

Clear Communication for All.
Making communication
accessible for people with
disabilities.

Pilar Orero, UAB



3-11 June 2023

#EUGreenWeek
PARTNER EVENT

Clear communication

CLEARCLIM



YoungArcHers



MediaVerse

A universe of media assets
and co-creation opportunities



Migrant
Integration through
Locally designed
Experiences



Clear communication



Clear communication

Organisation: content and content

Easy to read language

Legibility

Readability

Layout

Effective



Clear communication 1

Identify the end user

Make the end user the center

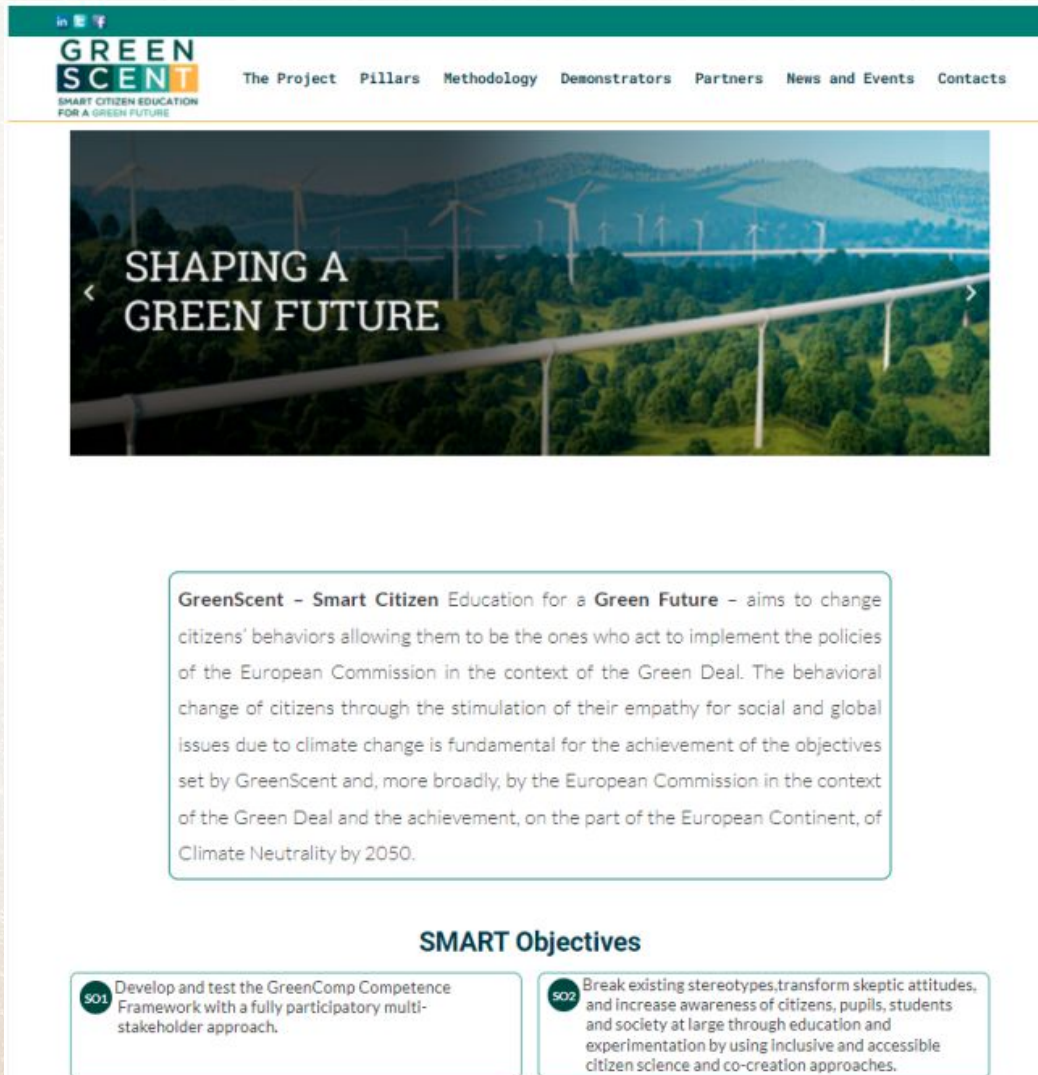


Figure 6 Homepage of the project website

Clear communication 3

Easy to understand language and text design

Font, Font size

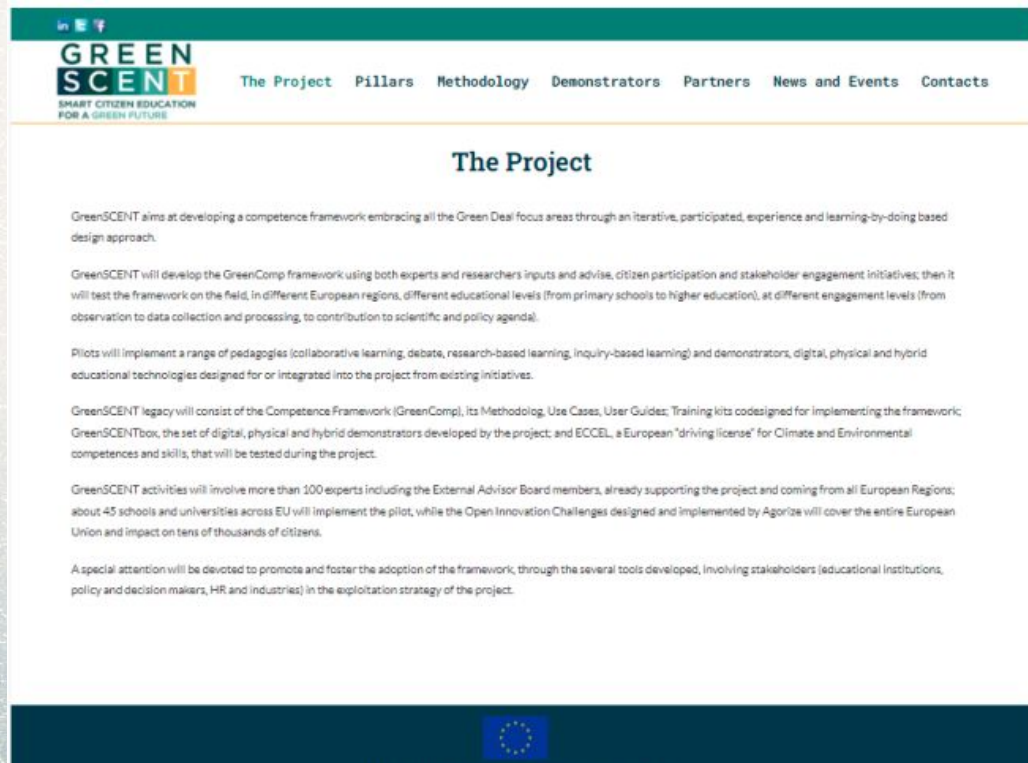
Paragraphs

Headings

Alignment

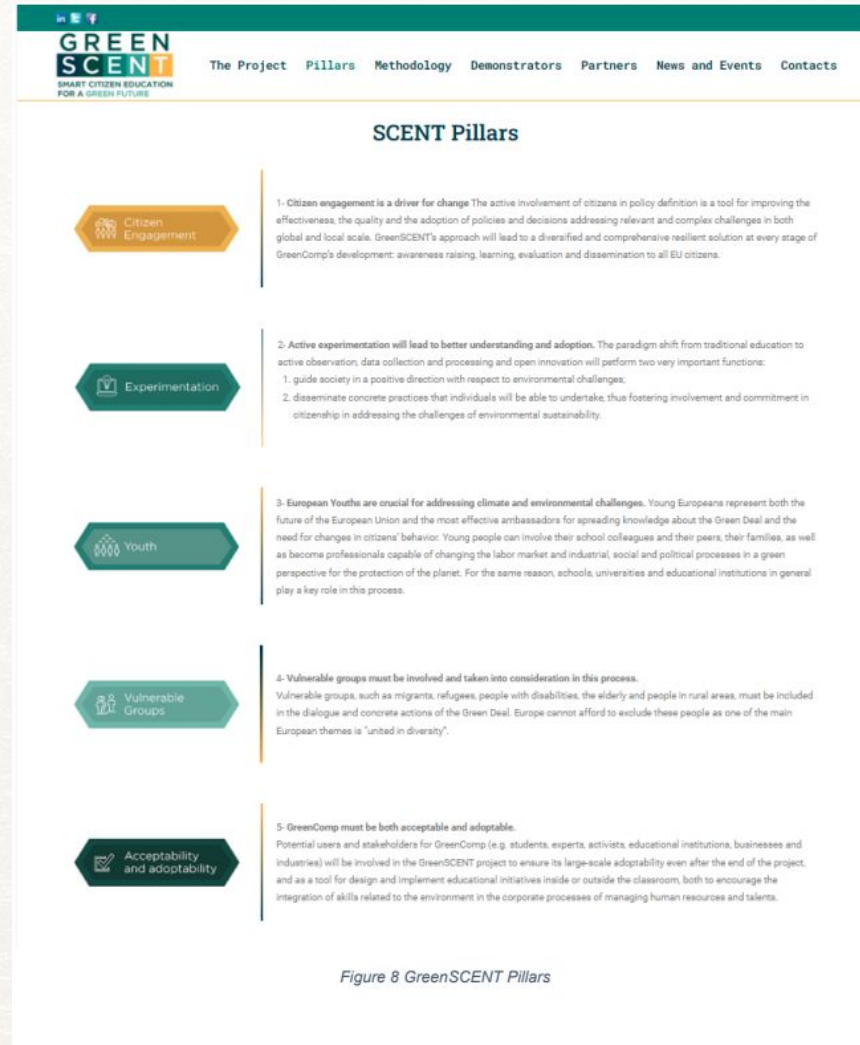
Use of images, tables or graphic elements such as lines, boxes, etc.

Arrangement of elements on the page



Clear communication 4

Edit



The screenshot shows the GreenSCENT website with the following content:

GREEN SCENT
SMART CITIZEN EDUCATION FOR A GREEN FUTURE

The Project Pillars Methodology Demonstrators Partners News and Events Contacts

SCENT Pillars

- Citizen Engagement**

1- Citizen engagement is a driver for change. The active involvement of citizens in policy definition is a tool for improving the effectiveness, the quality and the adoption of policies and decisions addressing relevant and complex challenges in both global and local scale. GreenSCENT's approach will lead to a diversified and comprehensive resilient solution at every stage of GreenComp's development: awareness raising, learning, evaluation and dissemination to all EU citizens.
- Experimentation**

2- Active experimentation will lead to better understanding and adoption. The paradigm shift from traditional education to active observation, data collection and processing and open innovation will perform two very important functions:
1. guide society in a positive direction with respect to environmental challenges;
2. disseminate concrete practices that individuals will be able to undertake, thus fostering involvement and commitment in citizenship in addressing the challenges of environmental sustainability.
- Youth**

3- European Youths are crucial for addressing climate and environmental challenges. Young Europeans represent both the future of the European Union and the most effective ambassadors for spreading knowledge about the Green Deal and the need for changes in citizens' behavior. Young people can involve their school colleagues and their peers, their families, as well as become professionals capable of changing the labor market and industrial, social and political processes in a green perspective for the protection of the planet. For the same reason, schools, universities and educational institutions in general play a key role in this process.
- Vulnerable Groups**

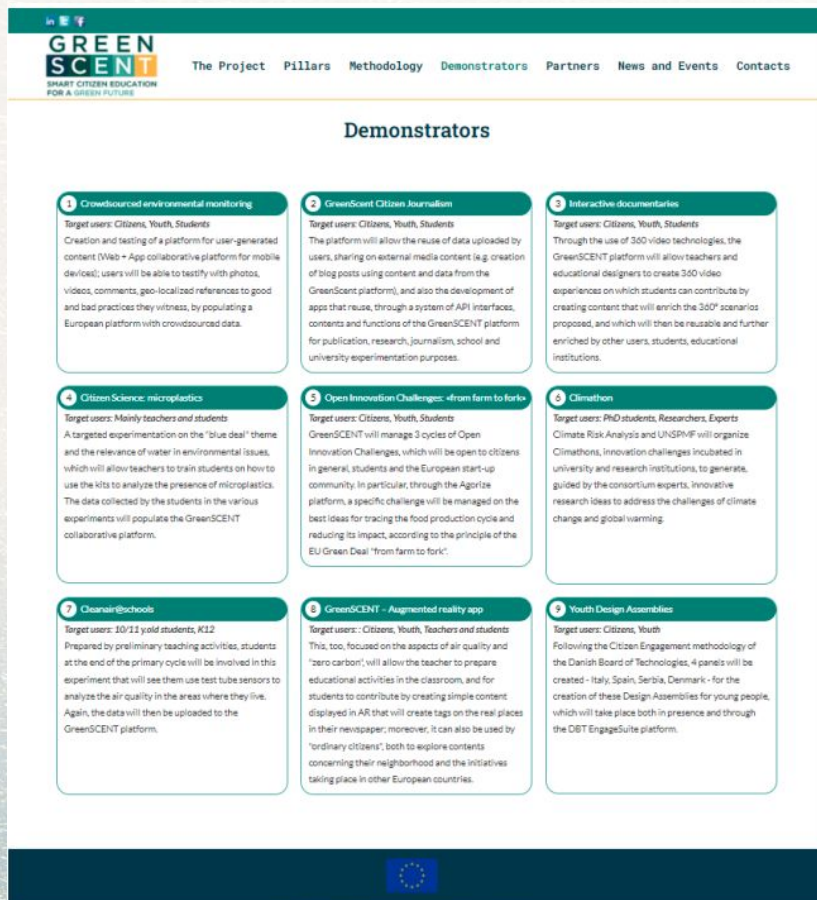
4- Vulnerable groups must be involved and taken into consideration in this process.
Vulnerable groups, such as migrants, refugees, people with disabilities, the elderly and people in rural areas, must be included in the dialogue and concrete actions of the Green Deal. Europe cannot afford to exclude these people as one of the main European themes is "united in diversity".
- Acceptability and adoptability**

5- GreenComp must be both acceptable and adoptable.
Potential users and stakeholders for GreenComp (e.g. students, experts, activists, educational institutions, businesses and industries) will be involved in the GreenSCENT project to ensure its large-scale adoptability even after the end of the project, and as a tool for design and implement educational initiatives inside or outside the classroom, both to encourage the integration of skills related to the environment in the corporate processes of managing human resources and talents.

Figure 8 GreenSCENT Pillars



Clear communication 5 Complement



The screenshot displays the GreenSCENT website's 'Demonstrators' page. At the top, there is a navigation menu with links for 'The Project', 'Pillars', 'Methodology', 'Demonstrators', 'Partners', 'News and Events', and 'Contacts'. The main content area is titled 'Demonstrators' and features a 3x3 grid of nine cards, each representing a different demonstrator. Each card includes a numbered title, target users, and a brief description of the project.

1 Crowdsourced environmental monitoring
Target users: Citizens, Youth, Students
Creation and testing of a platform for user-generated content (Web + App collaborative platform for mobile devices); users will be able to testify with photos, videos, comments, geo-localized references to good and bad practices they witness, by populating a European platform with crowdsourced data.

2 GreenSCENT Citizen Journalism
Target users: Citizens, Youth, Students
The platform will allow the reuse of data uploaded by users, sharing on external media content (e.g. creation of blog posts using content and data from the GreenSCENT platform), and also the development of apps that reuse, through a system of API interfaces, contents and functions of the GreenSCENT platform for publication, research, journalism, school and university experimentation purposes.

3 Interactive documentaries
Target users: Citizens, Youth, Students
Through the use of 360-video technologies, the GreenSCENT platform will allow teachers and educational designers to create 360 video experiences on which students can contribute by creating content that will enrich the 360° scenarios proposed, and which will then be reusable and further enriched by other users, students, educational institutions.

4 Citizen Science: microplastics
Target users: Mainly teachers and students
A targeted experimentation on the "blue deal" theme and the relevance of water in environmental issues, which will allow teachers to train students on how to use the kits to analyze the presence of microplastics. The data collected by the students in the various experiments will populate the GreenSCENT collaborative platform.

5 Open Innovation Challenges: «from farm to fork»
Target users: Citizens, Youth, Students
GreenSCENT will manage 3 cycles of Open Innovation Challenges, which will be open to citizens in general, students and the European start-up community. In particular, through the Agorize platform, a specific challenge will be managed on the best ideas for tracing the food production cycle and reducing its impact, according to the principle of the EU Green Deal "from farm to fork".

6 Climathon
Target users: PhD students, Researchers, Experts
Climate Risk Analysis and UN-SPHF will organize Climathons, innovation challenges incubated in university and research institutions, to generate, guided by the consortium experts, innovative research ideas to address the challenges of climate change and global warming.

7 Cleanair@schools
Target users: 10-11 yold students, K12
Prepared by preliminary teaching activities, students at the end of the primary cycle will be involved in this experiment that will see them use test tube sensors to analyze the air quality in the areas where they live. Again, the data will then be uploaded to the GreenSCENT platform.

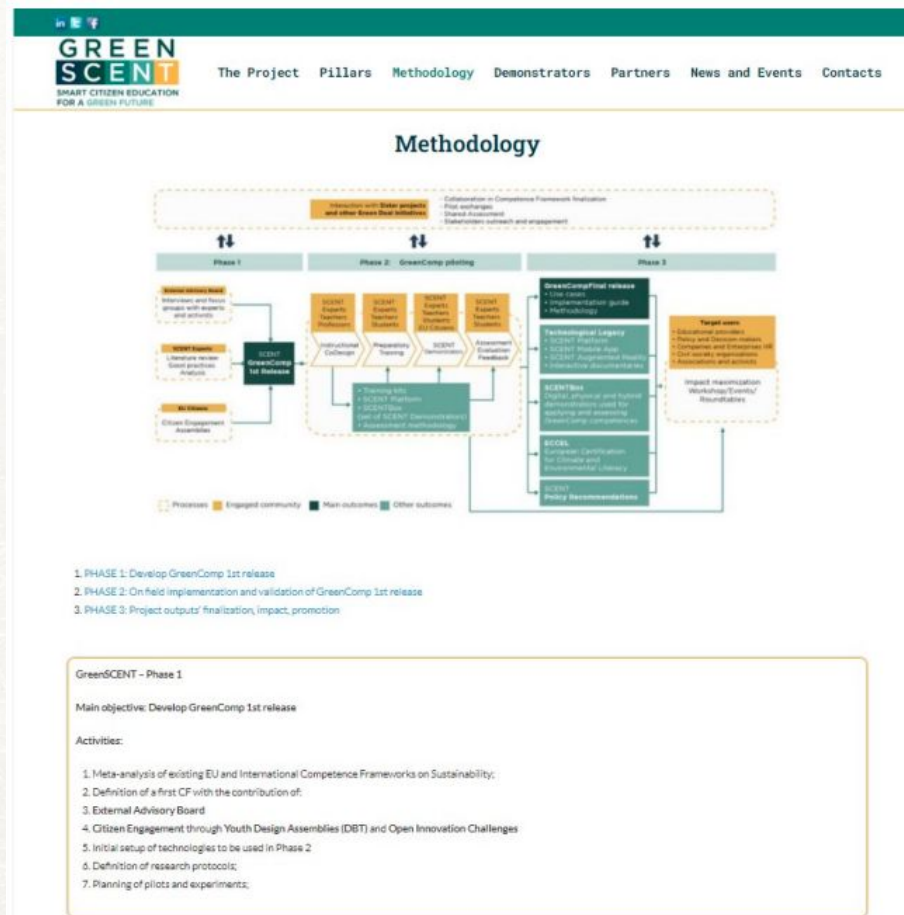
8 GreenSCENT - Augmented reality app
Target users: Citizens, Youth, Teachers and students
This, too, focused on the aspects of air quality and "zero carbon", will allow the teacher to prepare educational activities in the classroom, and for students to contribute by creating simple content displayed in AR that will create tags on the real places in their newspaper; moreover, it can also be used by "ordinary citizens", both to explore contents concerning their neighborhood and the initiatives taking place in other European countries.

9 Youth Design Assemblies
Target users: Citizens, Youth
Following the Citizen Engagement methodology of the Danish Board of Technologies, 4 panels will be created - Italy, Spain, Serbia, Denmark - for the creation of these Design Assemblies for young people, which will take place both in presence and through the DBT EngageSuite platform.

Figure 10 GreenSCENT demonstrators



Clear communication 6 Visualise



Clear communication 7

Test with end users



Thank you

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EUROPEAN
YEAR OF
SKILLS

**GREEN
SCENT**
SMART CITIZEN EDUCATION
FOR A GREEN FUTURE

TRANS
MEDIA
CATALONIA

Xarxa
AccessCat



7
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