

# Information leaflet on a nature training and awareness-raising project

## Context

**City / Country:** Graz, Austria

**Structure :** LebensGross

**Website:** <https://www.lebensgross.at/en/>

**Field of activity:** Support and training centre for people with disabilities (motor and cognitive) and professionals in the medico-social sector.

## Identified needs

Lebensgross has produced an initial information brochure on the European INE (Inclusive Nature Experience) project. The project managers wanted to improve the design and accessibility of the document. So they asked the Les Apprimeurs team to come up with a plain-language adaptation of the document.

## Objectives

The aim of this document is to inform the project's target audiences about the opportunities and activities offered by the INE project. The leaflet will be freely available, distributed at events and sent by email.



## Target groups

The document is aimed at :

People with cognitive disabilities

- People with oral/written communication difficulties
- People who are far removed from culture, education and nature
- The professionals who work with them
- Carers (families, friends, volunteers, etc.)

## Existing

First version of the 3-part double-sided leaflet



## Why was this project set up?

..... ❖ .....

INE is the acronym for Inclusive Nature Experience. It is a project as part of the Erasmus+ programme, which is funded by the European Union.

The climate crisis and the decline in biodiversity affect everyone in society.

In addition to knowledge about environmental protection, it is also necessary to be emotionally involved: experiencing and connecting with nature strengthens the willingness to protect it.

On the other hand, our everyday life is getting faster and the associated stress leads to mental strain and illness. Nature is becoming increasingly alien to us and we do not get enough exercise.

Consciously experiencing nature again and reconnecting with it is an important step for the quality of life of all people.

People with intellectual disabilities, people with learning difficulties and people with fewer opportunities often have limited access to nature. They are hardly aware of the health benefits of nature and hardly experience nature in their everyday lives.

## Website

..... ❖ .....

[ine-project.eu](http://ine-project.eu)



## Contact

..... ❖ .....

How can I get involved?  
[projects@lebensgross.at](mailto:projects@lebensgross.at)

Project number:  
2024-1-AT01-KA220-ADU-000255007  
Programme: Erasmus+  
coordination: LebensGroß, AT  
[lebensgross.at](http://lebensgross.at)  
Duration: October 2024-September 2026

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or OseAD-GmbH. Neither the European Union nor the granting authority can be held responsible for them.

INE

Inclusive Nature  
Experience

LOGO



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## Project information

..... ✦ .....

### TARGET GROUPS

- Adults with and without disabilities, especially intellectual disabilities (focus on young adults)
- People with learning difficulties
- Marginalised people
- People with fewer opportunities
- Youth workers
- Social workers
- Nature mediators
- Carers for people with disabilities

### PARTNERS

The INE project involves four partners from Austria, Slovenia, Romania and France.



LebensGroß

LES APPRIMEURS



## What do we want to find out?

..... ✦ .....

1. What is the connection between health, well-being and experiencing nature?
2. How can you do something for your health and at the same time learn something about nature, biodiversity and climate protection?
3. What do people with disabilities need to be able to use this knowledge for themselves?

## Results

..... ✦ .....

The **INE Curriculum** supports facilitators and nature educators in facilitating inclusive nature activities.

INE promotes health and environmental awareness among people with disabilities and learning difficulties through the **INE E-book** and the **INE Inspiration Cards**.

INE promotes networking between relevant organisations and raises awareness through the **INE Guide** and Regional Conferences.

## Project aims

..... ✦ .....

### WHAT DO WE WANT TO ACHIEVE?

The aim is to improve opportunities for people with intellectual disabilities, learning difficulties or fewer opportunities to benefit from and learn about nature.

The benefits include health, well-being and informal learning of ecological skills.

We believe that our perception of nature depends on our personal attitude.

Experiencing nature helps to develop new perspectives and behaviours.

INE aims to pave the way for an individual approach to nature through multisensory, informal education.

The aim of the project is to use a participatory process to jointly develop practical materials and tools that promote an environmentally friendly and healthy lifestyle.



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## Proposal

Rather than a leaflet in 3 sections, which makes it more difficult to handle and access the information, **we proposed a document in A5 format folded in half.**

We chose **a flat font**, Century Gothic. This font is also interesting because it saves over 30% of ink compared to other fonts.

We have streamlined the text to keep only the essential information.

We have restructured the entire document with headings, boxes and bulleted lists.

## Adaptation process

The first meeting took place on 23 October 2024. We then made an initial proposal and exchanged e-mails before finalising the document and carrying out the translations.



## Final proposal

What is the connection between:

- health,
- well-being,
- and experiencing nature?

How can you improve your health  
and learn about:

- nature,
- biodiversity,
- and climate protection?



**Find out how with INE project!**

**We believe that nature helps us  
live better every day.**

**INE project** wants to help people with:

- learning difficulties,
- intellectual disabilities,
- or fewer opportunities  
to enjoy nature to improve their health  
and well-being.

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Project number: 2024-1-AT01-KA220-ADU-000255007

Coordination: LebensGroß, AT, lebensgross.at / Oct. 2024 - Sept. 2026

INE 

**LIVE BETTER WITH  
NATURE!**

**INCLUSIVE  
NATURE  
EXPERIENCE**

INE-PROJECT.EU



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## CONNECT WITH NATURE, CONNECT WITH YOURSELF.

The climate crisis causes a lot of anxiety for everyone.

Many people are disconnected from nature because of:

- their disability
- their situation
- or their lifestyle.

**It is important to reconnect with nature  
to reduce anxiety and improve well-being.**

Experiencing nature helps you:

- to relax
- to feel happier
- to understand why biodiversity is important
- to preserve nature.

### INE involves:

4 organisations from Austria, Slovenia, Romania  
and France.



### What is INE?

INE helps people **enjoy nature** to **feel better**  
and **be healthier**.

### Who is INE for?

- People with disabilities, learning challenges,  
or anyone who wants to enjoy nature.
- Youth and social workers, carers...

### Results and activities



**INE Curriculum** to train educators  
and carers to implement inclusive  
nature activities



**INE E-Book and INE Inspiration Cards**  
to share ideas about health  
and nature with people who have  
disabilities or learning challenges



**INE Regional Conferences and INE  
Guide** to connect groups and share  
knowledge



### How to join?

Write us an email at: [projects@lebensgross.at](mailto:projects@lebensgross.at)

## Feedback and assessment

The new version of the template has been evaluated by:

- > people with cognitive disabilities
- > accessibility and plain language experts

### Coverage

We changed the cover image.





The first image was judged to be too dark and not very evocative by the target audiences.

The second image was judged to be too complicated to read by the target audiences.

The third image has been validated.



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Version 1	Version 2
	
Version 3	Version 4

We have also rearranged the titles and information.

The catchline was reworked with the target audience.

We've avoided putting too much text on the visual to make it easier to read.

In the end, the target audience chose Century Gothic over Lexend font.



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## Text

We've reworked the text with a number of different reading levels.

We asked ChatGPT to work with a language level similar to the European Framework of Reference for Languages.

We then made the necessary adjustments with the collaboration of the target audience.

## Languages available

The document has been translated into English, Austrian, French, Slovenian and Romanian.

## Returns

<b>Length and conciseness</b> <ul style="list-style-type: none"><li>• Is the material appropriately concise while retaining essential content?</li><li>• Has excessive density or information overload been avoided?</li></ul>	<p>Yes, the material is concise while retaining essential content. Excessive density and information overload have been avoided by streamlining the text and using bullet points. (SABA)</p> <p>Yes, it's very good. (Logopsycom)</p> <p>The adapted version streamlines the text, keeping only the essential information, which enhances clarity and reduces cognitive load for readers. The restructuring with headings, boxes, and bullet points ensures a more accessible and digestible format. (Studium)</p>
<b>Language complexity and clarity</b> <ul style="list-style-type: none"><li>• Is the language clear, accessible, and free from unnecessary technical terms, jargon, or overly</li></ul>	<p>Yes, the language is clear, accessible, and free from unnecessary jargon or complex structures. It aligns with CEFR levels A1-A2, ensuring it's easy for the target audience to understand. (SABA)</p>

<p>complex structures (e.g., passive voice, long sentences)?</p> <ul style="list-style-type: none"> <li>Does the text align with relevant linguistic criteria (e.g., CEFR levels A1, A2, etc.)?</li> </ul>	<p>Yes, it looks better than the original and it seems very clear. (Logopsycom)</p> <p>The text has been adjusted for multiple reading levels, ensuring accessibility for people with cognitive disabilities and communication difficulties. The adaptation follows a plain-language approach and aligns with the European Framework of Reference for Languages, improving readability. The use of a simple font further enhances clarity and accessibility. (Studium)</p>
<p><b>Purpose and effectiveness</b></p> <ul style="list-style-type: none"> <li>Is the goal of the material (e.g., to inform, instruct, persuade) clearly conveyed and maintained in the adaptation?</li> </ul>	<p>Yes, the goal of the material — to inform and raise awareness about the INE project—is clearly conveyed and maintained in the adaptation. (SABA)</p> <p>It's completely clear. (Logopsycom)</p> <p>The document effectively communicates the purpose and opportunities of the European INE project to its target audiences. The revision reduces unnecessary complexity while ensuring that key information remains intact. The new format and improved wording increase engagement and comprehension, especially for individuals with disabilities. (Studium)</p>
<p><b>Audience suitability</b></p> <ul style="list-style-type: none"> <li>Is the material appropriate for the intended audience in terms of</li> </ul>	<p>Yes, the material is appropriate for the intended audience, with suitable</p>

<p>reading level, language, and needs?</p>	<p>reading level, language, and content tailored to their needs. (SABA)</p> <p>Yes (Logopsycom)</p> <p>The adapted document is highly suitable for people with cognitive disabilities, communication difficulties, and those who are less familiar with cultural, educational, and natural experiences. (Studium)</p>
<p><b>Structure and readability</b></p> <ul style="list-style-type: none"> <li>Is the content well-organised, with logical flow, clear headings, bullet points, and other structural elements that enhance comprehension?</li> </ul>	<p>Yes, the content is well-organized with a logical flow, clear headings, bullet points, and structural elements that enhance comprehension. (SABA)</p> <p>Yes, I like the organisation of the content, it looks simple and professional. (Logopsycom)</p> <p>The restructuring with headings, bullet points, and boxes improves the logical flow of information. The removal of excessive text on visuals prevents information overload and enhances readability. New format makes it easier for users to locate and understand key points. (Studium)</p>
<p><b>Visual elements</b></p> <ul style="list-style-type: none"> <li>Are visuals (charts, diagrams, etc.) clear, relevant, and effectively aligned with the text?</li> <li>Have visual adjustments improved clarity and usability?</li> </ul>	<p>Yes, the visuals are clear, relevant, and well-aligned with the text. The visual adjustments have improved clarity and usability. (SABA)</p> <p>Yes, the document is visually nice and the layout is helping to make it easy to read.</p>

	The redesigned layout prevents clutter and makes the content visually appealing. (Studium)
<b>Educational and practical value</b> <ul style="list-style-type: none"> <li>Does the material maintain its usefulness and accuracy despite any simplifications or modifications?</li> </ul>	<p>Yes, the material maintains its usefulness and accuracy despite simplifications, effectively conveying the necessary information. (SABA)</p> <p>Yes, it's practical and concise. (Logopsycom)</p> <p>The adaptation maintains the document's educational purpose while ensuring inclusivity. (Studium)</p>
<b>Accessibility and usability</b> <ul style="list-style-type: none"> <li>Is the format user-friendly, avoiding design issues (e.g., small fonts, poor layout) that could hinder accessibility?</li> <li>Is the material easy to understand and implement for the target audience?</li> </ul>	<p>Yes, the format is user-friendly, with no design issues hindering accessibility. The material is easy to understand and implement for the target audience. (SABA)</p> <p>The document is now much more accessible due to plain-language adjustments and a user-friendly layout. (Studium)</p>