

A person in a wheelchair is seen from behind, looking at a gallery of art. The gallery walls are white and feature several framed artworks, including architectural drawings and photographs. The floor is a dark, polished wood. The overall atmosphere is quiet and contemplative.

# Experiences of an ongoing project

HENNA KARHAPÄÄ | PROJECT COORDINATOR  
(CULTURE OPEN)

# Culture Open:

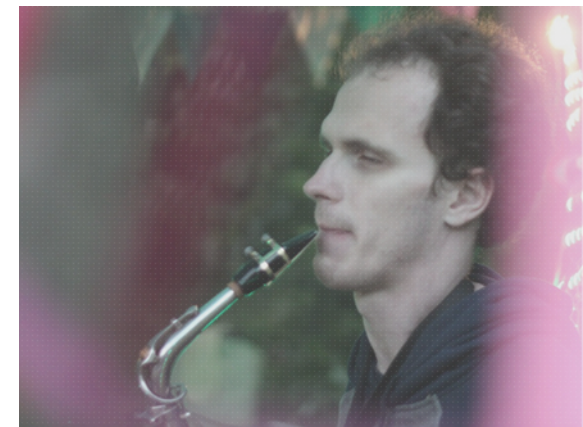
CREATING CULTURE TOGETHER

**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

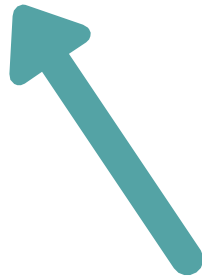
**PROJECT PARTNERS:** Joensuu City Cultural Services, Centralized Library System of Petrozavodsk, Petrozavodsk City Cultural House, The Museum of Fine Arts of the Republic of Karelia, Municipal Children's Music and Choral School of Petrozavodsk.



# Project activities

Accessibility Mapping

Inclusivity Survey



**Accessible and inclusive  
cultural services for the  
target groups**



Accessible project  
communication

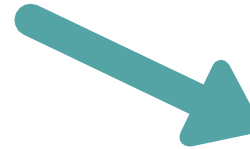
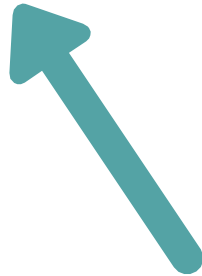
Creation of co-creative performance groups

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 & web-based 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 → 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 esteettömyyssyyniin

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



Karjalan Heili newspaper, August 2019



## Kaikkialle ei pääse vaivattomasti

**Esteettömyys:** Joensuussa kartoitettiin kulttuuritilojen saavutettavuutta. Myös pyörätuolittansija Risto Läng on huomannut ongelmakohtat. A2-3

Kajastus magazine for the visually impaired, September 2019



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".



# Culture Open -blogi

[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 straightforward,
- Avoid proverbs 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 [underline them](#).
- 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)

## Images:

- 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!



@cultureopen



@CultureOpenFI



@cultureopenjoensuu

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cultureopen.home.blog

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