plan. The distribution of web accessibility information and statistics is the core idea of the project and to prepare for this will be a key dissemination activity. It includes:

- To communicate with decision makers and policy makers in the field to inform about the project and get feedback for the project development.
- To provide information and instruments to policy makers when they are ready
- To make national sites (e.g. [www.norge.no](http://www.norge.no)) include ranking list(s) from EIAO data on their websites
- To establish additional National Accessibility Cases (NACs)
- To provide an information basis to be used by the NACs.

The National Accessibility Cases are described in chapter 4. Their main objective is to find ways to use the data provided by the data warehouse in practical national efforts to monitor and improve web accessibility.

The overall objective of the project is to contribute to better e-accessibility for all citizens and to increase use of standards for on line resources. Dissemination to raise awareness to support this objective, is therefore of crucial importance in this project. The use of the data warehouse to distribute information about web accessibility described above is expected to have a general impact and raise awareness. The general awareness raising should however also be covered in other dissemination activities.

The project can contribute to this by awareness raising in the developers' community. This may be included in all interaction with the developers' community, but in particular the project web site may be used.

## 2.3 Target groups

There are four main target groups:

- Users who benefit from good web accessibility. These include:
  - User groups with various problems using web sites (sight or hearing impaired etc.)
- Web providers, like
  - Public bodies
  - Information services (travel information etc.)
  - Banks, newspapers etc.
- Groups and public bodies involved in policy making and providing basis for policy making. These may include
  - Public bodies dealing with e-accessibility
  - Organisations for disabled
  - National statistics providers
- Developers and other groups involved in the technical and scientific work related to the development of web sites. These may include:
  - Open source developers
  - Teachers and students
  - other web/e-inclusion professionals

The last group is important because it includes the people who actually develops the web sites, and who's skill and awareness is needed if web accessibility is to be improved. When working with this target group, it should be remembered that improving web accessibility is a mainstream activity. It involves all web site developers, not only specialists in web accessibility. The dissemination activities aimed at this group, will include general awareness raising and practical advices in how to assess and improve web accessibility.

Web providers include the public and private enterprises and organisations responsible for the content and lay-out of web sites. They set the ambitions (including ambitions related to accessibility) and are key decision makers in the web accessibility development. The dissemination activities for this group will include benchmarking results and information about the benefits of good web accessibility.

Most countries have some public bodies involved in standardisation and work to monitor and improve web accessibility. This may also include organisations responsible for national statistics. Organisations for disabled also take part in the policy making in this field. The various bodies involved may establish a National Case to use the results from EIAO in the policy making. Dissemination for these bodies will in the first stage include general information about EIAO and what kind of results EIAO is expected to provide, and in the later stages results to be used in benchmarking and policy making in the various countries involved.

Users may be included in the previous group. The project needs however, direct contact with users in the project development. These activities include user testing, evaluation of user needs etc. This interaction with users is included in the various work packages, but it may also be regarded as dissemination, and some of the users involved are generally interested in the further development of the project.

## **3 Dissemination channels and strategies**

### **3.1 Possible channels**

There are several possible channels for dissemination. The use of the various channels should be coordinated and the selection of channels may vary from task to task. The channels include:

- Web site
- Brochure(s)
- News letters
- Press releases
- Conferences
- Academic publications
- Workshops
- National cases

### **3.2 Strategies**

#### **3.2.1 Main strategy**

The project is a web orientated project with an audience where the use of the Internet is developed and extensive. This is reflected in the dissemination strategy. This leads to the focus on web based dissemination, with limited use of paper based information and publications.

### **3.2.2 Web site**

The project web site will be the most important channel for dissemination and communication with the audience. The internal web site will be the basis for internal communication. The projects Internet site will play an important role in external communication. Through this site the scientific society will be continuously updated on the development of the projects, and discussions of problems and solutions can take place on the site's discussion forum.

### **3.2.3 Web access to collected accessibility data in the data warehouse**

The collected data is expected to attract much interest, for most of our target groups. This interface will support easy access to basic accessibility information as well as scientific analysis of the data warehouse contents and generation of different kinds of ranking lists showing comparisons of sets of websites and also showing the development over time for some selected website.

### **3.2.4 Brochure**

The project will produce a small and simple brochure including a short description of the project, contact information and web address. All other information will according to the main strategy be based on the web page.

### **3.2.5 Newsletters and press releases**

News will be updated continuously on the project's web site. There will be no regularly printed newsletter. There will be press releases related to main milestones and achievements with a public interest in the project. The first will be related to the establishment of the data warehouse and the first results. It will be possible to subscribe to a project news.

### **3.2.6 Conferences**

Both conferences for the technical scientific audience and conferences covering accessibility issues and political efforts to improve accessibility are relevant. The partners will identify the conferences they find most relevant, but participation will be coordinated to cover the target groups in the best way possible.

### **3.2.7 Academic publications**

Partners are asked to contribute to academic publications as a part of the research work in the various work packages.

### **3.2.8 Workshops**

Workshops are regarded to be an important way to reach the scientific audience, and the project will initiate several workshops.

### **3.2.9 National cases**

The establishing of National Cases are important to get the results from the project into practical use, and the work to establish National Cases will have a high priority.

### **3.2.10 Co-operation with international organisations**

The project will cooperate with organisations like the EC, the WAB Cluster, W3C, CEN, and others.

## 4 Dissemination activities

### 4.1 Types of activities

The dissemination activities can be divided into several types:

- a) Initiating activities - dealing with preparations in the start of the project.
- b) Continuous activities - throughout the project period, such as giving presentations of the project and the results at conferences and other interested groups.
- c) Dissemination of results and achievements related to releases and deliverables in the project
- d) Case studies to prepare for future use of the EIAO - Activities to bring the project results into use during the project lifetime and also after the project is ended

These activities have various audiences and timing. They are all needed to make the project and its results known to possible users and to prepare for future use of the project's achievements.

### 4.2 Initiating activities

Those activities lay the ground for further dissemination work. The activities include

- Design of a project logo
- To establish the EIAO at an early stage to demonstrate the planned Observatory. This web-site is aimed to be permanent.
- To establish a project web-site to inform of project progress, results achieved, activities, etc. and to communicate with users and scientists. An update strategy will facilitate the web site content maintenance.
- Creating an image and graphical profile (layout of prints and web information, logo, leaflets, etc.)
- Produce templates for dissemination activities (presentations, reports etc.)

### 4.3 Continuous activities

The continuous activities include general information and communication with stakeholders, website, news services etc, and activities to support the partners dissemination actions. These activities will go on continuously through the projects lifetime and include:

- To take part in, and give presentations at European conferences.
- To publish papers and articles in, to raise awareness of accessibility across Europe.
- To present news on web accessibility based collected with the prototype Observatory machinery.
- To create an image and graphical profile (layout of prints and web information, logo, leaflets, etc.)

- To produce templates for dissemination activities (presentations, reports etc.)
- To promote the project awareness through actions like:
  - A signature in the project participants' emails with the link to the project website
  - Participation to national and international Mailing lists posting project updates and asking feedbacks when necessary.

#### **4.4 Dissemination of results and achievements**

This is related to the projects' results and achievements. These activities will be concentrated to the results of each release, and to the late project periods, when interesting and useful results from the project are published and ready for use.

Based on this overview the partners dissemination activities are planned and will be presented in an overview containing the whole project period, and a more detailed plan for the next reporting period.

A list of related conferences will be provided on the project's website.

These activities may include:

- To arrange one conference on eInclusion and automatic assessment of web-sites and related issues. Presentations to conferences
- Writing and disseminating articles
- Participation to mailing lists and public discussions on-line

#### **4.5 Case studies to prepare for the future use of EIAO**

These activities include tests and case studies in how to use the products in the best way possible. These activities will be coordinated with the development of the exploitation plan (WP8).

The case is to show how to use the data collected and implement the results in national and European e-Inclusion policy will be produced.

The first case will build on the reference groups already included in the proposal. The national statistics organisation, Statistics Norway can enhance their surveys by adding the EIAO accessibility observations, thus providing better feedback to national policy makers defining the desired level of accessibility. Those include the Social and Health Directorate, The Norwegian Post and Telecom Authority and others. The Ministry of the Environment, working with universal design, will also be invited to participate.

Proposals from users and effective feedback of practical aspects of policy measures are needed to ensure the best possible impact. Local municipalities like Evje and Hornes can play an important role in this task.

Relevant events to reach these target groups include

- the annual eNorge conference
- Seminars organised by IT Funk (a national program funding research projects addressing accessibility)

- Best website award events organised by Statskonsult and norge.no

In addition there are a number of relevant networks like the Kommunenes Sentralforbund (the network of all local municipalities), or the national disability organisations who be interested in disseminating.

Statped, the national support system for special education, represents a relevant network to reach schools.

Best practice experience from this and other possible similar cases together with the continuous monitoring of accessibility, can be used by EDeAN, and EDF to increase awareness and to make sure that good solutions are spread more rapidly in Europe.

The tasks for a National Accessibility Case (NAC) may be:

- to identify and apply methods to influence the assessed websites to enhance their sites
- to use the observatory's reports to monitor changes after enhancements have been made.
- in co-ordination with the EIAO WP7, suggest how to disseminate results from the observatory.
- to recommend other areas and ways of using the observatory's reports to improve quality of European websites.

The possibilities for establishing a NAC should be investigated in further countries taking part in the project. It may also be possible to establish national cases (NAC's) in other countries.

## 5 Budget - guidelines for partners' dissemination activities

### 5.1 Budget

The approved budget (in Euro):

WP 7	AuC	VISTA	FTB	Mmu	Nettkr	UoT		TuW	Aau		Summe
						(Tromsø)	FBL	(Warsaw)	(Aalborg)	IM	
Man months	5,4	8,6	4,1	2,7	1,8	1,5	3,1	1,5	1,5	0	30,2
Labour cost	28 659	51 410	25 461	12 167	9 012	7 961	15 738	2 002	6 759	0	159 170
Travel	2 704	10 000	2 028	1 352	3 000	751	4 000	751	751	0	25 336
Equipment	0	0	0	0	0	0	0	0	0	0	0
Materials	10 000	0	0	0	0	0	0	0	0	0	10 000
Other	20 000	0	0	0	0	0	0	0	0	0	20 000
Total	32 704	10 000	2 028	1 352	3 000	751	4 000	751	751	0	55 336
Overhead	12 273	49 128	25 542	2 704	9 610	1 742	15 791	551	1 502	0	118 842
Subtotal	73 636	110 538	53 031	16 222	21 622	10 454	35 529	3 304	9 012	0	333 349
Sub-contract	0	0	0	0	0	0	0	0	0	0	0
Total RTD	73 636	110 538	53 031	16 222	21 622	10 454	35 529	3 304	9 012	0	333 349
Partner Total	73 636	110 538	53 031	16 222	21 622	10 454	35 529	3 304	9 012	0	333 349
Funding	73 636	55 269	26 515	16 222	10 811	10 454	17 765	3 304	9 012	0	222 989

*Table 1 Partners dissemination budget. Partners engaged in other WPs also have other budgets for travel, materials etc.*

### 5.2 Guidelines for dissemination budgeting

Each partner should propose his own budget for dissemination activities within the budget (above). The activities should be divided into categories according to the list in chapter 4.1.

Some general guidelines may be as follows.

- Time spent for preparation of articles, conference papers etc. can be covered by the man month budget.
- Travel may be covered within the budget for conferences etc. if the partner is presenting works related to EIAO in the conference.
- Other information – local contacts, organisations etc. may be covered within the budget.

## 6 Reporting and planned activities

### 6.1 Reporting system

As a part of the periodical reporting, each partner write a "Dissemination of Knowledge"-report based on the planned actions for the actual period. These reports also indicate planned activities proposed by the partners. These proposals are the basis for frequent updating of the dissemination plan.

All partners will be requested to provide links news clippings to share with the consortium. This will be used to measure the impact of our dissemination activities and as a basis to maintain a press kit.

## 6.2 Activities in the previous reporting period (period 1)

Based on the dissemination reports the dissemination activities may be sorted into types and audiences. The audience may be “all” groups, general, industry, political bodies, scientific or research audience or user. Activities are sorted in press releases (PR), publications (Publ), web sites (Web), newsletters (NL), conferences (Conf) or interview (int).

So far Norway and Italy are well covered regarding general information about the project, but there is more to done in this field in the other participating countries.

Country	Type	Audience						
		All	General	Industry	Political	Science/res	User	Total
All	PR		1			1		2
	Conf	1						1
	Publ	1						1
	Web	1						1
Total All		2	1			1		4
Britain	NL						2	2
								0
Total Britain						2	2	4
Denmark								
Germany	Conf	1						1
	Web	2						2
Total Germany		3						3
Italy	Int			4	1	4		9
	PR				1	3		4
Total Italy				4	2	7		13
Norway	Conf					2		2
	PR		6					6
Total Norway			6			2		8
Poland								
Total		5	7	4	2	12	2	33

Table 2 . Overview over dissemination activities in period 1.

Among the dissemination activities are presentation and paper for the international conference Designing for the 21th Century (Rio de Janeiro, December 2004) and interview with the project manager in several computer magazines.

In addition there has been interaction with organisations for disabled related to questionnaires and user testing. In all those activities the project has been presented for the organisations involved.

There is also established a National Case in Norway (described in previous chapters). This is an important activity to get in touch with public bodies dealing with web accessibility and the activity will increase when the first results from the EIAO are ready.

### **6.3 Planned activities in the next reporting period (period 2)**

The planned activities based on the partners reports include:

- Article in Ariadne (MMU)
- Newsletter (MMU)
- Printed publication and conference (AAATE 2005) (FTB)
- Workshop on Web Accessibility and Metamodelling (AUC, FTB, FBL, UOT). All partners from the WAB cluster have been invited. A peer review of posters is organised to encourage PhD students to co-operate to solve Accessibility research questions.
- Press release presenting the initial results from the first measurements to be held in M16, two months after the release of the complete framework for the first prototype.(All partners). This is planned to be presented at the same time (as needed in translated form) in all participating countries.
- In addition, Deltasenteret have submitted a paper for publication to AAATE 2005 on behalf of NAC Norway
- Presentation to SMEs, AUC staff, and Research council of Norway about the project. (AUC, 26.April 2005)

This list will be extended and there will also be some activity in the NAC preparing for the use of the first EIAO results.

### **6.4 Activities for the time beyond period 2**

The dissemination activities will gradually shift from general dissemination to the dissemination of results from the various work packages, and work in the NAC. It is an ambition to establish more NACs in the participating countries before the first EIAO results are ready to use (month 16?)

### **6.5 Use of the project website**

The project Web site (eiao.net) will be more actively used in the second reporting period. The project website will be used to present the project in general and in particular to explain how the accessibility measurements are conducted and how the results can be interpreted.

The projects Internet site will play an important role in this communication. Through this site the scientific society will be continuously updated on the development of the projects, and discussions of problems and solutions can take place on the site's discussion forum.

We also plan to use the project web site to communicate with users to get feedback on the available materials and requests for improvements.

The project web site will be used to

- communicate an updated picture of the project activities
- distribute results in terms of public deliverables after they pass the EC review
- distribute assessment results from the data warehouse.
- Provide material for the press including pictures and press releases
- Spread surveys and present results from them
- Provide a starting point for collaborative forms of dissemination, such as basis material for students projects etc.

The project web site is linked by the WAB cluster site and a

- Present a project Newsletter, and provide access to further resources like e-Book on Web site accessibility evaluation.
- Co-ordinate work with the WAB Cluster.

Further details of the maintenance and development of the website is included in the deliverable D7.2.1.

## 7 Appendix 1. Interview with Mikael Snaprud, EIAO project co-ordinator

By Patrizia Bertini 2004-12-10

1. Can you tell us something about yourself and how did you start dealing with Accessibility?

I'm teaching computer science at the Agder University College, Norway. As weather permits I enjoy cruising the archipelago in a relaxing wooden boat.

I first took interest in Accessibility as my grand mother needed a wheelchair. Suddenly barriers appeared all over, often resulting from unfortunate design.

2. What is the EIAO project and how was it started?

The European Internet Accessibility Observatory, (EIAO), is a European project designed to monitor Internet Accessibility. The project will develop a prototype of the monitoring tools. The work will be carried in a co-operation involving 10 partners in 6 countries in a period for of three years.

I guess the first ideas about a project emerged about three years ago. We then discovered some major barriers to access information about the public transport system. We were told that adapting the site for other browsers would be very expensive, and that other browsers than Microsoft Internet Explorer represented less than 9% of the sites visits.

At this time we started to collect examples of inaccessible websites. As the manual collection got tedious we started with some experimenting, and in June 2002, Nils Ulltveit-Moe and myself started developing a simple robot for crawling web pages. We called it ROBACC for ROBot assessing ACCessibility.

Based on the experience from the prototype and contributions from all the partners, and funding from the European Commission, we are now initiating the EIAO project.

Luckily, the public transport company has now improved the policy and provides travel information for further customers.

3. Which are the main aims of the project and which results do you wish to achieve?

The overall goal is to contribute to a more accessible web, and to strengthen eDemocracy in the Information Society. The project will try to pursue the goal in several different ways. Based on frequently updated information on accessibility we expect to:

- Provide ranking lists of Accessibility to web sites to fuel competition, leading to improvements and raised awareness
- Provide more detailed information about the Accessibility status and development, to enable policy makers to design more effective policies
- Encourage web developers to improve their sites
- Enable tool developers to build more accessible Authoring tools and better Content Management Systems

To make sure that the measurements are relevant to real users, we will throughout the project compare the results from the automatic assessment with user experiences.

Since the EIAO project is mainly technically oriented, we need support for converting the gained knowledge into action in each country. Therefore, we will try to establish several National Accessibility Cases, NACs, involving the main authorities dealing with Accessibility in the country. The NAC Norway has already been established. NAC Norway includes the Norwegian Post and Telecom Authority (NPT), the Directorate for Health and Social Affairs (Deltasenteret), and Norge.no.

An important aim is also to contribute to a European Methodology for assessing web sites based on the WAI Guidelines from W3C. In fact, the EIAO project will co-operate with two additional projects in a cluster, and with WAI/W3C in this development.

4. What is according to you the average situation of Accessibility in Europe and how do you think EIAO will contribute to improve the current situation?

Currently we do not have much data for comparison of the situation in different countries, since different national surveys use different criteria.

However, all assessments I have seen, indicate that there is substantial need to improve Accessibility.

I think EIAO can contribute to more targeted Accessibility policies and to keep focus on accessibility over time, for tool manufacturers, national authorities and web designers.