

Document d'information sur un projet de formation et de sensibilisation à la Nature

Contexte

Ville / Pays : Graz, Autriche

Structure : LebensGross

Site web : <https://www.lebensgross.at/en/>

Domaine d'activité : Centre de soutien et de formation pour les publics en situation de handicap (moteur et cognitif) et les professionnels du secteur médico-social.

Besoins identifiés

Lebensgross a réalisé un premier document d'information sur le projet européen INE (Inclusive Nature Experience). Les chargés de projet souhaitaient améliorer le design et l'accessibilité du document. Ils ont donc demandé à l'équipe de Les Apprimeurs de proposer une adaptation en langage clair pour ce document.

Objectifs

Ce document doit informer les publics cibles du projet des opportunités et activités proposées par le projet INE. Ce dépliant sera disponible en accès libre, distribué lors d'événements et envoyé par email.



Publics cibles

Le document s'adresse :

Aux publics en situation de handicap cognitif

- Aux publics ayant des troubles de la communication orale / écrite
- Aux personnes éloignées de la culture, de l'éducation et de la nature
- Aux professionnels qui les accompagnent
- Aux aidants (familles, proches, bénévoles...)

Existant

Première version du dépliant 3 volets recto-verso



Why was this project set up?

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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



Contact

..... ❖

How can I get involved?
projects@lebensgross.at

Project number:
2024-1-AT01-KA220-ADU-000255007
Programme: Erasmus+
coordination: LebensGroß, AT
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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the European Union



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text it EASY

Project information

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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?

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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

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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

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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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Proposition

Plutôt qu'un dépliant en 3 volets, qui rend la manipulation et l'accès à l'information plus complexe, nous avons proposé un document au format A5 plié en deux.

Nous avons choisi une typographie accessible (flat font), la Century Gothic. Cette police est également intéressante car elle permet d'économiser plus de 30% d'encre par rapport à d'autres polices.

Nous avons allégé le texte pour ne garder que les informations essentielles.

Nous avons restructuré l'ensemble du document avec des titres, des encadrés et des listes à puces.

Déroulé de l'adaptation

La première réunion a eu lieu le 23 octobre 2024. Nous avons ensuite fait une première proposition et échangé par mail avant de finaliser le document et d'effectuer les traductions.



Proposition finale

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

Retours et évaluation

La nouvelle version de la maquette a été évaluée par :

- > des publics en situation de handicap cognitif
- > des experts en accessibilité et en langage clair

Couverture

Nous avons fait évoluer l'image de couverture.

La première image a été jugée trop sombre et peu évocatrice par les publics cibles





La deuxième image a été jugée trop compliquée à lire par les publics cibles

La troisième image a été validée.



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text it **EASY**

	
Version 1	Version 2
	
Version 3	Version 4

Nous avons également repris l'ordre des titres et des informations.

La catchline a été retravaillée avec les publics cibles.

Nous avons évité de mettre trop de texte sur le visuel pour gagner en lisibilité.

Les publics cible ont finalement choisi la police Century Gothic par rapport à la Lexend.



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Texte

Nous avons repris le texte avec des niveaux de lecture forts.

Nous nous sommes appuyés sur l'aide de ChatGPT en lui demandant de travailler avec un niveau de langue similaire au Cadre européen de référence pour les langues.

Nous avons ensuite ajusté avec la relecture indispensable des publics cibles.

Langues disponibles

Le document a été traduit en anglais, autrichien, français, slovène et roumain.

