



TopEasy200000

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**Austrian Press Agency & capito/atempo
Ministry for Social Affairs**

Austria

News and Easy Language





Who we are

- Austrian Press Agency
 - The content provider for xy media in Austria
- capito
 - The expert for easy comprehensible information



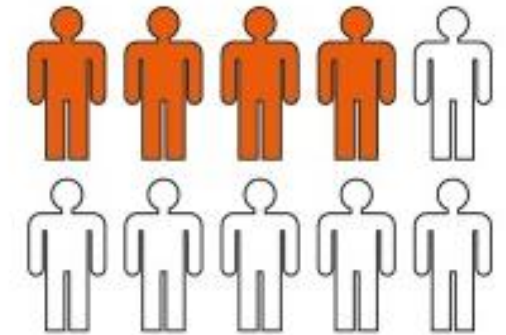
Thanks
to **Austrian Ministry for social Affairs,**
Ashoka and Zero Project





40 percent of all adults in Austria and Germany

have difficulties to understand
daily news published of quality media.



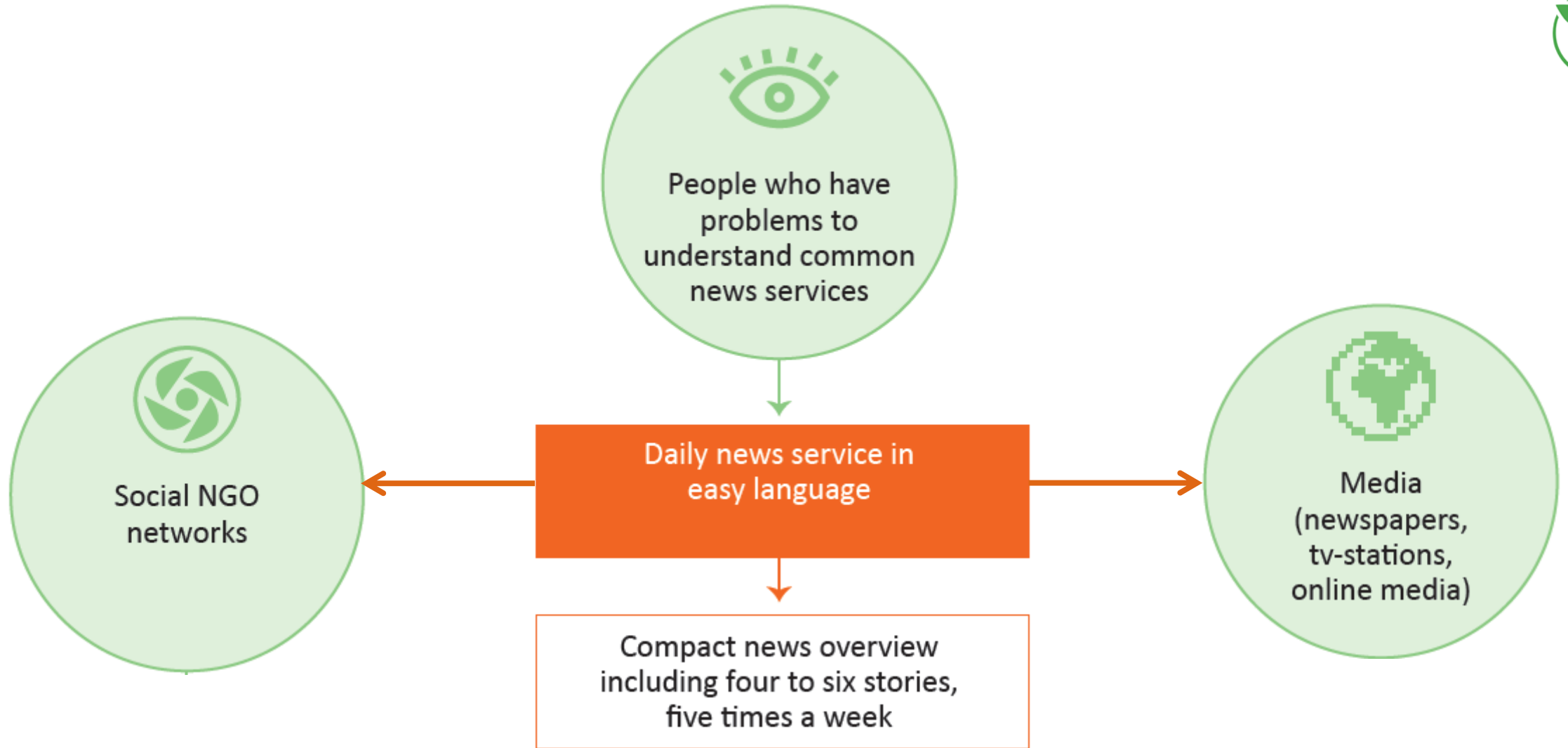
Source: LEO Study, University Hamburg, 2011



The effects of incomprehensible news

- forming of own opinion is constrained
- participating on social discussions is limited

**People feel helpless and angry
in the face of governments
and powerful groups.**



40.000 People per month



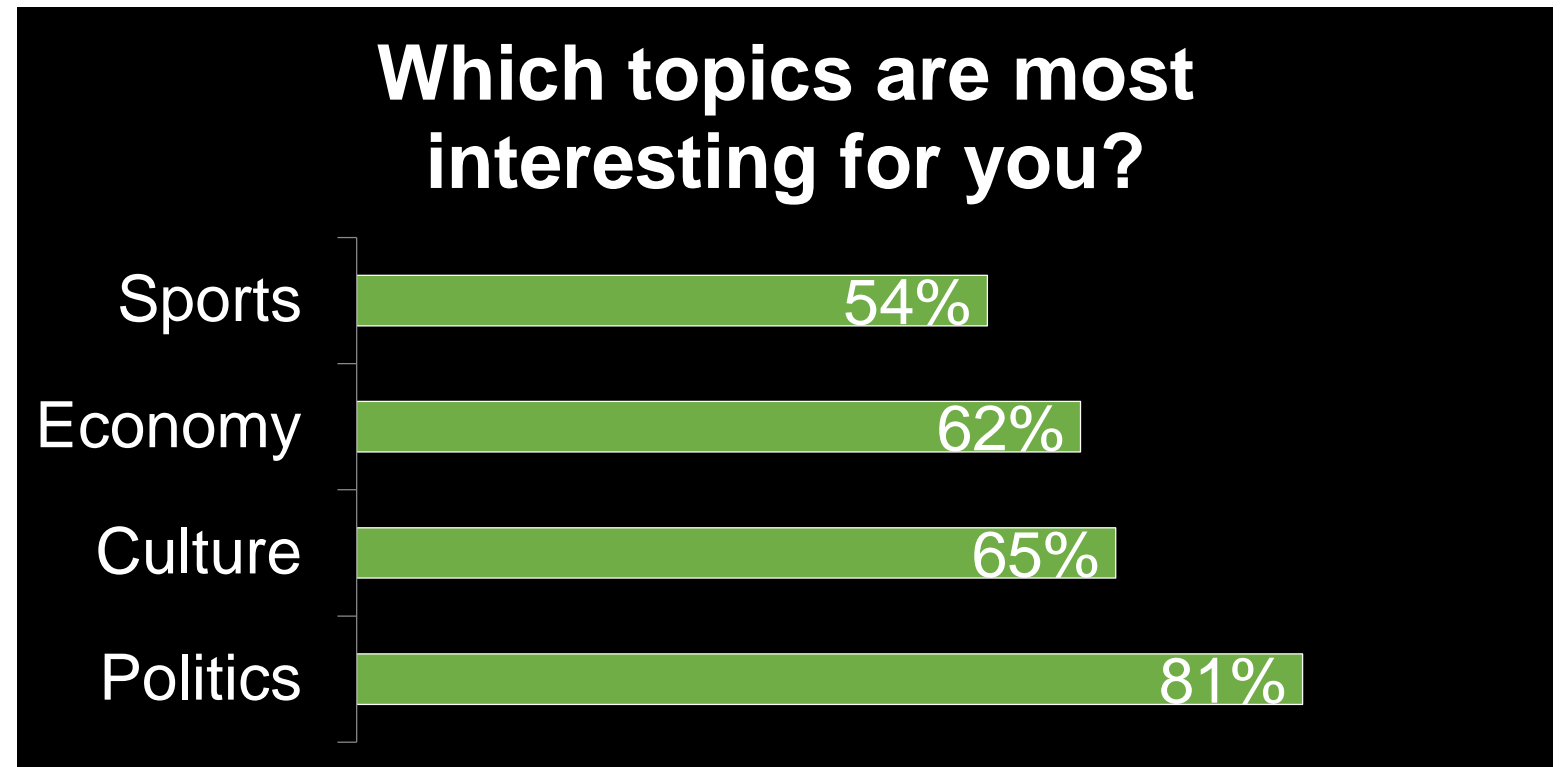
Outcome and Impact

Empowered people who make informed decisions.

A society, where opinion making will be done well informed.



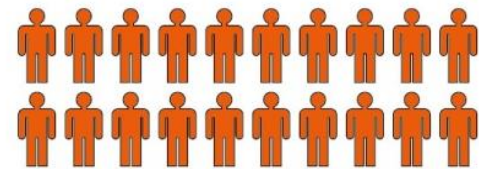
Feedback of users



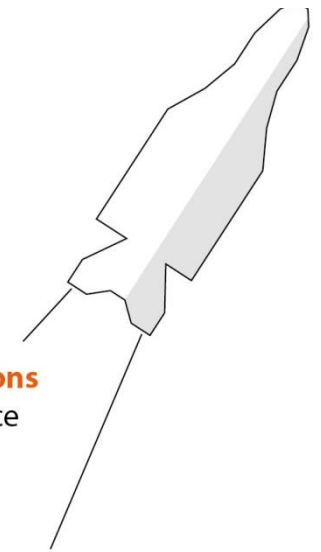


Next Steps – Targets and Vision

- Providing an additional easy to read level (A2)
- Providing more distribution channels for easy access
- Creating a consortium of media and supporters for up-scaling
- Employing a person with learning difficulties in the editorial office of the APA



Around
40,000 persons
use the service
now.





Financial Issues and Challenges

- Federal Ministry of Social Affairs in Austria
- APA Members
- Consortium Members



Target:

Up-scaling the impact and creating a sustainable business model.



More Information?

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