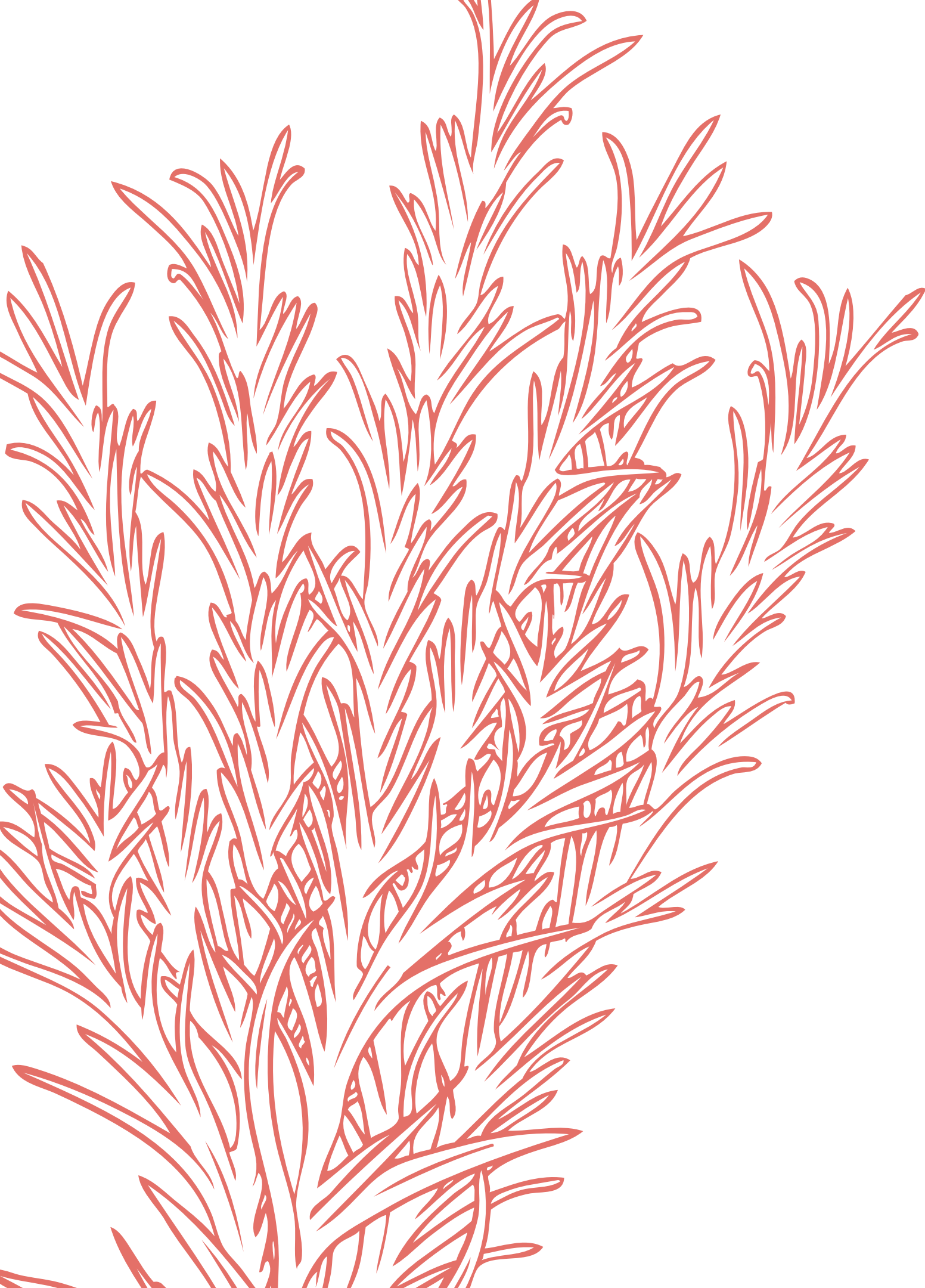




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# PRODUCT DEMO ENGAGEMENT AS ACCESSIBILITY & INCLUSION



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# WHO I AM

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# What is Ri-evolution project

a new way of working  
a new way of living

LEADERSHIP GENTILE

LE IDEE  
NON HANNO  
GERARCHIA

# How does it work:

## 3 LEVELS FOR RI-EVOLVE



### FEELING

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EMOTIONAL ENGAGING TO  
ACTIVATE THE LEARNING AND  
CHANGE PROCESS



### TAKING ACTION

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GAINING EXPERIENCE TO BUILD  
THE BEST VERSION OF  
OURSELVES



### UNDERSTANDING

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DEVELOPING KINDNESS  
MINDSET



## FEELING

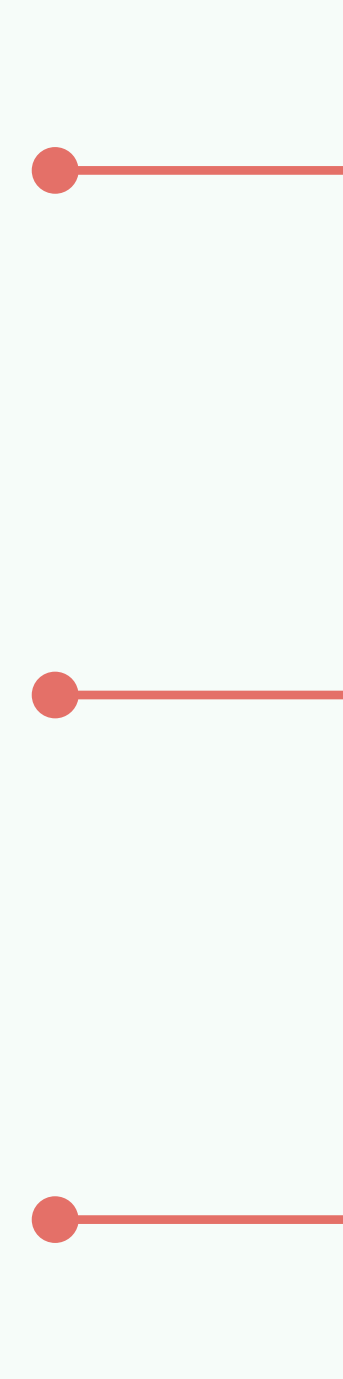
Guiding organisations in the transition from values as success, wealth and competition to those of economy of care, knowledge contamination and essence search.

## TAKING ACTION

Enhancing individuals' talents and ideas with a sharing, participation and kindness perspective.

## UNDERSTANDING

Promoting the development of awareness that puts the human person at the centre and no longer the «man's power over man» exaltation.



# GOALS



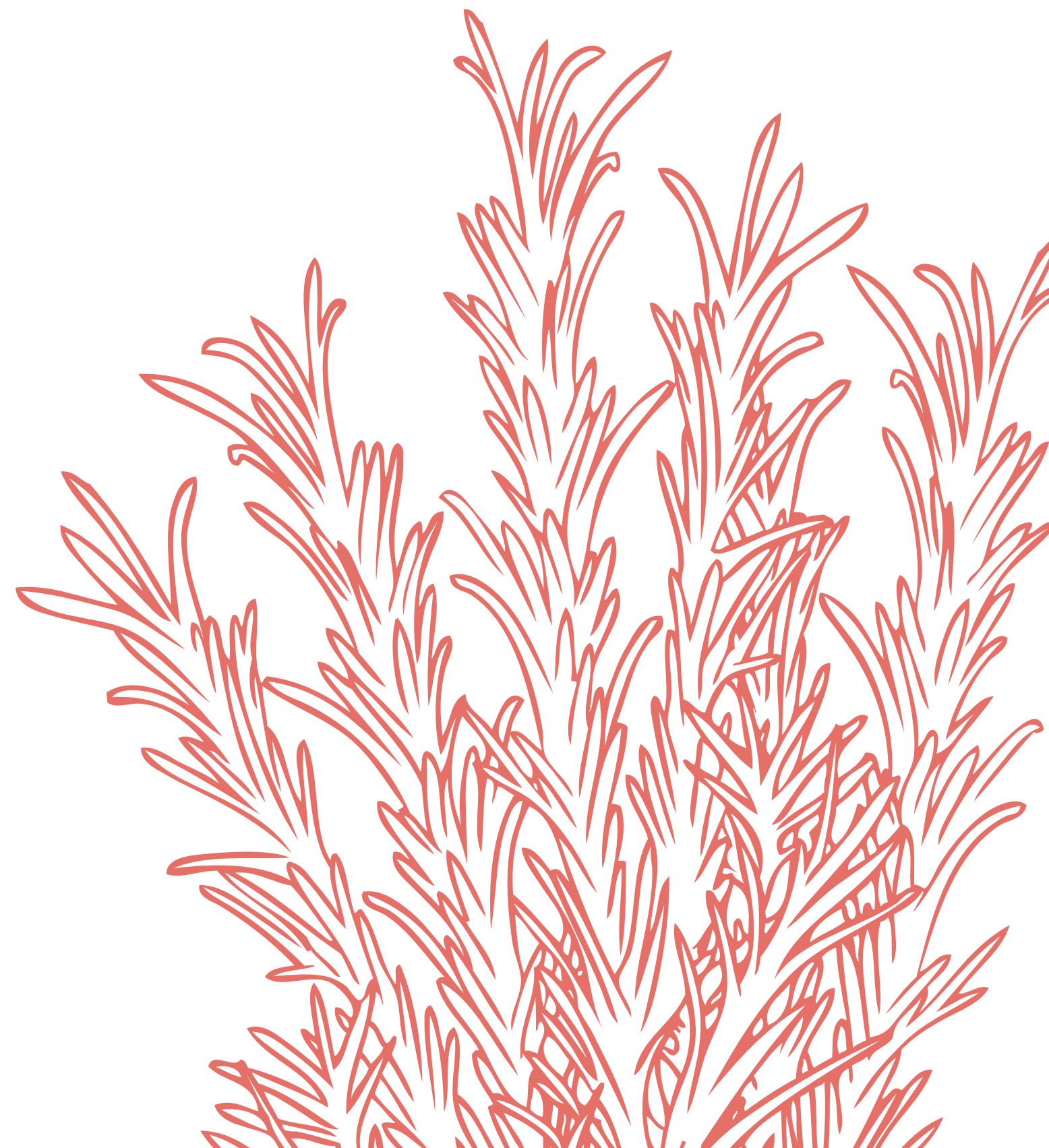
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# «Ri-evolution project»

CONCEIVED NOT ONLY ABOUT  
CONTENT BUT ALSO ABOUT THE  
REAL INCLUSIVE AND  
ACCESSIBLE FORMAT



WE CAN THINK OF ENGAGEMENT  
AS THE POSSIBILITY OF  
REACHING ALL PARTICIPANTS,  
REMOVING ALL POSSIBLE  
BARRIERS OF ACCESS TO  
CONTENT.





# ACCESSIBILITY & INCLUSION: WAYS AND PEOPLE

When opening the video browser, accessibility preferences can be independently set, as:

- subtitles size to make them accessible to the visually impaired;
- sign language activation (which enables a panel with the video explained by the sign language interpreter).







# Accessibility & inclusion – LIS: Italian Sign Language

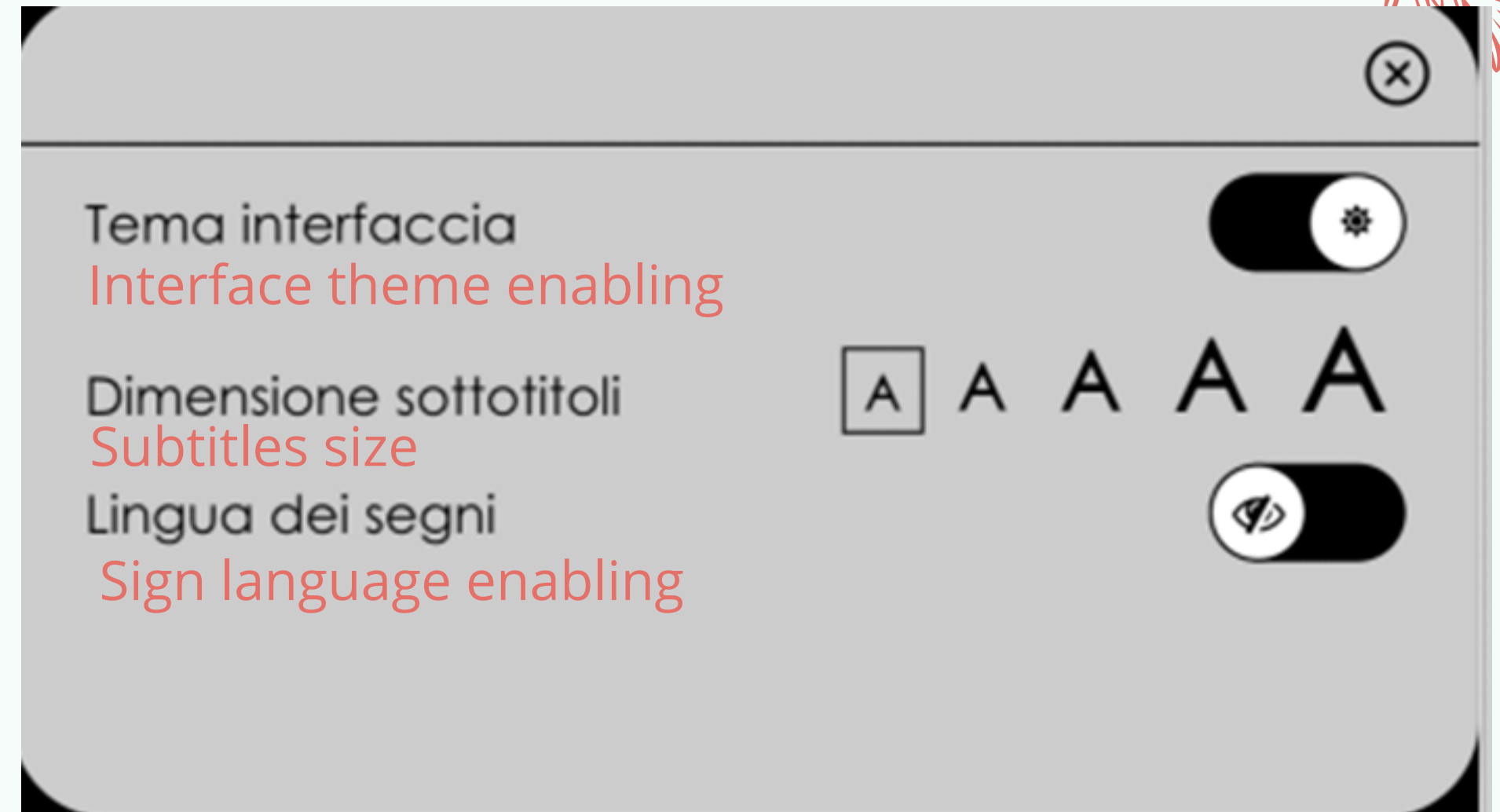
Talking about content accessibility not only regards about subtitles, because the official language used and promoted by the National Federation of the Deaf is sign language. The use of this language makes possible to communicate with deaf people and thus promotes their integration. Having become a language in its own right as early as 1980, LIS is used today by around 30,000 users. This language has its own grammatical rules, syntax and morphology. This visual and gestural language uses not only hands for a manual alphabet, but also mimicry, imitation and facial expression.

# LIS: ITALIAN SIGN LANGUAGE BACKSTAGE

The choice of the background colour and the video size are specifically designed to give maximum emphasis to gestural communication (down to the detail of the fingers) and facial expressiveness.



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# HOW TO

Managing the content of the training for interpretation in sign language is no different from designing normal videos with a teacher. In fact, for videos with actors, in addition to the design, it is necessary to share the script with the interpreter of signs in order to allow time to interpret the scene in the most effective way.





CLICK ON THE IMAGE TO LAUNCH VIDEO.  
IF NOT DIRECTLY AVAILABLE IN YOUR BROWSER, PLAESE CLICK ON THE BUTTON "AVVIA".



LUISA: Tra l'altro Luca scusa, ma io credo che l'abbiano già fatto!

Lucia: by the way Luca sorry, but I think they already have done!

# Future steps

To achieve full accessibility of the training content, it is necessary to :

- integrate in the course also the podcast version for blind people, supplementing the audio text with appropriate evocative descriptions of images

- implement mechanisms for automatic course setting according to the type of disability





# IN CONCLUSION

Making a course accessible, for us, means taking full advantage of the potential of accessible new technologies as a strategy for social inclusion. THEN, it means "ENABLING EVERYONE TO HAVE ACCESS TO INFORMATION AND RESOURCES that are important for living their daily lives and participating actively in society and corporate life."



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THANKS FOR YOUR  
ATTENTION

