

Price of inaction (statistics)- Summary note

Context

City / Country : Belgium

Structure : UNESCO

Area of activity : Education, educational mobility

Identified needs

The decision to adapt UNESCO resources into easy-to-read language stems from the need to address the challenges faced by individuals with low literacy levels, non-native speakers, or those with cognitive or developmental difficulties. These groups may struggle to access and understand critical information in complex formats, creating barriers to informed decision-making and participation in public discourse.

By simplifying the documents, we aim to ensure that:

- Information on global challenges is accessible to everyone.
- People can better understand the impacts of international crises and the initiatives addressing them.
- Organizations promote inclusivity and facilitate learning in a diverse audience.

For UNESCO and partnering organizations, adapting these documents into plain language:

- Broadens the reach and inclusivity of their educational campaigns.
- Strengthens their commitment to equality in access to information.
- Builds awareness among a wider demographic, which supports advocacy and funding efforts.



Objectives

The primary objective of these adapted document is to **inform and engage the public** about:

- Global crises with a focus on tourism during and after COVID pandemic;
- The statistical consequences of the pandemic on tourism, including raising unemployment.

The document explores the severe impact of the COVID-19 pandemic on the tourism and cultural sectors. The World Tourism Organization (UNWTO) estimated that international travel declined by 60-80% in 2020, compared to just 4% after the 2008 financial crisis.

Tourism plays a crucial role in global economies as it generates revenue for countries, supports local development and job creation, sustains communities, especially in developing nations and small islands.

The report underscores the urgent need for governments to prioritize reviving the tourism sector, ensuring that cultural heritage and local communities are supported in the recovery process.

Target group

- **General:** Teachers, social and youth workers, activists, and other people interested in the global challenges in education.
- **Adapted documents:** Target groups include individuals with limited literacy, non-native speakers, and educators seeking accessible learning materials.
- **Organization:** UNESCO and its partners primarily address policymakers, educators, students, and marginalized communities worldwide.

Existing

The UNESCO Digital Library serves as the repository of UNESCO's institutional memory, offering a rich source of high-quality information about the organization's activities across education, natural sciences, social and human sciences, culture, and communication. With a collection exceeding 350,000 documents dating back to 1945, it encompasses materials from the UNESCO Library, various documentation centers in Field Offices and Institutes, and



the UNESCO Archives. Its primary mission is to share knowledge and ensure its preservation for future generations. All the materials are shared on an open source licence, ensuring that they are available for all interested parties.

UNESCO already provides:

- Reports and statistics on global issues, including education and health crises (e.g., the "Educational Crisis" report highlighting the digital divide);
- Documents of its governing bodies and the speeches of the Director-General from 1970 to present;
- Advocacy materials on various topics.

These resources are comprehensive but often dense and technical, which limits their usability for the general public or less specialized audiences.

Proposal

To enhance or replace existing resources, the following improvements are proposed:

- **Further Simplification:** Continue simplifying technical data into visual infographics, charts, and bite-sized content for clarity. It is beneficial to use font size 12 or higher, spacing: 1,5. In order to fit the modified text in the materials, it might be needed to produce them in a bigger format or include more pages.
- **User Feedback:** Engage target groups in testing the usability of materials and adapt based on their needs.
- **Integration into Curricula:** Work with educators to include these simplified resources in teaching materials, ensuring they reach the intended beneficiaries directly.

Adaptation process

Returns

Length and conciseness	Yes, the material is concise while retaining essential information. It avoids
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<ul style="list-style-type: none"> • Is the material appropriately concise while retaining essential content? • Has excessive density or information overload been avoided? 	<p>excessive detail and keeps content focused.(SABA)</p> <p>The adapted version condenses the original content, keeping only essential statistics and key takeaways. (Studium)</p> <p>Yes, the text has been considerably simplified, made a bit shorter, the layout simplified and is now easier to read (LAPP)</p>
<p>Language complexity and clarity</p> <ul style="list-style-type: none"> • Is the language clear, accessible, and free from unnecessary technical terms, jargon, or overly complex structures (e.g., passive voice, long sentences)? • Does the text align with relevant linguistic criteria (e.g., CEFR levels A1, A2, etc.)? 	<p>The language is clear and accessible, avoiding technical jargon, and is suited to a broad audience, including non-native speakers. (SABA)</p> <p>Key terms and figures are clearly highlighted, helping readers quickly understand the impact of the COVID-19 pandemic on tourism. While the content is in French, the improved structure and readability suggest a more user-friendly adaptation. (Studium)</p> <p>Technical terms and unnecessary expressions were replaced by easier words. I would say level-wise this text is somewhere around A2. (LAPP)</p>
<p>Purpose and effectiveness</p> <ul style="list-style-type: none"> • Is the goal of the material (e.g., to inform, instruct, persuade) clearly 	<p>The goal is clearly conveyed: to inform and engage the public about the impact</p>

<p>conveyed and maintained in the adaptation?</p>	<p>of COVID-19 on the tourism sector and the need for recovery. (SABA)</p> <p>The adaptation enhances engagement by presenting statistical data in a simplified and visually clear manner. (Studium)</p> <p>Yes (LAPP)</p>
<p>Audience suitability</p> <ul style="list-style-type: none"> Is the material appropriate for the intended audience in terms of reading level, language, and needs? 	<p>The material is appropriate for the target audience, including those with limited literacy, non-native speakers, and educators. (SABA)</p> <p>The document is well-suited for policymakers, educators, tourism industry professionals, and advocacy groups. (Studium)</p> <p>Yes, the simplification made it possible also for readers with a lower level of English to read the text without any problems. (LAPP)</p>
<p>Structure and readability</p> <ul style="list-style-type: none"> Is the content well-organised, with logical flow, clear headings, bullet points, and other structural elements that enhance comprehension? 	<p>The content is well-organized with clear headings and bullet points, ensuring logical flow and easy comprehension. (SABA)</p> <p>The use of bullet points, short paragraphs, and clear headings significantly improves readability. Key</p>

	<p>statistics are prominently displayed, allowing readers to quickly grasp the scale of the impact on tourism. (Studium)</p> <p>Adding bullet points structured the text and made it easier to find the important elements of the text (LAPP)</p>
<p>Visual elements</p> <ul style="list-style-type: none"> • Are visuals (charts, diagrams, etc.) clear, relevant, and effectively aligned with the text? • Have visual adjustments improved clarity and usability? 	<p>Visuals like infographics and charts are used to clarify key statistics, effectively enhancing the content's accessibility and understanding. (SABA)</p> <p>Document effectively integrates key figures and statistics, making complex economic data more accessible. The balance between text and visuals ensures that information is clear and engaging. (Studium)</p> <p>Charts have been simplified. I think it was a very good idea to place the texts on the graphics horizontally, so it's easier for the eye to read it without any effort. (LAPP)</p>
<p>Educational and practical value</p> <ul style="list-style-type: none"> • Does the material maintain its usefulness and accuracy despite any simplifications or modifications? 	<p>The material retains its educational value, providing essential statistics and urging action to revive the tourism sector. (SABA)</p>

	<p>The document serves as an effective awareness tool, helping stakeholders understand the need for tourism sector recovery efforts. (Studium)</p> <p>Yes (LAPP)</p>
<p>Accessibility and usability</p> <ul style="list-style-type: none"> • Is the format user-friendly, avoiding design issues (e.g., small fonts, poor layout) that could hinder accessibility? • Is the material easy to understand and implement for the target audience? 	<p>The format is user-friendly, with larger fonts and clear design, making it accessible and easy for the target audience to understand. (SABA)</p> <p>The document follows plain-language principles, improving accessibility for a diverse audience. Adaptation ensures that key information is highlighted and easy to locate. (Studium)</p> <p>Yes, the font size is now slightly bigger, so easier to read, the line height has been also made bigger I think. Maybe putting the important info in bold would further simplify reading the text, but it's not a must. (LAPP)</p>