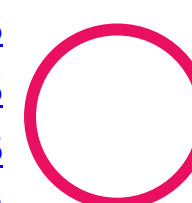


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RESEARCH REPORT

All inclusive – Making a podcast interesting for everyone

Introduction

The goal of this research was:



- to find out which podcast topics are interesting for people with disabilities
- to reduce barriers so that everyone can listen to podcasts
- and to make podcasts more accessible.

We wanted to understand which topics are important. This way, podcasts can become more inclusive and easier to understand.

The research also gives tips on how to make podcasts technically more accessible. This helps NGOs and media companies to create minimum standards for accessible podcasts.

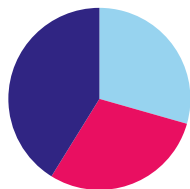
The report has three parts

- 1** Results from interviews with people with disabilities and analysis of popular podcasts in Czech Republic, Germany, and Italy
- 2** List of potential podcast topics
- 3** Tips for accessible podcasts



Summary of research results

The project partners interviewed 34 people with different disabilities:



- Italy 10
- Czech Republic 10
- Germany 14



Which topics interest them? What problems do they face when listening to podcasts?

We also looked at popular podcasts in these three countries and compared them.

Form of disability	No. of interviewed people
Intellectual/cognitive disabilities	15
Physical or motoric disability	7
Multiple disabilities	5
Neurological disorder/developmental condition	2
Sensory disability	2
Bad/chronic health conditions	1
Mental disorder	1

A key focus was on people with intellectual or cognitive disabilities. This group is hard to reach and often overlooked as an audience.

18 out of 34 people did not know what a podcast is (15 of them had an intellectual or cognitive disability). We asked them what other media they use.

- 10 people do not watch news programs, so access to general news is limited.
- Most of them watch YouTube videos, movies, series, or listen to music and radio.

Popular topics based on media use

- crime
- games and gaming
- movies (fairy tales, action)
- sports (soccer, hockey)
- personal stories

Reasons for choosing programs:

- Access via smartphone
- Selection by the bus driver who takes them to work
- Interest in the topic
- Autobiographical stories
- Emotional connection
- Perspective from another (older) generation

12 out of 34 respondents knew what a podcast is; 10 of them listen to podcasts regularly.



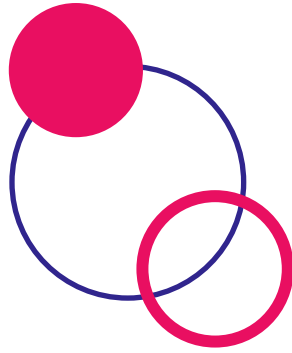
Reasons why respondents listen to podcasts

Topics of these podcasts

- Parenting from a male perspective
- Men learning to understand women better and cope with life situations
- Current events in the EU and European politics
- Political topics in general
- Media literacy
- Inclusion (e.g. Asperger's)
- Social and political issues
- Crime and true crime
- Nature
- Animals
- Science and research
- Comedy
- Personal growth
- Cars

- They are funny and entertaining
- They provide a balanced view on a topic
- They make learning easy, interesting, and fun
- They explain the psychological reasons behind crime
- Good mix of information and entertainment
- Interest in exciting or important topics
- Personal interest in development and self-improvement
- Helpful tips for everyday problems (e.g. relationships, parenting)
- Interviews with well-known people
- Variety in topics and guests





Criteria for a “good” podcast

- Actively involve listeners
- Be interactive
- Be entertaining and joyful
- Provide practical tips
- Deliver helpful information for life and personal development
- Offer background information
- Enable new learning
- Address important and current topics
- Tell more about other people and their experiences
- Have interesting guests
- Be easy to understand
- Be well explained
- Provide useful information
- Be short, effective, and entertaining
- If there are videos, the hosts should be funny and likeable
- Be precise and a little provocative

Suggestions for interesting topics

- People with disabilities and direct encounters (e.g. life in a special boarding school)
- Inclusion in society: How to improve the lives of people with disabilities? Support programs
- Specific information about certain disabilities (e.g. Asperger’s)
- Own health problems (e.g. cancer, treatment)
- Traveling and traveling with disabilities
- Fashion
- Sports (football, hockey, wrestling, special teams like FC Bayern)
- Nature
- Animals (e.g. raising a dog)
- Entertainment and information about celebrities
- Music (pop, folk music, specific artists)
- Movies, cinema, shows (e.g. talent shows, Bollywood)





- Comedy, funny topics, political satire
- Gossip
- Games and puzzles
- Handicrafts, pottery
- Cooking
- Volunteering
- Science and research
- Personal growth
- Psychology
- Crime
- Wars (current like Ukraine, Syria, or past)
- History
- Politics and news
- Migration (feeling better treated)
- Controversial topics (e.g. legalization of marijuana)
- Church and religion
- Social issues (e.g. poverty, street children, euthanasia, violence against women, closure of community spaces)

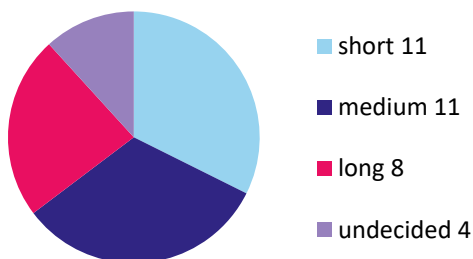
Suggestions for good promotion and distribution

- Social media: Instagram, Facebook, TikTok, YouTube
- E-Mail newsletter
- Word of mouth (friends and family)
- Subscription options
- Local newspapers
- Spotify
- Expert channels (disability organizations, municipalities)
- Local radio stations
- Podcasts should not be too long

Respondents subscribe to a podcast if ...

- It is interesting and matches their interests
- It is entertaining and funny
- It creates an interactive atmosphere for listeners
- It is easy to access
- It is simple to listen to, understand, and follow
- It is available on Spotify and in recommendation lists
- It contains personal stories from real people
- It is recommended by someone they know in real life
- It is visible on social media
- It has good hosts with pleasant voices
- It provides useful information for work (e.g. care for people with disabilities)
- Personal conversations before a new episode are possible
- It shows nice pictures
- It invites interesting or famous guests
- Listeners can give likes to the hosts
- It is balanced and neutral
- It is up to date

Suggestion for podcast length from the 34 respondents





Recommendations to gain more listeners

Content creation

- Involve listeners through questions, polls, or live discussions.
- Hosts should be approachable, communicative, and entertaining
- Cover content that helps in daily life and personal development.
- Include diverse voices, such as people with disabilities or experts

1

Accessibility features

- Use clear and simple language, especially for people with cognitive disabilities
- Provide transcripts, captions, and sign language videos
- Keep episodes short and concise, or offer different lengths.

2

Content style

- Combine entertainment and information
- Stay balanced and neutral, especially on controversial topics
- Include humor and emotional stories to create connections with listeners.

3

Platform integration

- Publish podcasts on accessible and popular platforms like Spotify or YouTube
- Ensure easy navigation and visibility in recommendation lists

4

Marketing strategies

Social media

- Promote on Instagram, Facebook, TikTok, and YouTube
- Use short video teasers to grab attention.

1

Public relations

- Collaborate with disability organizations, municipalities, and local radio stations
- Encourage word-of-mouth promotion through personal networks

2

Subscription incentives

- Make episodes easy to understand and aligned with listener interests
- Offer exclusive content, early access, or bonus episodes for subscribers

3

Diverse promotion channels

- Use email newsletters, local newspapers, and expert channels
- Cross-promote through other podcasts or influencers in the disability community

4

Attracting subscribers

- Provide relevant and interesting topics
- Highlight the quality of hosts and the expertise of guests
- Use visually appealing ads and easily accessible subscription options

5

List of potential podcast topics

Based on interviews with people with disabilities and popular podcasts in Germany, Italy, and the Czech Republic, we compiled topics that could be interesting for an inclusive podcast:

Personal experiences

- Stories from people with disabilities about daily life, challenges, and successes (e.g., life in special boarding schools)
- Autobiographical and emotional stories that create a connection with listeners

Inclusion and accessibility

- How society can become more inclusive for people with disabilities
- Support programs, assistance, and solutions for barriers

Expert and practical information

- Information about specific disabilities (e.g., Asperger's syndrome, chronic illnesses)
- Health and well-being, e.g., treatment of diseases like cancer

Entertainment and free time

- Sports, e.g., football and hockey, including accessible teams
- Movies, Bollywood, TV shows, talent competitions
- Comedy, satire, and light entertainment

Creative hobbies and interests

- Cooking
- Handicrafts and pottery
- Travel
- Music (pop, folk)
- pets (e.g. raising a dog)
- Fashion

Education and growth

- Science, research, and psychology
- Personal growth and practical tips for daily life and relationships (partnership, parenting, conflict, communication)

Social and cultural topics

- Migration, poverty, street children, violence, euthanasia
- Current wars (e.g., Ukraine, Syria) and past wars
- Controversial topics like marijuana legalization or societal stereotypes

Results from the research about popular podcasts

Additionally we did research, which topics are addressed in the most popular podcasts in Germany, Italy, and Czech Republic, to make sure, the topics we chose are also interesting for a wide audience.



Graphic: Haruduu / [Pixabay](#) (edited)

The 10 most popular podcasts in Czech Republic

1. Nightmares – crime
2. DON'T DIE STUPID – business
3. Behind the Line – sport
4. 5:59 – news
5. Thieves of lives – crime
6. Hole – fiction
7. Wanderings with Tolkien – art
8. Hype-Cast Podcast – comedy
9. VOICES OF CRIME – crime
10. Podcast Save Geography – education

Main topics

Crime and crime fiction

- *Nightmares*: Real stories from people who faced frightening crimes
- *Thieves of Lives*: Stories about Czech criminals, told by detectives.
- *Voices of Crime*: Famous crime cases in Czech history, solved and unsolved
- *Hole*: A made-up detective story with strange and unusual cases.

News and current events

5:59: A daily show explaining one important news story in a simple way

Arts and literature

Wanderings with Tolkien: Talks about The Lord of the Rings, chapter by chapter.

Business and personal growth

Don't Die Stupid: Lessons from CEOs and entrepreneurs about success and failure.

Comedy and entertainment

Hype-Cast: Fun conversations with celebrities and other interesting people.

Sports culture

Behind the Line: Stories about football fans and their culture

Education

Podcast Save Geography: Helps students and teachers learn geography in a fun way.



Attractiveness and special features

Engaging storytelling

Crime podcasts (Nightmares, Thieves of Life, Voices of Crime, Hole) are very popular

Practical tips

Don't Die Stupid offers useful advice for work and daily life.

Cultural niche

Behind the Line and *Hikes with Tolkien* cater to sports fans and literature enthusiasts.

Current and accessible news

5:59 provides short, understandable news.

Entertainment with a human touch

Hype-Casting combines humor and personal stories

Educational Value

The *Save Geography* podcast shows that people enjoy learning through podcasts

Takeaways for an inclusive podcast

The Czech audience enjoys podcasts that:

- Tell engaging stories, especially crime stories with emotions.
- Provide practical tips, e.g., for work, business, or personal development.
- Cater to niche interests, e.g., literature, geography, or sports.
- Offer interesting reporting that is clear and understandable.
- Incorporate humor and entertainment to strengthen the connection with listeners.

Promote education and learning, explain complex topics in a simple way



Designed by [Freepik](#)



The 10 most popular podcasts in Germany

1. Wissen mit Johnny (Knowledge with Johnny)
2. UNFASSBAR – ein Simplicissimus Podcast (UNBELIEVABLE – ...)
3. Hoss & Hopf
4. Politik mit Anne Will (Politics with Anne Will)
5. Dick & Doof (Fat & Dumb)
6. Edeltalk – mit Dominik & Kevin (Noble Talk – with Dominik & Kevin)
7. PLOT House
8. Hotel Matze
9. Plus Ultra – Der Weg in den Dreißigjährigen Krieg (The way into the 30-year-war)
10. Die Nervigen (The annoying ones)

Main topics

History

Shows like *Wissen mit Johnny* and *Plus Ultra* explain history in an exciting way and link it to today

Unbelievable stories

UNFASSBAR and PLOT House share true and amazing stories

Lifestyle and comedy

Dick & Doof and *Die Nervigen* tell funny personal stories, often unscripted.

Politics and interviews

Politik mit Anne Will and *Hotel Matze* include serious talks with experts and famous people

Finance and economy

Hoss & Hopf explains money and business topics in simple words.



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Attractiveness and special features



History podcasts like *Wissen mit Johnny* und *Plus Ultra* are popular because they tell stories in a way that feels fresh and connected to today.

True and unbelievable stories like *UNFASSBAR* und *GRUNDSTÜCK HAUS* keep people curious and excited.



Comedy podcasts like *Dick & Doof*, *Edeltalk*, and *Die Nervigen* are fun and make listeners feel like they are chatting with friends.

Hoss & Hopf and *Politik mit Anne Will* Politics are helpful finance shows because they explain difficult topics in a clear way.



Interview podcasts like *Hotel Matze* inspire listeners by sharing personal stories from well-known guests.

Many podcasts use social media to share short clips and reach more people (*Wissen mit Johnny*, *Dick & Doof*, *GRUNDSTÜCK HAUS*).



Influencers like *Papaplatte*, *Reeze*, *SelfieSandra* or famous hosts like *Anne Will* attract big audiences because listeners already know them

Takeaways for an inclusive podcast

Address different interests

- Mix of education, entertainment, and relatable content
- Topics for different age groups and interests.

Combine expertise with closeness

- Experts and trusted hosts explain topics
- Casual tone or storytelling makes content easy to follow.

Use storytelling

- Emotional stories from real life
- Personal anecdotes help listeners connect

Use social media

- Include Instagram, TikTok, and YouTube
- Share teasers and interact with the community

Cover modern and universal topics

- Geopolitics, finance, humor, and everyday life
- Historical perspectives and cultural topics

Be reliable with publishing

- Regular episodes build trust
- Quality and consistency create loyal listeners

Include diverse voices

- Influencers, experts, and storytellers





The 10 most popular Podcasts in Italy

1. Elisa true crime
2. Indagini
3. ONE MORE TIME
4. Impact Girl: Marketing and mindset for digital entrepreneurs
5. And then the silence
6. Chiedilo a Barbero
7. Cosa vuol dire insieme
8. Altri orienti
9. The Essential
10. The pocket bookseller

Main topics

True crime

- *Elisa true crime* and *Indagini* share real crimes and investigative stories

Personal and emotional stories

- *And then the silence*: Stories of survivors of tragic events
- Inspiring stories and personal growth

Current affairs and international perspectives

- Global conflicts, humanitarian issues, and little-known news
- *Altri orienti*: Asian politics, culture, and society
- *The Essential*: Short updates on politics, economy, and culture

History and education

- *Chiedilo a Barbero*: Q&A on history, plus book and film recommendations.

Empowerment and inspiration

- *Impact Girl*: Advice for female entrepreneurs, motivation, and career orientation.

Cultural exploration

- *Cosa vuol dire insieme*: Reconciliation history after the Bosnian War
- *The pocket bookseller*: Discover literature, book recommendations, and stories





Attractiveness and special features

Authenticity

Podcasts like *One More Time* or *And then the silence* tell personal or investigative stories that build emotional connection



Relevance

The essential covers important global and local topics.



Cultural insights

Podcasts like *Chiedilo a Barbero* or *Altri orienti* provide education and intercultural perspectives.



Empowerment

Impact Girl motivates entrepreneurs and inspires growth.



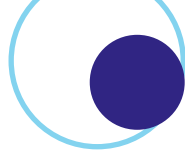
Engagement

The pocket bookseller involves listeners actively, for example with questions and suggestions.

Takeaways for an inclusive podcast

Italian podcasts show that audiences like:

- Universal topics: Personal growth, history, culture, justice
- Different perspectives: Regional and international
- Education + entertainment: Well-structured, easy-to-understand stories
- Emotional connection: Relatable or inspiring stories
- Interactivity: Actively involving listeners



Summary – Popular topics & features

Main topics in Czech Republic, Germany, and Italy

- History and historical reflection: Exploring the past while linking it to today.
- True Crime and Mystery: Real crimes and investigative storytelling.
- Humour and Lifestyle: Personal stories, spontaneous humour, and relaxed conversations.
- Politics, society, and economy: Discussions on current issues and trends.
- Personal stories: Interviews and life stories with inspiring people
- Education and self-improvement: Useful knowledge for personal growth
- Niche content: Topics like LGBTQ+ or religion for specific communities

Similar appeals and unique features

Across all three countries, podcasts focus on:

- Real-life experiences that touch listeners
- Light, funny, and relaxed content
- Involving the audience through questions and feedback

Together, these podcasts offer entertainment, education, and motivation. They respond to different needs like curiosity, knowledge, and personal growth.

Why are these podcasts popular?

1 Authentic stories

- Example: *One More Time* and *And Then the Silence* (Italy), *Nightmares* (Czech Republic).

Why attractive

Listeners feel emotionally connected, especially with true crime, investigative journalism, or personal life stories.

2 Interaction with listeners

- Example: *Ask Barbero* (Italy), *Wissen mit Johnny* (Germany).

Why attractive

Involving listeners through questions, feedback, or social media builds trust and community

3 Humour and a relaxed mood

- Example: *Dick & Doof*, *Edeltalk*, *Die Nervigen* (Germany), *Hype-Cast* (Czech Republic)

Why attractive

Fun, light content feels like “hanging out with friends”, especially popular among younger people



4 Complex topics explained simply

- Example: *Hoss & Hopf, Politik mit Anne Will* (Germany), *The Essential* (Italy)

Why attractive

Finance, politics, and global issues are explained clearly so everyone can understand

5 Historical context

- Example: *Wissen mit Johnny, Plus Ultra* (Germany), *Ask Barbero* (Italy)

Why attractive

History feels exciting and shows connections to today

6 Education and culture

- Example: *Other Orient, Ask Barbero* (Italy), *Hotel Matze* (Germany), *Save Geography* (Czech Republic)

Why attractive

People learn about culture, history, and special topics

7 Motivation and personal growth

- Example: *Impact Girl* (Italy), *Hotel Matze* (Germany), *Don't Die Stupid* (Czech Republic)

Why attractive

Inspiring content with tips for self-confidence, work, and personal goals.

8 Famous hosts

- Example: Influencers like Papaplatte, Reeze (Germany), and historian Alessandro Barbero (Italy)

Why attractive

Well-known voices bring trust, credibility, and existing fan communities

9 Niche topics

- Example: *Behind the Line* (sports, Czech Republic), *Wanderings with Tolkien* (literature, Czech Republic), *The Paperback Seller* (books, Italy)

Why attractive

Special interest topics create loyal communities

10 Suspense and drama

- Example: *PLOT House* (Germany), *Thieves of Lives* (Czech Republic), *One More Time* (Italy)

Why attractive

Dramatic storytelling and mysteries keep listeners hooked



Findings for an inclusive podcast

Offer different topics

Inclusive podcasts should cover many areas so everyone finds something interesting — from history to lifestyle to crime. A wide mix means no group feels left out.

Addressing current and universal topics

A good podcast talks about topics that are currently in the news, as well as issues that affect everyone – like friendship, humor, or personal growth. This keeps the podcast interesting and versatile for a wide audience.

Give space to many voices

Inclusive podcasts share the microphone with experts, influencers, and everyday people who have unique experiences. This diversity makes listeners feel understood.

Releasing new episodes regularly

When podcasts release new episodes regularly, listeners think: “I can rely on this.” Over time, a small community forms, where people feel connected and enjoy tuning in again.

Combine knowledge with simplicity

It’s great when experts explain difficult topics. But it’s important that they do so in clear and relaxed language. That way, everyone can follow along – even people without much prior knowledge. This makes the podcast both credible and easy to access.

A mix of learning and fun

Podcasts are especially engaging when they provide knowledge and are also entertaining. Listeners get new information but also enjoy the experience. This keeps things light and pleasant.

Telling stories

Stories evoke emotions and a sense of closeness. When people share real experiences or personal anecdotes, listeners feel connected to them. These stories show: Everyone has experiences that can move others and are meaningful.

Using social media

With short videos, images, or quotes on platforms like Instagram, TikTok, or YouTube, podcasts can reach even more people. This way, even those who don’t have time for a full episode can still catch something and feel part of the podcast community.

Recommendations for accessible podcasts

Why is accessibility important?

An accessible podcast means that everyone can listen and understand it, no matter their abilities or background. Inclusive podcasts reach more people, make listeners feel respected and connected, and are fairer and more successful.

Speak clearly and distinctly

- Speak slowly
- Avoid talking over others.
- Emphasize important points.
- Pause before introducing a new topic.
- Use clear cues like “first,” “second,” “finally”

This helps people with hearing or comprehension difficulties follow along more easily.

Include people with disabilities

Involve people with disabilities in planning and production. Their experiences help make the content understandable, accessible, and diverse. This adds empathy, new ideas, and better quality.

Use inclusive language

Choose your words carefully so that no one feels excluded or hurt. Avoid clichés or discriminatory terms. This way, all listeners feel welcome.

Choose different speakers

Be sure to invite guests from diverse backgrounds, disabilities, genders, ethnicities, social situations and life paths. Diversity enriches the podcast and shows how colorful our society is.

Use simple language

- Avoid long and complicated words
- Keep sentences short (maximum 14 words)
- Only one piece of information per sentence
- Avoid unnecessary technical terms

This keeps the content clear and easy to understand.

Offer diverse content

Talk about different topics that match various interests and experiences. This shows openness to many perspectives.

Use a clear structure

If each episode follows a similar structure, it's easier for listeners to follow the conversation.



Describe content

- If the podcast discusses images, videos, or graphics, explain them verbally.
 - Describe technical terms or idiomatic expressions.
 - Add links or explanations to transcripts.
 - Use alternative text for images
- This helps blind or visually impaired people fully understand the content.

Provide transcripts

- Offer a transcript for every episode.
- This supports people with hearing impairments.
- Transcripts also improve search engine visibility.
- Time stamps make it easier to navigate.
- Use tools like YouTube, Sonix.ai, or Otter.ai — but always proofread the text

Create show notes

Write a short summary of each episode. Add links, sources, and additional information. This provides context and makes access easier.



Ensure good sound quality

- Use a high-quality microphone.
- Record in a quiet environment
- Reduce background noise (turn off phones, close windows, avoid fans).
- Use headphones and a pop filter
- If using music or sound effects, make sure they don't overpower the speech

Adjust volume levels

The volume should be consistent. Extremely loud sections are disruptive, and quiet parts are hard to understand. Carefully check your recordings before publishing.

Technically clean recording

- Record on separate tracks to make editing easier
- Use noise reduction tools.
- Optimize virtual recordings as well (e.g., via Zoom).





Offer various formats

Provide your episodes in multiple audio formats, such as MP3, WAV, M4A, or as ZIP files. This makes access easier for different users.

Use accessible forms

For subscription or feedback forms:

- Provide clear labels for screen readers
- Ensure keyboard navigation is possible

Use assistive technologies

Make use of automatic subtitles or speech recognition tools to make content more accessible.

Choose accessible platforms

Publish on platforms that support screen readers, subtitles, and keyboard navigation. YouTube is one example, as it offers automatic subtitles and transcripts.

Collect feedback and engage with listeners

Ask your audience for feedback on accessibility. Use websites that include transcripts, show notes, and opportunities for interaction (questions, comments, call-ins). Use clear link texts that work with screen readers. This helps listeners feel heard and respected.

Ongoing learning and awareness

Continuously educate yourself on inclusion and accessibility. Read, attend workshops, or exchange ideas with experts. This is the only way to stay up to date and improve your work.



Podcast Inkubator: Inklusive Podcasts: Praktische Tipps für Barrierefreiheit und Vielfalt

<https://podcast-inkubator.de/podcast-blog/allgemein/inklusive-podcasts-praktische-tipps-fuer-barrierefreiheit-und-vielfalt/>

(7.1.2025)

accessibBe: Der Klang der Inklusion: Barrierefreies Podcasting richtig gemacht

<https://accessibe.com/blog/knowledgebase/accessible-podcasting-done-right>

(7.1.2024)

PolCommTech Lab: Einführung in die Barrierefreiheit von Podcasts, Ressource

<https://www.polcommtech.com/resources/podcastaccessibility>

and the handout:

https://www.polcommtech.com/files/ugd/eeebb0_c81200a65ee84e8698bd14158f6470d8.pdf

(7.1.2025)

Jenny Horn von We Edit Podcasts: Wie und warum Sie Ihren Podcast barrierefrei gestalten können?

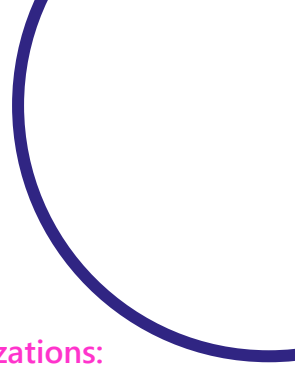
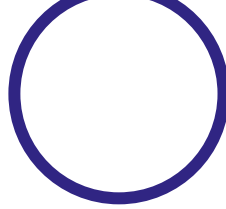
<https://weeditpodcasts.com/wie-und-warum-Sie-Ihren-Podcast-zugänglich-machen/>

(7.1.2025)

Carl Isaac: Einfache Sprache: Regeln und Tipps zum Verfassen verständlicher Texte

<https://lexsys.de/de/Klartext-Regeln-und-Tipps-zur-Erstellung-verständlicher-Texte/#:~:text=Leitlinien%20für%20Klartext%201.%20Wortwahl, stimmiger%20Textfluss.%20...%203.%20Der%20visuelle%20Aspekt>

(7.1.2025)



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