

Price of inaction (poster)- 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 the adapted document is to inform and engage the public about:

- Global educational crises, in this case with a focus on the economical cost of the lacking access to education;
- The statistical consequences of children and young people being excluded from the education system;
- The importance of the global access to education to prevent unemployment, early pregnancies, and engagement of young people in crime.

The document highlights the severe consequences of failing to invest in education. Currently, 128 million boys and 122 million girls are out of school, and 57% of students lack basic skills and socio-emotional competencies. If this situation persists, the economic and social costs will be immense by 2030.

Key risks of inaction include:

- Higher global economic costs due to a lack of essential skills.
- Increased school dropout rates, leading to unemployment and social instability.
- Rising early pregnancies, homicides, and inactive youth, worsening social challenges.

Conversely, investing in education yields significant benefits:

- A 10% reduction in school dropouts and children lacking basic skills can increase annual GDP growth by 1 to 2 percentage points.
- Every 1% decrease in the number of out-of-school children results in higher global economic gains.

UNESCO urges governments and partners to urgently invest in education to ensure every child completes a full cycle of basic education by 2030.

The poster includes summarised information from the “Price of inaction” report, and has an additional aim of providing a shorter version of it, enabling it to reach more people, and encouraging the audience to read the full report.

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

<p>Length and conciseness</p> <ul style="list-style-type: none"> • Is the material appropriately concise while retaining essential content? • Has excessive density or information overload been avoided? 	<p>Yes, the material is appropriately concise, retaining essential content. It avoids excessive density or information overload by summarizing key points and using simplified language. (SABA)</p> <p>Adapted version significantly condenses the information while maintaining key statistics and messages. Restructuring eliminates dense text and presents data in a clearer, more digestible format. Concise format improves accessibility, ensuring that the essential points are easy to grasp. (Studium)</p> <p>Yes, absolutely, I really like this adaptation! I like that the information is presented in a clearer, less chaotic and less colourful way while conveying the same message (Les Apprimeurs)</p>
<p>Language complexity and clarity</p> <ul style="list-style-type: none"> • Is the language clear, accessible, and free from unnecessary 	<p>Yes, the language is clear, accessible, and free from unnecessary technical terms or overly complex structures. The text aligns with relevant linguistic criteria,</p>

text it **EASY**

<p>technical terms, jargon, or overly complex structures (e.g., passive voice, long sentences)?</p> <ul style="list-style-type: none"> Does the text align with relevant linguistic criteria (e.g., CEFR levels A1, A2, etc.)? 	<p>making it suitable for a broad audience. (SABA)</p> <p>Adapted text simplifies complex statistical data into more reader-friendly terms. Important figures and percentages are clearly presented, reducing the need for lengthy explanations. (Studium)</p> <p>Yes, the text is clear, it's easier to FIND the text and to see it, the sentences are rather short and easy to understand. (Les Apprimleurs)</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 conveyed and maintained in the adaptation? 	<p>Yes, the goal of the material—to inform and engage the public about the importance of investing in education and the consequences of inaction—is clearly conveyed and maintained throughout the adaptation. (SABA)</p> <p>The document effectively communicates the urgent need for investment in education, maintaining the core message from the original. The structured format and bold key figures emphasize the high cost of inaction, making the content more engaging. (Studium)</p>



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	Yes, absolutely, the goal is clearly conveyed and maintained. (Les Apprimeurs)
Audience suitability <ul style="list-style-type: none"> Is the material appropriate for the intended audience in terms of reading level, language, and needs? 	<p>Yes, the material is appropriate for the intended audience, including individuals with limited literacy, non-native speakers, and educators. The language is simplified to meet the needs of diverse audiences. (SABA)</p> <p>Adapted document is well-suited for policymakers, educators, and the general public, as it simplifies complex economic data. Plain-language approach makes it more accessible to individuals with limited literacy or unfamiliarity with technical reports. (Studium)</p> <p>Absolutely. Reducing the amount of text also makes it accessible to a bigger number of readers whose level may be lower than the one of the target group of this poster. (Les Apprimeurs)</p>
Structure and readability <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? 	Yes, the content is well-organized, with a logical flow and clear headings. Bullet points and other structural elements enhance comprehension and make the material easier to navigate. (SABA)



	<p>Use of bullet points and bold text significantly improves readability. Large numerical figures are clearly highlighted, making the economic impact of inaction easy to understand. (Studium)</p> <p>The content has a logical flow now, which for me wasn't that logical in the original. Putting the text at the end in bold makes it easier to find, and it's important, given that that's basically the most important part of the poster. It's cool, because before it was totally lost between the images and as the text was small, the reader didn't necessarily know that this was important. I also appreciate deleting the part "mais si nous investissons...") because it's saving place and it's less text to read, and you conveyed the same message by just modifying the structure.(Les Apprimeurs)</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>The summary does not mention specific visuals such as charts or diagrams. However, the proposed improvements suggest using visual infographics and charts to simplify technical data. This would improve clarity and usability by presenting the</p>

	<p>information in a more accessible format. (SABA)</p> <p>Adapted document integrates clear visual hierarchy, with key numbers and statistics prominently displayed. Spacing and formatting adjustments provide a more structured and professional appearance. (Studium)</p> <p>Aweosme, I really like it, it's really peaceful to me now that it's been adapted. I also like the rather minimalist icons on a sky-blue background – the message is easier to find, to read, and to process, and then the “call to action” or i don't know how to call it on a dark-blue background is separated from the negative aspects visually. (Les Apprimeurs)</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>Yes, the material maintains its usefulness and accuracy despite simplifications. The key information about the economic and social costs of inaction on education is still conveyed, and the simplified version ensures accessibility while retaining the essential content. (SABA)</p>

	<p>Adaptation ensures that essential information about the costs of inaction and benefits of education investment are clearly communicated. Simplified text and emphasis on key takeaways make it an effective resource for awareness campaigns. (Studium)</p> <p>✅ (Les Appimeurs)</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>Yes, the format is user-friendly, with clear and simple design elements. The use of larger fonts, clear spacing, and bite-sized content makes it accessible for the target audience, ensuring that the material is easy to understand and implement. (SABA)</p> <p>Adapted version enhances accessibility through improved formatting, concise wording, and a structured presentation of statistics. Document aligns with the principles of easy-to-read content, making it more usable for a wider audience. (Studium)</p> <p>Totally, the text is now easy to read. (Les Appimeurs)</p>