

HENNA KARHAPÄÄ | PROJECT COORDINATOR (CULTURE OPEN)

Culture Open:

CREATING CULTURE TO GETHER

DURATION: October 2018 - December 2020

PROJECT OBJECTIVE: The creation of accessible cultural services for immigrants and the disabled in Joensuu and Petrozavodsk. To enable the target groups to participate in the creation of cultural content.

LEAD PARTNER: Karelian Regional Institute of Continuing Professional Education of Petrozavodsk State University

PROJECT PARTNERS: Joensuu City Cultural Services, Centralized Library System of Petrozavodsk, Petrozavodsk City Cultural House, The Museum of Fine Arts of the Republic of Karelia, Municipal Children's Music and Choral School of Petrozavodsk.





Project activities

Accessibility Mapping

Inclusivity Survey

Accessible and inclusive cultural services for the target groups

Accessible project communication

Creation of co-creative performance groups

Artist Exchange between Joensuu and Petrozavodsk

Enabling the target groups to participate in the creation of cultural content.

Modelling the Parafest Festival to Petrozavodsk

Multicultural story-hour workshops & webbased training course for immigrants

Keywords:

accessibility

openness

co-creation

Project communication & visibility

Accessibility project - accessible project communication

Emphasis on the quality of communication ——
increased visibility for the project

Increased visibility \longrightarrow wider reach, bigger impact

3 QUESTIONS

1

Who is your target audience? Why are they significant?

2.

What do you want to achieve with your project communication?

What are your key messages?

3.

What communication channels should you use?

What information does your audience need, so that you may progress the project?

Also consider:

be consistent

be transparent

Share what you have found useful

Offer a view of the progress, not just of the results

Know your constraints (budget, time, access, ability)

Culture Open -social media

Wide presence on most popular platforms:

Facebook, Instagram, Twitter, YouTube

Timing and frequency:

consistency, promotion of upcoming activities, progress of activities, completion of activities

Examples of Culture Open visibility:

Yle News. March 2019:

Joensuun kulttuuritilojen esteettömyys syyniin

Tempauksen taustalla on kulttuurihanke, joka pyrkii helpottamaan vammaisten ja maahanmuuttajien osallistumista kulttuuritapahtumiin.

Esteettömyys 11.3.2019 klo 14.23 päivitetty 11.3.2019 klo 14.23

Petroskoikin innostui Parafestista Purallest pirjectestain takai vuonna yhdeksättä kertaa, johen eval vuonna Their reasons festivate jarkess based varieties, where vacates attentional Culture Oper: Creating Culture Souther-hander, below terholdstoom on efetti memiste is maternatide miktorish lulturish kit

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- Aprileona on hindi kultuurkolikka pilen, että melliä (liitkii siiten sime esintralia bihalialb untavantiasi, Papari latas.

Karjalan Heili newspaper, August 2019



Kaikkialle ei pääse vaivattomasti

Esteettömyys: Joensuussa kartoitettiin kulttuuritilojen saavutettavuutta. Myös pyöratuolitanssija Risto Lang on huomannut ongelmakohdat. A2-3

Kajastus magazine for the visually impaired, September 2019



Joensuussa aiotaan selvittää, miten vammaiset ja maahanmuuttajat saavat tietoa kulttuuripalveluista, ja miten niiden esteettömyys toteutuu-Luvassa on myds uusia osallistavia kulttuurisisältöjä, kuten tapahtumia ja taitelijavaihtoa sekä saavutettavuuskartoitus ja kattavuuskysely paikallisista kulttuuripulvekesta.

Kaiken takana on hanke nimeltā Oulturé Open. Sen rahpitus tulce EU:n, Suomen ja Venäjän tukemasta Kareia CBC -ohjelmasta. Pääpertneri on Petroskoin valtionyliopiston täydennyskoulutuksen instituutti. Joensuun kulttuuripalveluitten saliksi Suomesta on mukana Osuuskunta HURMA - taidetta ja hyvinvointio. Sen tattelijoiden kanssa vammaiset ja maahanmuuttajat pääsevät osalistumaan työpajoihin ja tuottamaan kulttuurisisähtijä muun muassa Joen Yöhön.

Joensuu Uutiset, December 2018

<- Karjalainen newspaper, June 2019





Culture Open social media accessibility workshop at a CELIA Accessibility Directive training day, April 2019

Example: **Accessibility Mapping**

Upcoming:



In progress:

14.3.2019 MUOKKAA

Ensimmäiset kulttuuritilat kartoitettu!

Keskiviikkona 13.3. Culture Open –hankkeen koordinaattori Henna Karhapää ja vammaisneuvoston asiantuntijaryhmä: Matti Maukonen, Pirjo Hoikkanen ja Raija Kortelainen, testasivat Joensuun pääkirjaston ja kaupungintalon esteettömyyttä.

Completed & results:



20.3.2019 MUOKKAA

Saavutettavuuskartoitukset tehty!

Joensuulaisten kulttuuritilojen esteettömyyttä arvioivat saavutettavuuskartoitukset on nyt tehty. Viime perjantaina 15.3. Culture Open –projektikoordinaattori Henna Karhapää ja vammaisneuvoston asiantuntijaraati: Kati Natunen, Matti Maukonen, Pirjo Hoikkanen ja Raija Kortelainen tarkastelivat Carelicumin ja Pohjois-Karjalan museo HILMAn saavutettavuutta.

Culture Open Blog

Allows for a more in-depth look at project progress and results than social media updates.

Reflects project ethos of accessibility and target group reach.

Helpful way of emphasizing project progress.

Also acts as an affirmation and encouragement throughout the project .

"Keeping all relevant information under one roof".



Aloitus

Mikä on Culture Open?

What is Culture Open?

Project Updates in English

Saavutettavuuskartoitus



Ota yhteyttä

How to take accessibility into consideration in project communication and visibility?

- Accessible communication means making your communication usable for as many people as possible, it means the ease of communication.
- Accessibility is useful for everybody, not just the those with special needs.
- Accessibility allows an easier intake and sharing of information.

Practical advice for accessible online communication:

- Be clear and straighforward,
- Avoid provebs and the use of passive voice.
- Avoid italicizing, underlining and bolding
- Line your text to the left

On websites:

- Use a clear navigational structure, titles and search function.
- Chop your text into clear paragraphs, sub-headings, lists, pictures and videos.
- Emphasize visually significant content and make sure that all meaningful content is titled clearly.

Links, push-buttons and downloadable files:

- Name your links so that it becomes clear where clicking them will take the user.
- Present links as blue and <u>underline them</u>.
- Add a link to each sub-page that takes the user back to the main page.
- With downloadable files, announce their name, file type and size, e.g. Accessibility Mapping (PDF, 576 kt)

Im ages:

- Attach an alt-text (alternative text) to the images you use on your website or social media.
- Alt-text is different from picture text.
- A good alt-text: describes the image, is less than 125 characters, uses keywords sparingly

Text and layout:

- Make sure the different parts of the page may be easily distinguished from each other.
- Make sure all your text and images have a necessary contrast with their backgrounds for readability (e.g. black/ dark blue on white, white on black/ dark blue). Orange and yellow can act as good attention colours.
- Make sure the website is usable with the tab-button and with screen readers.

REMEMBER: Accessibility is supposed to make things easier, not more difficult!



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Project blog: cultureopen.home.blog

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