

EBU in action – Fourth Episode: Social Media - difficulties and opportunities for disability organisations

Intro

[Music]

(Neven): Welcome to the fourth episode of the European Blind Union's podcast "EBU in action". Our aim is to discuss different issues related to blind and partially sighted persons in Europe. My name is Neven Milivojevic. And here, joining me from Poland, my co-host colleague Paweł Masarczyk. Hello, Paweł.

(Paweł): Hello Neven, and hello to our listeners all over Europe and all over the world.

(Neven): We have a lot of interesting things going on today. First, we will know a little more about what EBU have been doing during the summer. And they have actually been doing quite a lot of things. And then, you will take the lead.

(Paweł): Our focus section is also quite interesting today because we'll be talking about Social Media, who doesn't use Social Media, but when we use it, we, as blind people, face a lot of obstacles on the way. So let's discuss that as well with our interesting guests.

(Neven): And as always, we are going to close the show with the correspondent' section. Today, we will learn more about the situation for blind and partially sighted people in Ireland. And we are going to speak to Madeleine McNamara from the National Council of the Blind of Ireland. There's a lot of things to do, so maybe we should start.

News from EBU

(Neven): OK, first, let's hear from the EBU themselves, so we can learn more about what are their latest updates. For this, we say hello to our colleague Nacho Lopez. Hola, Nacho! How are you?

(Nacho): Hello, Neven. I'm pretty fine. Right now, it's the end of the summer. You know, after a very hot period, hot is going away and well, in a month, the chill is going to return, as we all know.

(Neven): Well, yes, that's for sure. Anyway, great to hear from you again. Could you please tell us a little more of what's going on at EBU today?

(Nacho): Yeah, sure. We're going to start with the UPowerWAD meeting. On June 29th. EBU held a webinar on how to give feedback on web accessibility issues of public sites as part of the UPowerWAD project. Co-hosted alongside La Fédération des Aveugles et Amblyopes de France, the activity gathered approximately 30 people working within the disability area in French territory.

During the meeting, participants exchanged experiences regarding the use of feedback mechanisms when dealing with accessibility problems of public bodies' websites. At the same time, the project's consortium shared some documents containing best practices for web developers to consider the needs of persons with disabilities in that matter.

By the end of the project in January 2024, a toolkit, a repository, a model CV, and some practical guidelines will be available for the general public and for blind and partially sighted users.

(Neven): Hmm, very interesting. But could you please tell me a little more? Who are the organizations involved in this project?

(Nacho): Yes. In this project, apart from EBU ourselves, we also have the Technical University of Dortmund, the Swedish company Funka and the Synthesis Center for Research and Education in Cyprus.

(Neven): I see. Okay, so moving on, what's more, in the news line?

(Nacho): On July 4th, a delegation of the European Blind Union attended the launch event of the AccessibleEU Resource Centre at the European Union's Economic and Social Committee in Brussels.

One of seven flagship initiatives of the European Commission's Strategy for the Rights of Persons with Disabilities 2021 2030, Accessible EU is meant to be a centre for all stakeholders to join efforts in promoting accessibility in key areas of life, which are built environment, transport, information, communication technologies and policies, among others, including by sharing good practices.

At this event, persons with disabilities organizations recalled that they would have preferred a U. S. type accessibility agency competent also to set standards to monitor on accessibility and to report to policymakers.

Nevertheless, it was acknowledged by all participants that with the necessary political will and adequate funding, AccessibleEU could bring significant progress, namely by making up for the underrepresentation of civil society organizations in standardization and by fostering the development of certified professional expertise. This last point becoming

crucial in the wake of the increasing digitalization of products and services as a matter of narrowing the digital gap.

(Neven): That sounds very exciting. Which are the organizations behind this initiative?

(Nacho): The AccessibleEU partners are “Fundación ONCE”, the foundation of the Spanish member at EBU, the European Network for Accessible Tourism, the European Association of Service Providers for Persons with Disabilities, the Johannes Kepler Linz University and the Spanish Association for Standardization.

(Neven): OK. Well, we're looking forward to hear more about that. So, do we have time for one more news from EBU?

(Nacho): As always, we'll do a short recap on our latest advocacy update. June 27th marked 10 years since the adoption of the Marrakesh Treaty. In this context, EBU attended two commemorative events hosted respectively by the International Federation of Library Associations and Institutions on June 27th and the World Intellectual Property Organization on July 12th.

Furthermore, EBU contributed substantial input to a consultation for the midterm evaluation of the Creative Europe program to put across again our campaigning message that media funding to the film industry is failing to promote audio description and audio subtitling and consequently to live up to its declared aim to promote an inclusive culture for people at risk of marginalization.

(Neven): Thank you very, very much, Nacho, for this interesting news. Paweł, I wanted to ask you about the Marrakesh Treaty. Have you seen any differences now from before the signing of the treaty?

(Paweł): I have seen a couple of projects spring to life, which are very interesting, where different libraries for the blind in different countries cooperate together to deliver materials to one another. I am still looking forward to the day when it will actually work universally, regardless of your country of origin, the country where you're taking the books from. And I really hope this will happen.

But, yeah, it's always good to hear from the EBU. It's good to hear that there are people still working on the issues that are important for blind and partially sighted people in Europe because we can't just take a holiday from our problems.

And I'm especially happy about the AccessibleEU Resource Centre. I'm really looking forward to see how it develops. I really hope that one day it will become an EU agency, because then the EU will have an official instance to refer to in case of accessibility issues. And also it will create job opportunities for persons with disabilities, which is always what we want.

The Focus Topic: Social Media - difficulties and opportunities for disability organisations.

(Paweł): Social Media is one of the moving forces of the Internet, and we all know that it is probably one of the loudest inventions of the 21st century, if we look at it like that. We publish content every day, we follow what happens to this content and how it is being reacted to.

And many companies and organizations set up their virtual presences using Social Media to promote what they have to offer. It is no different with organizations supporting persons with disabilities and advocating for their needs.

So today's focus interview will target this very subject. We have our experts already here with us in our virtual studio and they are Natalia Suárez, the Communications Officer of the European Disability Forum. Welcome to the studio Natalia.

(Natalia): Thanks, Paweł. Hey, everyone, thanks for having me.

(Paweł): And our second guest for today is Ville Lamminen, from the Finnish Federation of the Visually Impaired. He is the Digitalization Specialist there. So welcome to you as well, Ville.

(Ville): Hello, Paweł and Natalia. Special greetings from Helsinki to all listeners. I'm happy to join this interesting discussion.

(Paweł): So, starting with you, Ville, could you tell us which uses organizations of persons with disabilities do of these kind of platforms? What do they use them for?

(Ville): Thanks for the question. I think Finnish people with visual impairment use Facebook the most. It probably has the longest history in and perhaps, users have gotten used to it. The Finnish Federation of the Visually Impaired uses social media quite a lot. We share on Facebook, X, LinkedIn, Instagram, and YouTube. It's really important to monitor the difference between the platforms.

As you know, there are a little bit different users. And this must be taken into account when you are planning your communication or what you would like to say. I can provide you some examples of how we communicate on different platforms. Let's start with LinkedIn. We know that there are a lot of employers, what should we tell them?

Of course, we try to strengthen positive image of the employment, studying of the visually impaired. And it's also a great platform to share encouraging examples of successful employment. And X, we know that there are a lot of politicians, there are a lot of decision-makers.

Of course, it's clear that we should try to influence them. We have to talk there about human rights, about rights of the visually impaired people. We have to actively participate in the social debate there.

Instagram, it's a good channel when you would like to reach younger persons. We often publish stories about the everyday life of the visually impaired. We tell there that visually impaired young people can live a similar life in many ways to the other young people.

And YouTube, very great channel for instructional videos, for example, related to DAISY players, related to our services like employment services or rehabilitation services, videos related to white canes or guide dogs and so on. Anything is possible.

We share a lot of content, but of course users can also contact us. Facebook is currently our most common contact point. Personally, I use Facebook and Instagram in my private life. And X and LinkedIn as tools when I would like to tell something about my own work. On X and LinkedIn, I mostly share considerations about accessibility issues.

And on YouTube, I publish instructional audio clips and videos related to the uses of screen readers. For example, how to use Google calendar with a screen reader, or how to use Microsoft Teams with a screen reader.

(Paweł): Thank you for your answer, Ville. And coming to you, Natalia, what opportunities do these platforms offer in terms of advocacy and campaigning?

(Natalia): Thanks, Paweł, thanks for these questions. If I say that Social Media platforms are fundamental tools nowadays, I'm clearly not inventing anything new, right? Social Media can be a powerful ally when it comes to engaging current supporters and reaching new ones for our advocacy campaigns.

I like to think, as I'm a naturally positive person, that Social Media platforms offer some opportunities for advocacy and campaigning within the disability community.

From a communication perspective, I like to divide them into five opportunities. It's a personal division based on experience and observation, it's nothing more than that, but I like to think that this division clarifies the objectives of Social Media when we use them when thinking about a campaign.

The first of all would be to give and to raise voices. And I say it's the foremost one because in communities that have historically been marginalized, and still are, Social Media gives the opportunity to put them and their narratives at the forefront.

Because in the end, we, and I mean anyone involved in communications, we are conveyors of messages and we are representing a community that has been, and in many cases it has still been, left behind from society and decision-making processes.

So therefore, it's an incredible tool for not only taking the initiative to share narratives. We have a lot of examples of disability rights activists out there that are advocating and are giving voice to many issues from a rights-based approach, but also through advocacy campaigns, giving a voice and allowing first-hand experiences to be shared.

The second one, in my opinion, would be to connect or to engage with your stakeholders or audience, as you want to call it. So these platforms are great tools that allow us to reach campaign stakeholders quickly and engage with them, or at the very least, have a better chance to see their reactions almost immediately so it gives easy access to policymakers, politicians, and government officials, for example.

So, the engagement that we can reach fosters a sense of community and involvement, making it easier to mobilize our audience to take action. Whether it's signing petitions, attending events, or participating in any action, we might think about our campaigns.

But it also provides us with a much broader dimension. We can certainly reach a specific audience directly and to have a greater impact towards the change we seek. But that doesn't limit us from reaching a wider audience and having our message resonate there as well.

The third one would be to raise awareness. So, we can certainly launch awareness campaigns on Social Media to highlight specific disability

issues, challenges or achievements. So, Social Media allow us to shape and inform about topics related to disability, but more importantly is that over time, since all these opportunities that I'm mentioning require time, allow us to break stereotypes as well as to start new conversations around topics that might be seen as taboos or simply forgotten.

The fourth one, which is perhaps linked to the previous one, is that these platforms not only help us to raise awareness, but also to report and to expose what is not being done correctly.

So when an advocacy organization publicly denounces an issue on Social Media through a campaign, the potential for their message to gain widespread visibility is significantly higher compared to traditional communication channels, and this allows us to advance our causes and to put pressure on decision-makers to address the issue.

And finally, and I've saved it for the last point because I think it's already a topic in itself, but for me it's a really important one, could be accessibility.

It is true that there is still a lot to do, but Social Media platforms are becoming increasingly accessible. Not all of them for sure, but this is allowing persons with disabilities to become content creators and to engage with content.

So, accessibility is an important point on these platforms. Without accessibility, we go back to the first point that I mentioned, actually, which was about giving voice. Without accessibility, there is no participation, and therefore, there is no inclusion within these platforms. I mean, the ideal scenario would be for these apps to be developed with everyone's needs in mind from the start.

I mean, let's say a design for all rather than adding features later like Alt Text for images or captioning for videos. However, although I repeat there is still a long way to go before it is internalized, I see it as an opportunity because these platforms have allowed us to have, at least, a chance to be part of the conversations online without being excluded.

And just to finalize Paweł, I want to make it clear that these platforms provide us with opportunities, yes, but there are just still tools which are there with us, accompanying us. So to make the most out of these five opportunities that I mentioned is essential to have a well-defined Social Media strategy that supports and it's aligned with the goals that we want to achieve with the campaign.

(Paweł): Thank you so much, Natalia. And it shows that Social Media has given us the unprecedented steering power in terms of advocacy and raising our voices and giving us a platform to have those voices heard since the whole world is observing the Social Media.

But, we know that there is plenty of these platforms and each one of them has a slightly different target group and slightly different customs that operate in these platforms.

Some of them are more textual. Some of them are more photo or video-oriented. There were attempts to create audio-based Social Media as well. So, in terms of advocacy and the type of content you would post, what does actually change when targeting the users of different platforms? In terms of, you know, structuring your content as an organization of persons with disabilities? How would you adapt to meet the targets of a given platform?

(Natalia): Yeah, as you said, probably when it comes to targeting the audience, it's important to consider the unique characteristics and preferences of each platform's user base, I believe.

So, we need to keep in mind key factors as, for example, demographics. So, different Social Media platforms attract distinct demographics and user bases. So we all know that, for example, platforms like Facebook would have a very different age group users as on TikTok. So understanding the demographics of your target audience can help you choose the right platforms to focus on.

That's not all because an important bit here is how to tell the message. So once we have a clear message, let's say, translated into a format that resonates well with the platform and the target group, is perhaps the most crucial aspect.

All of this without forgetting that within your audience, which may seem homogeneous in numbers when you monitor the statistics on the platform, you must consider that the content should be accessible and understandable.

If it's not understandable to everyone, we haven't reached our audience effectively. And then, something that is important for those of us in the field of communication is to determine whether what we are doing has an impact or not. So, the only quantitative way we have is by looking at the analytics of these platforms to understand how our content is performing.

This data can help us really find our targeting and content strategy based on what resonates best with our target audience. So, in summary, targeting the audience here on Social Media requires a tailored approach that takes into account the unique characteristics of each platform.

So, by understanding the demographics, content formats, accessibility features, and engagement strategies of different platforms, we can better reach and engage with your intended audience and effectively advocate.

(Pawel): Thank you for these explanations, Natalia. It's very important to be aware of the differences in these targets and who you were sending your message to and how to best reach them.

And this is no different in regards to persons with disabilities and as a consequence, persons with differing access needs. So, Ville, given that all of these platforms have, as we said, different forms of expression, which are the biggest issues that you can see for the moment in terms of accessibility of these platforms?

Also, given that they are available and mostly consumed on a variety of devices and platforms in terms of operating systems or simply technical usage environments, which would be those challenges?

(Ville): In general, I have to say that I like more the solutions than the obstacles, but unfortunately there are obstacles. I can point out two big things. First of all, we know very well that there is a huge amount of inaccessible visual content on these platforms.

I mean, pictures which have no Alt Texts, videos without Audio Descriptions. This, for example, this Alt Text, it's not the matter of opinion. It's the matter of accessibility standard. Every visually impaired person has a lot of work to do to improve this, to make publishers understand why it's so important to add Alt Text to an image or make the Audio Description.

Another big thing is the technical accessibility. There are many technical improvements, for example, more shortcut keys for the browser versions or more gestures for the mobile apps. These kinds of improvements could make the platforms more accessible and easier to use.

My simple advice to visually impaired users is that, please, provide feedback on accessibility issues. And, after that, provide feedback and, after that, provide feedback.

(Pawel): Yes, thank you Ville. This is very important. It's very important to bear that in mind. And I think this crosses nicely with our last question.

So Natalia, maybe we'll start this one with you because this is actually a question to both of you. Which future challenges can you identify in terms of Social Media in relation to persons with disabilities usage, campaigning, advocacy... What makes you worried in this wide spectrum?

(Natalia): For persons with disabilities, there is a potential risk for their personal information regarding medical details to be exploited or misused. So, it's important to be cautious about what information is shared online and to use privacy settings effectively.

And the last one for me would be to contest against inaccurate or harmful information. So I believe that we are all aware that on Social Media platforms, misinformation and disinformation can spread rapidly.

We may encounter false or harmful information related to medical conditions or treatments or accessibility issues. So this misinformation can lead to misguided decisions or confusion impacting as well our wellbeing.

If I may, Paweł, I want to also explain or to give some suggestions on how to mitigate this risk because we need to be mindful of our online presence and take steps to protect our privacy. So verify information from credible sources is important.

And from my point of view, to make use of the few possibilities that these platforms offer to report inappropriate behaviours within them, like to report or block users, is also very important.

So, overall, while Social Media can be a valuable tool, it's essential to be aware of the potential risk and take appropriate measures to ensure safe and positive online experiences.

(Paweł): Yes, thank you for saying this because we hear about this every day, like fake news, hate speech and harassment online. These are not new terms in themselves, but if we think how this scales to one specific group like persons with disabilities, there can be some new vistas of imagination open, like what can possibly happen and how we can prevent it.

I myself recently read a report on the amount of microaggressions that persons with disabilities have to endure when making their disability known publicly in the Social Media. So, it's definitely important to counteract the stereotypes and build our content in such a way that it explains things.

But also stand our ground and not let ourselves be inundated with content that, in the end, harms us and is built on misconceptions about basically who we are and how our daily life looks like, what are the chances and challenges in our lives and not let others define us. So it's the old story, but in new robes.

Ville, scaling this down to this narrower lens of just people with visual impairment, blind people, partially sighted people: what makes you worried in terms of Social Media, usage, accessibility and habits and customs that rule this very important spectrum of our internet usage?

(Ville): Like the entire digital world, Social Media are constantly changing. They're changing technically. And also, the discussion atmosphere is changing all the time and monitoring this development is hard work.

This has a huge impact on how we get the information, how we share the information. It has a huge impact on accessibility. Social Media are changing and we have to follow, we have to change our strategy.

And that's challenging. I think it's quite sad that these kind of platforms, they're pure business, they've nothing to do with any kind of charity or something like that.

And I don't think that any organization's communication can be based only on Social Media. There should always be other channels available.

(Paweł): Thank you very much, Ville. Thank you to both of you for coming and sharing your perspectives on this very important topic. Thank you, Natalia. Thank you, Ville.

(Natalia): Thank you so much, Paweł. It has been a pleasure to be in this episode of the European Blind Union. Thanks.

(Ville): Thanks for letting me speak here. Thank you very much.

(Paweł): Yes. Thank you. We hope to be in touch with you at some point in the future. And I'm now handing over to Neven, who is going to take us to Ireland for our correspondent' section.

Correspondent' section: Ireland

(Neven): And now we finally move to our correspondent' section. This is a section where we will get a better insight into the situation of blind and partially sighted persons across Europe. And today we have the pleasure to talk to Madeleine McNamara from the National Council of the Blind of Ireland. Hello Madeleine!

(Madeleine): Hello Neven, lovely to talk to you today.

(Neven): Well, lovely to have you here on the show. So tell us a little bit about who you are and something about yourself.

(Madeleine): I'm Madeleine McNamara and I work for NCBI in the advocacy team. I have a vision impairment myself since birth so I find that it's great to be able to have that empathy with people who have similar problems, although everyone is different, so I'm always mindful of that.

(Neven): Well, I hear that you have a lot of things going on in Ireland. So, let's start talking about that. For instance, I hear that you have a new way of directing newly diagnosed patients to your association services. So could you tell us a little about that?

(Madeleine): Yeah, absolutely. This is our new Eye Clinic Liaison Officer Service, which is quite a mouthful, so we call it ECLOS for short. This was launched in 2019. This is a service which is based in the ophthalmologic departments in hospitals. They work very closely with the team, the medical staff, in order to provide emotional and practical support for patients and their families at the point of diagnosis.

This means that, you know, people are able to be assessed to see what their needs might be in the future following a diagnosis of sight loss, and then to be referred to the relevant services within NCBI, but also to other services in the community too.

And it really kind of filled a gap because, previously, it was very hit-and-miss as to whether somebody who'd received a diagnosis would be referred by their ophthalmologist, they may leave having had a diagnosis, and then be quite some time before they found out or reached out to services. So this means that people are getting that support right from the very beginning and now it can be offered, any services that would be helpful for them.

(Neven): That sounds great. But, is your organization somehow involved in choosing these people or not?

(Madeleine): Yes, they are employed by the National Council for the Blind of Ireland, but funded by the Health Service. So we currently have people in, that cover five of our major hospitals in Ireland but we're always trying to advocate to roll that service out further so that it covers, you know, everywhere.

But there's huge strides being made in rolling out this service, even through COVID, which it was essential for people really to have that link

person that they could contact for support during, you know, what is a very difficult time for people, having just been diagnosed.

(Neven): Yeah, well, it sounds it's a very important work and also a very important direction. Now, what more could you tell us about what's going on in Ireland?

(Madeleine): Yeah, well, on a completely different note, one thing we're really proud of is our Vision Sports Ireland. They've been around for quite a while, since about, I think, 1988, but in early 2020, they came under the umbrella of NCBI.

And basically, they are the national governing body for all sports and leisure opportunities for people who are blind or visually impaired in Ireland. And their aim is really to try to increase the participation of people in all sorts of sport and leisure, so it doesn't have to be competitive sport that people want to be involved with. It's leisure as well.

So, it's just really trying to increase that. They work very closely with the national governing bodies for many sports in the country and, you know, provide a lot of adaptive sport, but also mainstream sport as well.

One of the highlights actually, I think it started in 2021: Zero Limits Day, which is basically when people who are blind or visually impaired get the opportunity to go to one of our racetracks, it's called Mondello Park, and they get the opportunity to drive a dual controlled car in the morning.

And then, in the afternoon, they get the opportunity to be a co-pilot in a rally car and be whizzed around the track by a professional driver and have that experience. So, you know, for a lot of people who are blind or visually impaired have never had the opportunity to drive, I know myself, I've never driven, I'm looking forward to taking part in that myself and seeing how what it's actually like to drive a car. Apparently, you know, it's an amazing day. People are just so happy. The joy that it brings to people to do that is amazing.

Another thing we have every year, it's called MayFest, and it's an opportunity for people to come and try all sorts of different sports, whether that be tandem cycling, whether that be golf, or rugby, or, you know, adaptive tennis.

All sorts of sports, they can come along and try them out, and then Vision Sports will try to sort of link them up to sporting opportunities in their local areas so that they can continue to do those if they wish to. It's an

amazing organization, even during COVID, they managed to keep on going with saying things.

It's obviously very difficult to, you know, with all the social distancing and all of that. They introduced, I don't know if you know about guide running. So normally you'd be on a tether, a short tether with a guide. During COVID, they adapted that to use the long cane as the tether so that they had the kind of two-meter distance, which was really good.

And they also then started a number of online classes as well, which were brilliant. And I think we've all found that COVID, although it was a terrible, terrible thing, it did open our eyes, if you like, to the use of the online world in order to provide services for people. So lots of online classes were run. There's four different classes that people can attend, from yoga to fitness to movement and balance and all that kind of thing. And they're fully described classes for people.

(Neven): Great, great. It sounds like really exciting activities. Well, let's try to have time to listen to one more news. I heard that later this year you are going to introduce something you call the Wayfinding Centre. Could you tell us a little more about that?

(Madeleine): Yeah, the Wayfinding Centre, it's a very exciting opportunity now. It's basically a place where we will be housing all sorts of the different modes of transport, from the various types of train carriages to different buses. We even have an airplane. I think that's all the main, and the tram as well. And then as long as, as well as sort of streetscapes, so there will be crossings, traffic lights and train platforms.

And the basic concept is that it's for all people with disabilities, not just with sight loss, and there are approximately 650,000 people with disabilities in Ireland; 55,000 of which are blind or visually impaired. And only about 6% of those regularly use public transport at the moment.

So, it's really about trying to have a three-pronged approach in terms of having a space where people can come with all disabilities to learn how to use public transport in order to be safe and independent in a calm environment.

It also will be used by public transport providers' staff from frontline staff to management to educate them on the needs of people with disabilities, all sorts of disabilities. And then thirdly, it would be used to carry out research and to engage with planners, you know, whether that would be the government, whether that would be architects, whether it would be

planners, to try and, you know, work out ways of providing transport that is more accessible to everybody.

So it's very exciting, we're really looking forward to open that centre soon.

(Neven): Well, and we look forward to hear more about it in the future. So thank you very much, Madeleine, for telling us a little about what's going on in Ireland these days.

So Paweł, I have a final question to you then: what do you think about this Irish Wayfinding Centre? Do you think this is something which would work also in Poland?

(Paweł): Actually, it reminds me of something that used to exist at one of the training centres of the Polish Blind Union, which was a virtual street. And this is a facility you would use with the mobility trainer from the centre to walk around a virtual street that was specially built up for this cause. And you could explore all the frequently met hazards on the way. So, traffic lights, a bus, a tram, and you would practice how to get on public transport, get off, how to check whether the light is green or red.

And I think it's very important to deliver this kind of facilities because mobility is a key aspect of living independently with blindness and visual impairment. And it's not always easy to learn the right ways of approaching it. So I think it's really good. I would like to see it one day, especially the airplane. I think that would be fun.

(Neven): Well, we will follow the Irish example here, what's coming in the next years. OK, Paweł, thank you very much for today. I think we are about to wrap up.

(Paweł): Yes, thank you. And thanks to our listeners, until the next episode.

(Neven): Before we completely wrap up this episode, I have to say also a very heartily thank you to our sound master, Emiel Cornelisse, for all his great work with doing this "EBU in action" podcast together with us.

And also, I would like to tell all of you who listen to us that if you would like to subscribe to the "EBU in action" podcast, you can do that in your podcast reader. And if you would like to know more about the European Blind Union, or you want to send us some comments about our show, you can find all the contact information in the show notes.

So by this, I say thank you very much for this time from the podcast team. Bye bye.

[Music]

(Voiceover): "EBU in action" is co-funded by the European Union.

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