LEAD-ME COST Action (CA19142)

The Leading Platform for European Citizens, Industries, Academia and Policymakers in Media Accessibility

PROJECT SUMMARY
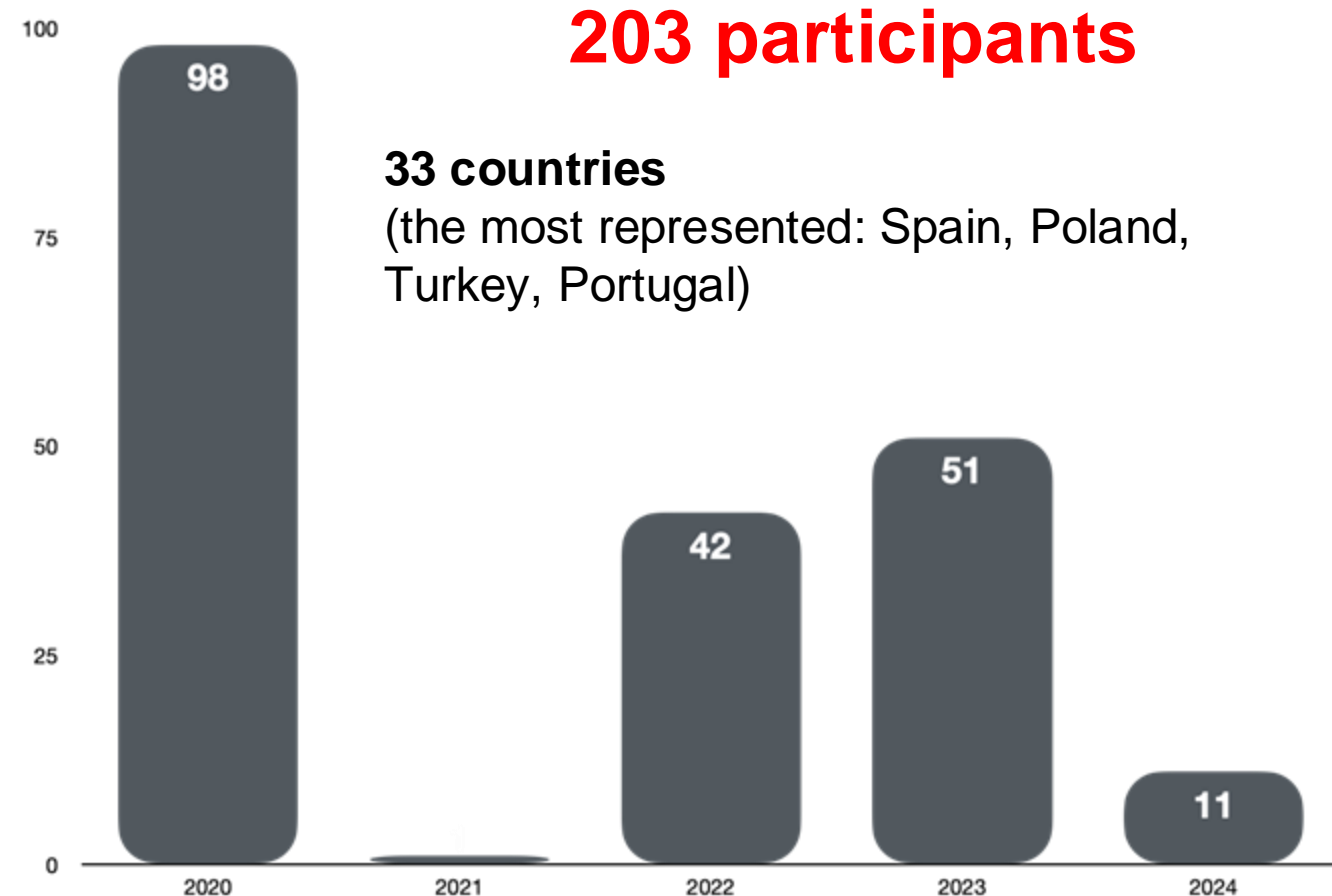
Krzysztof Krejtz
(SWPS University, Warsaw, Poland)

LEAD-ME Final Event

LEAD-ME Network

- Four Working Groups

  - **WG1** **Technical Platform**
    that allows a single point-of-access
    to relevant Media Accessibility
    technologies

  - **WG2** **Guidelines and Curricula**
    for Teaching and Training Media
    Accessibility

  - **WG3** **Quality and Standardization**

  - **WG4** **Status-quo and Future**
    Directions of Media Accessibility

- Representing stakeholders: Academia,
  Organizations of people with
  disabilities, and Enterprises.

203 participants

33 countries
(the most represented: Spain, Poland,
Turkey, Portugal)

The People

Prof. Pilar Orero

(University Autonoma Barcelona)

- the former leader of the LEAD-ME Action

- currently co-chair of Sustainability Focus Group in ITU / UN

The People – The Core Group

Krzysztof Krejtz
(Action chair)

Annette Wilson
(Action vice-chair)

Christopher Hughes
(STSM & ITC Manager)

Uglesja Stankov
(STSM & ITC Manager)

Giacomo Inches
(Action Proposer)

Carlos Duarte
(WG1 leader)

Ann Marcus-Quinn
(WG2 leader)

Krishna Chandramouli
(WG3 leader)

Klaus Hoeckner
(WG4 leader)

Miroslav Vujicic
(Science
Communication Manager)

LEAD-ME Networking Activities overview

MEETINGS

- Core Group Meetings: 30+

- MC Meetings: 10

- Training Schools: 8

- Seminars/Scientific sessions: 5

GRANTS

- ITC & Dissemination grants: 9

- STSM: 13

- Virtual Mobility: 7

- Number of grantees: 20+

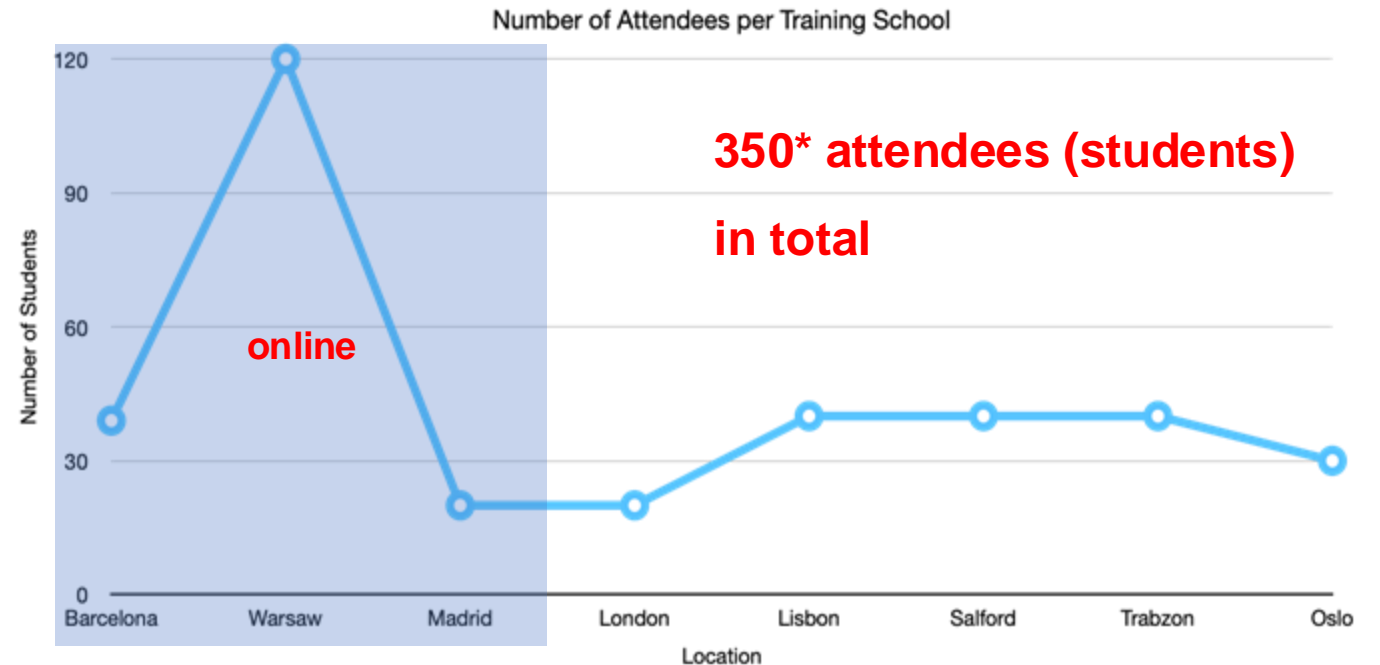LEAD-ME started during COVID pandemic with online activities only

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Now, in 4th GP there is one networking activity each month offered to LEAD-ME participants

LEAD-ME Training Schools

- Two training schools each year (8 total)

- Each focused on one aspect of accessibility research & practice

- Focus on PhD Students, young scholars and practitioners

- Connecting researchers with practitioners and policymakers

Number of Attendees per Training School

online

350* attendees (students) in total

The People of LEAD-ME Training Schools

LEAD-ME

LEAD-ME Winter Training School Barcelona 2020: **online**

Media Accessibility: Communication for all

Pilar Orero
(Universitat Autonoma Barcelona)

LEAD-ME Summer Training School Warsaw 2021: **online**

Eye tracking in media accessibility research: methods, technologies and data analyses

Izabela Krejtz
(SWPS University)

Agnieszka Szarkowska
(University of Warsaw)

Krzys Krejtz
(SWPS University)

LEAD-ME Winter Training School Madrid 2021: **online**

Media Accessibility Training: Sign-language and Subtitling for the Deaf and Hard of Hearing

Juan-Pedro Rica-Peromingo
(Universidad Compultense de Madrid)

LEAD-ME Summer Training School UK 2022: **hybrid**

Measuring the European Accessibility Act (EAA)

Christopher Patnoe
(Google)

The People of LEAD-ME Training Schools

LEAD-ME Winter Training School Lisbon 2023:   **hybrid**

Accessible Embodied Interaction

Carlos Duarte
(University of Lisbon)

LEAD-ME Summer Training School Salford 2023:   **hybrid**

Digital Divide: Accessible XR Curriculum Development

Chris J. Hughes
(Salford University)

LEAD-ME Winter Training School Trabzon 2024:   **hybrid**

Advancing Media Accessibility through Research Methods and Innovative Approaches

Muhammet Berigel
(Karadeniz Technical University)

LEAD-ME Summer Training School Oslo 2024:   **hybrid**

Accessibility in Digital Learning Resources

Yngvar Nordberg
(TV 2 Skole)

Morten Fjeld
(Bergen University)

The People Training Schools attendees

LEAD-ME seminars and scientific sessions

Venice 2022 – Biennale Venice Film Festival "Subtitles in 360 movies"

Brussels 2022 – European Parliament premises "Future Agenda for Accessibility Research and EAA"

Zagreb 2022 – session at New European Media (NEM) Summit "Accessibility and New Media"

Vienna 2023 – collocated with Zero Project Conference UN premises "Accessibility research landscape in Europe"

Warsaw 2023 – LEAD-ME Book meeting and seminar

Brussels 2023 – European Commission premises "Sign Language Perspectives"

Cyprus 2024 – collocated with *Caise* Conference "Accessibility in the AI era"

Linz 2024 – collocated with the ICCHP conference "Future of Accessibility Design"

George Papadopulous
(University of Cyprus)

Klaus Hoeckner
(Austrian Association)

LEAD-ME Seminar and Sessions examples Brussels 2022 & 2023

Photo 9: Accessibility and media in the EU: LEAD-ME COST Action follow-up Conference

LEAD-ME Action Sustainability

Research grants of the Action members

LEAD-ME Action publications

98 presentations uploaded on the LEAD-ME website

80 joint videos uploaded on the website and official YouTube channel

8 joint scientific papers

Edited Springer monograph
**Transforming Media Accessibility in Europe
Digital Media, Education and City Space Accessibility Contexts**

Edited special issue in Universal Access in the Information Society journal titled:
Accessibility of Tourism 4.0—designing more meaningful and inclusive tourist experiences
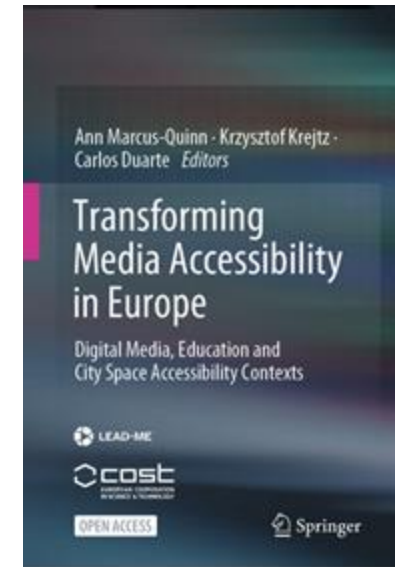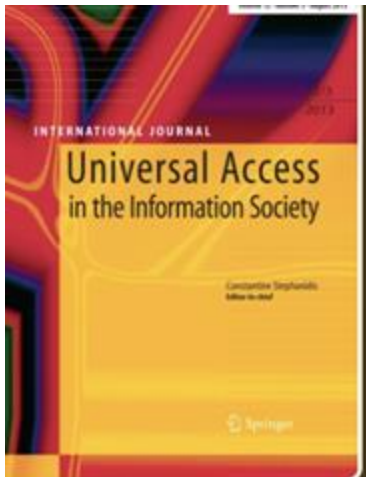
YouTube channel growth 80 produced videos

Video Marketing
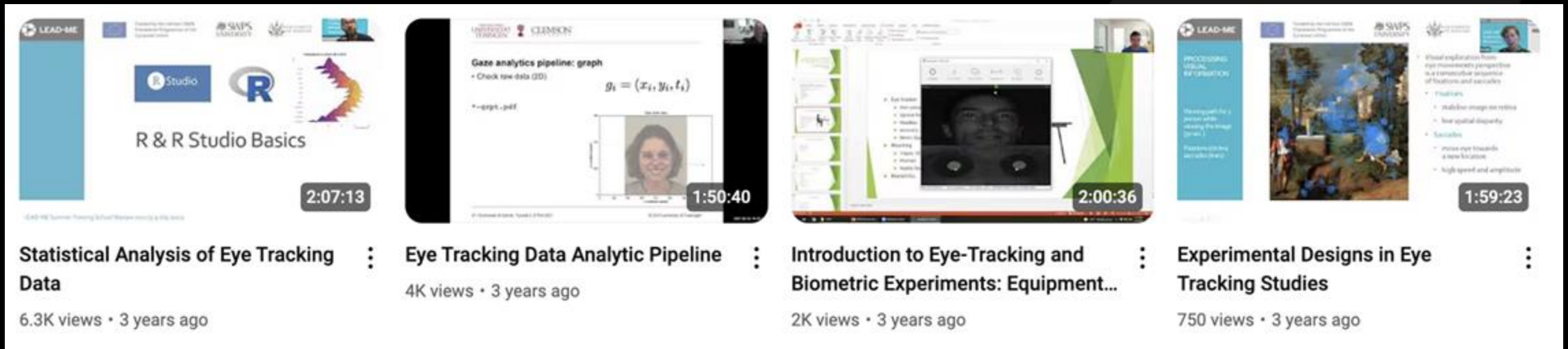
– over 6.500 total views (June, 2022)

– over 12.000 total views (March 15h, 2023)

– over 20,677 total views (September 22st, 2024)

YouTube channel
(September, 2024)

Most watched videos