

On the Paths to Inclusion...
(Re-)Discovering and Discussing Television Representations of Disability

1. Summary

Discovering the films included in the scanned archives of French-speaking Swiss television is an enthralling experience which acts as the reminder or the unveiling of a collective history of which entire parts may have been ignored or forgotten. Our research on this archival footage, in collaboration with RTS Documentation and Archives Center has brought to light the discourses and messages on disability that they contain (FNS HandiRTSArchives n°10001A_184972 programme). The social representations of people assigned to the category of disability are frequently stigmatising. Our analyses of these television archives reveal how media discourses combine the collective representations of disability with messages that will either reinforce them or question them, partly unsettle them or even sometimes reverse them.

In relation to the implementation in Switzerland of the « Convention on the Rights of Persons with Disability » (UN CRPD), we suggest rereading the history of the representations of disability in television through these images, as a suitable material to collectively rethink and discuss the social connexions between people labelled as disabled and others.

By ratifying the Convention in 2014, Switzerland is committed to promoting an inclusive society, implying a transformation of our social environment, a shared critical gaze on media discourses, to understand and transform the systems of definition and representation of people living with disabilities.

Thus, with a **participatory and inclusive outlook**, this AGORA project aims to **create a space for expression and debate** that opens up the appreciation of the diversity of representations, positions, discourses and controversies related to the social place of people defined as disabled in French-speaking Switzerland. The goal is to enable meetings, **the collective discovery of these archives**, discussions on the ways to talk about differences and dis/abilities and take them into consideration and, thanks to these debates, opening to **new ways of thinking collectively an inclusive society**.

To this end, members of civil society are encouraged to take part in an innovative multimedia project which uses the Internet and the cinema as participatory tools. That is to say people who have been involved at different times in the selected archive footage (journalists, film directors, producers, people who were interviewed or filmed etc...), people living with a disability and their close circle (family, friends, caregivers, teachers...), members of organisations, professionals from the disability sector but also pupils, apprentices and students on a course.

In **the first step of the AGORA Project**, people will be encouraged to take part in filmed inclusive workshops in which they will discover and discuss archives selected by researchers. **The second step** combines two complementary and synergetic productions which are (a) a documentary film and (b) a participative transmedia platform.

This participatory and inclusive production step involves cinema and digital platform professionals, the researchers and the workshop participants. It aims to stimulate agency by encouraging the participants to give their opinion and to contribute to the construction of these productions. These two productions will use results from the research conducted on the archives, audiovisual archive materials and the workshops' recordings. **The final step of the project** (September 2023-April 2024) will display the film and the transmedia platform through sequences of mediation with post-compulsory schooling students and members of organisations and also through training sequences. This step will enable the sharing of the results of the research project by promoting new participative dialogues on the social place of people defined as disabled and the paths to follow to build a more inclusive society.

2. Project Description

2.1 Context

2.1.1. *Scientific context and scientific content used*

The project builds on the preliminary and ongoing scientific work of the lead applicant, Prof. **Anne Marcellini**, co-applicant Dr. **Alexandra Tilman**, and a PhD student, **Justine Scheidegger**, who is developing doctoral research entitled "*Disability" and RTS. A history of squares (1956-2015)*).

This research team was formed by Professor Anne Marcellini, scientific manager of the research programme, SNSF *Public television, collective representations and integration policies. Audiovisual sociohistory of the relationship to disability in French-speaking Switzerland, 1950-2018*. (n°10001A_184972) of which this AGORA project ensures a major valorisation. In this context, the exploration of audiovisual sources related to disability in the RTS archives has identified 3,545 archive footages, produced between 1956 and 2019. It was associated with the exploitation of the archives of the television newspaper "Radio TV Je Vois Tout", which contains the broadcast schedules, various written and photographic reports, as well as an exploration of the RTS paper archives. The current research makes it possible in particular to show the social places given and taken by people concerned by a disability in the television discourse, the places and lifestyles of these people that are made visible by television (and those who remain invisible), the transformations of the lexis used and the very content of the categories of population designated as disabled over the decades, as well as the social forces (public, private, local, national or international bodies) involved in the media coverage of medical or socio-political issues and at last the controversies related to disability.

The scientific results have already been presented in the form of papers at international congresses (Marcellini & Paccaud, 2018; Scheidegger, 2021; Marcellini, 2021a, 2021b), and academic seminars (LINES, UNIL, 2019; BerneGespräche, Uni Bern, 2019; Seminars "Images of margins", UNIL, 2020). A submitted article is being evaluated for publication in the *ALTER European Journal of Disability Research*, and several master's degree dissertations have been finalised on this topic, under the direction of Anne Marcellini (Clara Bener, 2018, Maël Mulhauser, 2020, Louis Roy, 2020, Marie Emery, ongoing, 2021).

2.1.2. *Content : A message to communicate through participatory research-creation*

The scientific, participatory, and multimedia communication project that we defend here is based in particular on the SNSF research presented above and is part of a close collaboration with the Documentation and Archives Department (D+A) of the RTS which provides direct access to the digitised archives and the paper archive, and assistance with documentary research.

The work done on the archives of RTS productions makes it possible to delimit a corpus of audiovisual documents that embodies and gives voice to diverse populations, which are not very visible or heard. This corpus contains **documents reflecting a certain social relationship to disability, revealing the living conditions and television production conditions of each era**. These extracts from television archives most often contain **speeches about people**, sometimes with speeches **by so-called disabled people**.

The message we wish to communicate through the participatory and multimedia AGORA project can be summarized as follows:

- **The voices of people with disability in RTS productions, and on RTS productions**, is an essential modality of participation and appropriation/dissemination of knowledge on images and representations of disability. This speech on these "images of disability" is also an essential dimension of the inclusive perspective of disability policies in Switzerland when it takes place in spaces for discussion shared with **others**.

- The television discourse on disability is a performative social construct that can be uncovered through the methodical study of the RTS audiovisual archives. **This audiovisual discourse sometimes contains forms of symbolic violence against people, and groups labeled as "disabled" or "disabled"**, and feeds on the social relations to disability of each era. It can help either to confirm them or to question and destabilize them.
- The television discourse on disability and so-called disabled people is the result, in each era, of a **negotiation between different social forces contributing to singular staging of people and groups concerned by a disability**. The producers and "actors" of these television productions can now contribute to illuminating and re-situating these negotiations, and then to using them to deconstruct the messages. To do this, soliciting the **collective reflexivity** of various social actors on these RTS discourses on disability and so-called disabled people in French-speaking Switzerland allows both a contextualization **and a critical discussion** of these television discourses.

2.2 Methods

Bringing archives to life and producing inclusive dialogues: discovering and discussing social relationships to disability from television performances

The working method of this program is designed to allow the production of a dialogue bringing together actors and producers of television discourses on disability, researchers who reflect on these discourses, actors concerned by these discourses and finally, the pooling of these reflections with a wider audience.

To carry out this project, a selection of audiovisual documents from the RTS archives is made. The selected elements for the construction of a dialogue between researchers and civil society actors are based on the principle of the "significant case" (A.Tilman 2014, D. Harper, 1982). This selection is made after a first phase of study of the entire corpus, based on a choice of *significant* elements of the scientific analysis conducted. These selected elements (video archives) should make it possible to *concentrate* the global corpus without reducing or weakening it. It will also give the possibility to raise the tensions, the complexities, even the paradoxes identified by the exhaustive study of the corpus.

The selected archives are then submitted to target groups of actors directly concerned with the issue of social relations to disability in French-speaking Switzerland, and with the media coverage of people living with disabilities, it is the first step of the method, and it takes place in three phases:

A- inclusive workshops carried out in partnership with associations related to disability.

B- participatory multimedia productions, a film and a transmedia platform, made with workshop participants.

C- Mediation actions carried out with a wide audience, around multimedia productions.

2.2.1 Means of communication and target groups

A- Inclusive workshops.

The workshops are organised over ten sessions with about five participants; actors and producers of television discourses, researchers and people concerned by these discourses, professionals working in the field of disability and people with a disability (contacted through networks of partner associations). While the system favours group debates, individual or two-way interviews are also organised according to the situation, in order to encourage the participation of all and to ensure the accessibility to the system.

The workshops are discussion spaces from the viewing of the selected archives. To do this, we rely on "explanatory" communication methods, using video-elicitation or video-reaction (D. Harper 2012, P. Cesaro, P. Fournier 2019, E. Balteau 2021). This participatory method consists in organising speeches based on audiovisual documents submitted to the participants. The device aims not only to elucidate the situations that are visible in the images but also to act as a speech *liberator*, "a sensitive speech, sometimes made difficult by public debate that very strongly cleaves positions on [this] controversial subject(s)" (P. Cesaro and P. Fournier, 2019).

Here, the researcher's function is not only to collect words through his presence and the organisation of spaces for expression, but he/she also takes part in the dialogue, he/she is involved in the same way as others in a fundamentally inclusive and horizontal debate.

A filming crew composed of researchers-filmmakers and technicians (camera and sound) will capture these moments of exchange in order to reconstitute them in participatory multimedia productions.

B- Participatory multimedia productions - a documentary film and a transmedia platform (videos, sounds, texts, images, statistics) **made in synergy**.

B-1- The documentary film, which lasts about 60 minutes, is built on film archives and footages of the workshop sessions. It shows the contrasts, and sometimes the controversy, in the story of the definition and multiple re-definitions and qualifications of individuals and groups that are assigned to the category of disability in television narratives from the 1950s to our days. In that respect, the film goes beyond the socio-historical study of images and television media carried out during the SNSF research project "HAndiRTSArchives" to now adopt and present the point of view of 21st century viewer who have access to those archival documents and discuss them. These spectators are the protagonists of the workshops who were filmed commenting on the images and debating. These viewers are the journalists and directors of a sequence who can re-situate the conditions of production of an archive in the professional and socio-political context of the moment. They also are people with disabilities, their relatives and their affiliate groups (family, friends, professionals, people from organisation for people with disabilities...). Some of them were filmed by RTS and are found in the images. The film also contains the history of television echoes of the institutional, administrative and legal forms of relations to disability in French-speaking Switzerland through interventions by people and collectives involved locally in the development of inclusive policies which evoke the stakes of their commitment.

The film participants are invited to take part in the audiovisual productions (film and platform) through three collective viewing sessions during editing. These sessions will also be filmed and will then be able to integrate the transmedia platform.

B-2- The transmedia platform: Conceived as a genuine resource center for images of disability, television and media representations and more broadly on the transformations of social representations of disability and of people designated as such, the platform offers the user to make his own journey through varied and complementary data to accompany and deepen the reflection around the images of disability and its social representations in an interactive purpose. The website provides access to the film (which will be chaptered), to additional archive, interview footage as well as to other elements of participatory research (videos, photographs, posters, statistical data, texts and other paper archives from the RTS archives or associative or personal collections). The platform provides access to educational resources for teachers, supervisors and trainers. Educational booklets around archival analysis are offered, as well as models of workshops around images and representations of disability. As a resource center, the platform can also give access to other documentary and scientific resources on the subject, available to everyone. The partnership with Avids'experts.ch and CompaSciences is essential (see point 2.2.2).

The user can therefore learn, understand, feel, evaluate and imagine the paths of an inclusive society. Ultimately, he or she can become active by sharing videos or podcasts. Users can also propose additional content on the

subject (which will be evaluated by the team to measure its relevance and ethical status). Thus, the platform is also designed in a participatory and inclusive form in line with the subject it addresses and respects in its technical design all the standards of universal accessibility.

Target groups of stages A and B (workshops and multimedia productions)

Stages A and B concern specific social actors and people concerned by disability, who are invited to participate in the workshops and in the production of the film and the transmedia platform.

The participants in these sessions are:

- People involved at different times "in" the archives that are viewed (journalists, directors, producers, interviewees or filmed, etc.),
- People affected by a disability and their close circle (families, friends, caregivers, teachers...)
- Members of organisation and professionals working in the field of disability.

C- Inclusive and participatory scientific mediation actions addressed to a wide audience.

Designed with universal accessibility, the film and the internet platform are distributed and used as mediation material during meetings and interventions in organisations, schools, and training centers. These interventions will take two different forms. On the one hand, through film programming sessions and debates (C-1) and on the other with "discovery" sessions of the transmedia platform (C-2).

C-1- The programming of the film and the organisation of meetings around it makes it possible to question, debate and bring about new narratives on the issue of social relationships to disability.

Mediation sessions about the film are conducted jointly by a researcher and a mediator. The principle of the systematic presence of a person with a disability in the mediation team will be retained. More broadly, the various participants in the workshops are also invited to lead these mediation sessions.

Stage C-1 target groups

Questions of representations and situations of people living with disabilities concern all our fellow citizens, this is why, given the nature of the research program, it is addressed to a broad audience.

Nevertheless, **participatory and inclusive forms of mediation concerning the programming of the film and the organisation of meetings are initially aimed at:**

- **School-based audiences (post-compulsory vocational education and high school education).** Here, we can count on the Culture and Scientific Mediation Service of the University of Lausanne to relay to schools and the DGEP in order to set up at least ten interventions with about sixty participants (**three classes**), **designed as "specific days"**.

- **People related to the field of disability:**

- Disability related professionals (caregivers, educators, social workers, teachers, etc.)
- Members of disability-related associations (Inclusion handicap, Agile, Swiss Paraplegic Association, Asa-Handicap mental etc.)

This project can count on the partnerships set up with associations and institutions related to disability (see partners point) to organise at least **ten sessions of inclusive screenings/debates in associative places or professional training bringing together about two hundred participants.**

Moreover, we will respond, if necessary, to requests to present the film to wider audiences, such as:

- Political actors, especially those in charge of inclusive public policies.
- Audiovisual professionals (journalism, cinema, television) and more broadly cultural and artistic actors.
- Audiences that are off-center and not used to attending festivals or cultural venues, such as community centers.

C-2- We will also set up "discovery" sessions of the platform in order to make all its potentialities accessible and to produce a truly active use of this transmedia medium. The creation of participatory workshops that is offered, the opportunity to deepen knowledge and to take part by producing data that can then be added to the platform makes it a real space of shared knowledge with an inclusive vocation.

These sessions are led by Ulrich Fischer (designer of the platform) and a researcher so that actors in the field of education and disability can seize the tools offered by the platform and exploit its full potential.

Stage C-2 target groups

These mediation sessions organised around the transmedia platform are therefore aimed at a professional audience:

- **To trainers (teachers, facilitators, educators) in the health and education sectors.**

We plan to **insure at least five (composed of about fifteen people per session)**, but this figure may increase depending on demand, availability of teams and the possibilities of additional funding.

Therefore, these scientific mediation actions will not only reflexively and participatorily communicate the results of the research to a wider audience and raise social actor's awareness to the issue of social relations to disability and the representations of so-called disabled people, but they will also feed the debate, prolong the actions, and renew the research by producing new data.

2.2.2 Promotional measures

On the Paths to Inclusion can count on the essential support of several partners regarding its promotion and communication strategy. These promotional measures are focused on the last part of the program (stage C - mediation actions), from September 2023 to April 2024.

The first promotional initiative is a **launch party of stage C (mediation actions)** with the screening of the film, a presentation of the platform, a debate and a cocktail dinner. It will take place in September 2023 at the University of Lausanne with the presence of the actors of the inclusive workshops, the film and all the partners of the project.

Several structures are then involved in the communication actions of the scientific mediation stage:

- **The Federal Office for Equality for Persons with Disabilities (BFEH);** as a coordinating structure (BFEH) of the "various works relating to the rights of persons with disabilities and Swiss organisations of persons with disabilities" (<https://www.edi.admin.ch/edi/fr/home/fachstellen/bfeh/das-ebgb.html>), the BFEH disseminates on its website information on the equality of persons with disabilities and projects carried out with an inclusive aim. The promotion of the project via this communication body guarantees high visibility with a wide audience, through its various communication channels: newsletter, news section and asocial networks (Twitter etc.).

- **The association *Inclusion handicap***, is a key partner for the promotion and communication of the project to associations of people with disabilities, one of the target groups of the project. As an “umbrella association” (Inclusion handicap) this structure disseminates information to all associations of people with disabilities (in particular, Agile, Arcade 84, Procap, pro-infirmis, solidarity mental disability, ASA mental disability, Swiss Paraplegic Association) with an inclusive aim.
- **The Service of Culture and Scientific Mediation** of the University of **Lausanne**. The establishment of the partnership with this service will allow contacts to be made with an already very well-established school network, in particular with the DGEP, post-compulsory education being one of the targets of the project.
- **UNICOM: the communication and audiovisual department of the University of Lausanne**. This service ensures communication of the project *via* the Uniscope university media (print run of 8000 copies), *Allez savoir* (print run of 5000 copies) and publications on the UNIL website. Diffusion via social media, such as UNIL's Twitter and Facebook accounts, is also relayed by UNICOM. The press releases of the project are also transmitted to the main newspapers of the Canton of Vaud by UNICOM contacts, in particular with *Le Temps* and *24heures*.
- **The public website of the Archives of Swiss Radio and Television:** <https://www.rts.ch/archives/>

Thanks to their long experience and their built-up relationship with local and regional media, cultural and media institutions, Unicom and the Culture and Mediation Service guarantee an excellent diffusion of the project in the Swiss press as well as in various cultural, media and scientific communication bodies (see details below). As a central player in media and communication in French-speaking Switzerland, RTS is an essential ally and partner for our project.

2.2.3 Best practices

On the Paths to Inclusion is based on the idea that a participatory socio-historical project dealing with questions of media and social representations of disability must be built *with* and *for* the population directly concerned by this issue in an inclusive ambition. To do so, all the scientific mediation actions suggested here will have to be made accessible, in the logic of a so-called universal accessibility, especially linguistic with the implementation of translation in French sign language (LSF) during the debates, subtitles for deaf and hard of hearing people (STSM), audio-description, as well as writing of documents in simplified language (FALC - Easy to read and to understand). In particular, discussions or interviews will have to be thought out, designed and carried out to avoid generating situations of disability (Bedoin, Lantz, Marcellini, 2015). The multimedia and reflexive structure of our project makes it possible to mobilise different approaches and participatory possibilities, depending on the different groups of people involved. It is therefore a project that creates connexions between science and society, in which the individuals concerned by the research are not simply "objects" of the research and its mediation but are "actors" directly and durably involved in the process of making and disseminating shared knowledge.

2.2.4 Integration into existing initiatives

The need to create connexions between knowledge and society in a participatory and inclusive ambition seems fundamental today in view of social developments and major political and environmental issues. Our project fits into the framework of so-called *participatory research-creation* productions (often linked to action-research) that are conducive to weaving links between different societal fields - especially when dealing with iss

es of representations, stigmatisation, voice of minorities and *empowerment* processes (M. Boukala, 2011, L. Quierolo Palmas, 2009, C. Leon Quijano, 2020). Made more accessible by the development of new audiovisual technologies, these formats between arts and sciences are developing (B. Gresillon, 2020) and open to a renewed accessibility of knowledge, conceived as a shared and inclusive knowledge. Our project aims at participating in the recognition and development of these new forms of research methods and knowledge dissemination.

More generally, we think that both the creative and scientific qualities of the project will enable it to integrate the multiple cultural initiatives (by its research-creation aspect), in the field of the handicap and the disability (by its participative and inclusive dimension), as well as in the field of the education, of the "knowledge for all" (by its multidisciplinary scientific dimension carried out in a goal of accessibility).

Furthermore, the communication of the results of this research is fully in line with the implementation of the UN CRPD, a convention ratified in 2014 by Switzerland and which requires the development of various actions to ensure a better inclusion of people with disabilities. It is within this framework that the scientific mediation project will be able to take place in the events related to the CRPD (screening of the film, exhibition and debates during the "days of the convention", the Geneva Social Forum or even workshops organised on these issues by associations).

2.2.5 Durability

The project *On the Paths to Inclusion* is designed to enable the dissemination of socio-historical knowledge over a long period of time and to a wide audience. The film and the platform will continue to be visible after the project's funding period thanks, among other things, to the partnership with the RTS.ch Archives service and with avisd'experts.ch, which will broadcast the film and maintain links with the platform for several years. The presentation of the project and its productions will appear on a specific page dedicated to the project on the RTS.ch platform.

Translated into English and made accessible to all (cf. 2.2.3), the film and the platform will be visible to a large international audience and this, in the long term, through several types of distribution networks such as scientific digital platforms like CanalU (<https://www.canal-u.tv/>); the programming of the film in cinemas and cultural spaces (Cinémathèque Suisse, Cinéma City Club de Pully, Bibliothèque Nationale de France), and in festivals (the FiD, the International Festival of Documentary Films, the International Disability Film Festival FIFH, the Extraordinary Film Festival)

Moreover, the scientific mediation activities will be used as a matrix for other workshops on participatory and inclusive scientific projects. In particular, debates and interviews from extensions of the project will "feed" the transmedia platform on a regular basis. Ideally, the development and organisation of this platform could be co-managed by researchers, associations of people with disabilities and journalists, as a space for public debate on social relationships towards disability and the way they are depicted on television.

Finally, through our different academic institutional affiliations we will be invited to present our work at national and international conferences (Salon des écritures alternatives en sociales, France; Allez Savoir festival, EHESS, France; International Visual Sociology Association Congress; Swiss Sociology Society). Thanks to the dialogue with peers, we ensure that the project is known by specialists, which is another way to extend our approach.

After 2024, we will look for additional funding to conduct workshops in vocational universities and associations around the *representation of the self and others*. The productions resulting from these workshops will enable the feeding and renewing of the data offered by the platform and the research.

2.3 Implementation

2.3.1 Schedule: (see graphic version annexed)

- **May 1, 2022 - August 31, 2022: Implementation phase of the Agora project**
 - Hiring and integration of collaborators into the team
 - Planning and preparation of inclusive workshops and their filming
- **September 1, 2022 - April 15, 2024: realisation phase of the Agora project**
 - **September 1, 2022 - December 2022: Step A - Inclusive workshops**
 - realisation of about twenty filmed workshops (10 in group, 10 individual interviews)
 - **January 1, 2023 - August 31, 2023: Step B - Film editing and creation of the transmedia platform**
 - (B-1) Film: • image and sound editing • color calibration • mixing
 - (B-2) Transmedia platform: • de-rushing • cataloguing • editing • post-production • development
 - **September 1, 2023 - April 2024: Step C - Expanded scientific mediations**
 - Screenings and debates with students of post-compulsory education (at least 10)
 - Screenings and debates with members of disability-related associations (at least 10)
 - Presentation's sessions discovery of the uses of the transmedia platform (at least 5)
 - Expanded distribution of the film
- **After April 2024 - Extension of the Agora project depending on later funding.**

2.3.2 Role and responsibilities of the project team

The applicant and co-applicant, **Professor Anne Marcellin and Dr. Alexandra Tilman**, are scientific responsible for the design, coordination and realisation of the *On the Paths to Inclusion* project. They conceive the global structure of the communication project, the archive selections, the composition of the inclusive workshops and they form the work teams for the different phases of the project, in collaboration with the scientific mediators of the UNIL scientific mediation service. Justine Scheidegger, doctoral student, is particularly involved in the selection phase of the archive contents and in the participation in the inclusive workshops. Anne Marcellini and Alexandra Tilman are responsible for the realisation of the inclusive workshops, the film and the transmedia platform in collaboration with professional film and digital design collaborators. Their specific scientific competences in the field of sociology of disability and film sociology and their complementary experiences in these fields enable the setting-up of a rich network of partners and efficient scientific and technical collaborations which ensure the successful completion of the project. In addition, Anne Marcellini and Alexandra Tilman will participate in the presentations and the organisation of debates that will follow the film screenings and they will intervene in schools, training courses and associations alongside teachers and cultural and social mediators and other partners of the project, in particular the representatives and members of associations of people with dis/abilities

- **A Project coordinator** : A project coordinator will ensure the concrete organisation and the follow-up of the different steps and actions during the two years of the project. This task includes the good communication between the applicants, the partners, the different collaborators of the project and the documentation and archives service of the RTS. He/she will also ensure the support of the production process of the film and of the transmedia platform in relation with the communication actions in connection with Unicom.
- **A digital project manager - Ulrich Fisher**: Project manager and expert in digital story telling (<https://ulrichfischer.net/>), Ulrich Fisher will oversee the development of the transmedia platform. He has acquired more than 25 years of professional experience in the field of cinema and web video and his expertise will ensure the good use of all the potentialities of the transmedia platform.

- **CLIMAGE** is an organisation whose aim is to create and distribute documentary films that deal with social, cultural, and historical subjects (<https://climage.ch/en/>). Climage has enabled and supported the production of numerous films, especially documentaries about history and social life in Switzerland, made with RTS archives. Stéphane Goël, producer and director at Climage, will play a production support role for the documentary film.

This project team will work at each different steps, with the following partners:

In the first place, the organisations for / of people with disabilities (* awaiting for contact):

- **Inclusion Handicap (umbrella association) - contact in progress with Julie Tarchini, Communication director**

Inclusion Handicap represents with one voice the interests of 22 organisations and their members to the Swiss authorities and political and economic circles. It coordinates the activities of the various actors at national, intercantonal and international levels (including in particular the **Swiss Paraplegics Association***, **Pro-infirmis***, **Procap (contact in progress with Laurent Duvanel, president)**, **Insieme Suisse***.

Other associative structures are also in contact for this project, such as **ASA-Handicap Mental (contact in progress with Séverine Hutin, secretary general)**, **Solidarité Handicap Mental***, as well as **Arcade 84 (contact in progress with Déborah Villars, director of the ergotherapy center)**. Arcade 84 is a place of life, care and activities for adults suffering from mental disorders, situated in Geneva.

We will put forward and organise the inclusive workshops in the premises and with the teams and people received in these different structures and/or members of these associations. The collaborative construction of the filmic documents will also be carried out with their contribution. We also expect these associative actors to participate in step 3 of the project, that of the mediation towards a large public.

- **The CoLLaboratory (CoLLAB) of the University of Lausanne** (www.unil.ch/collaboratoire) is an interdisciplinary unit specialised in participatory, collaborative and action research. It carries out research projects that involve NGOs, associations, citizens, municipalities, researchers and experts from various disciplines. The CoLLaboratory works in particular with the Direction Générale de la Santé du canton de Vaud on many issues such as patient-professional partnerships, quality of care and the involvement of patients and their relatives in biomedical research. The CoLLaboratory will be able to assist us in the design and moderation of inclusive workshops (Dir. Alain Kaufmann).
- **Pr François Valloton**, Professor at UNIL in history and responsible for the "Media" line of the Interdisciplinary Center for Research on Sport (CIRS) at UNIL will be an essential collaborator for the linkage and interviews with journalists and historical actors of RTS. He will also be able to participate in the workshops as a specialist in the history of RTS.
- **"RTS Documentation and Archives" Center**. RTS will play a key role in the sustainability of the communication project. Indeed, from October 2021, the RTS archive service and in particular Vincent Sériot (service director) and Sophie Meyer (documentalist in charge of archive valorisation) will collaborate in the collection of data for the AGORA project and thus contribute to its high quality and durability. The RTS plays a crucial role for the transmedia platform which will be presented on the public website of the RTS Archives ensuring a large number of viewers and visitors.
- **Avidexperts.ch**. The partnership with avidexperts.ch will make it possible, among other things, to create an "RTS Découverte" thematic dossier about disability, which would enable the exploitation of all the

resources and documents gathered during the AGORA project. Agathe Chevalier, in charge of relations between Unil and RTS, will ensure the partnership between avisdexperts.ch and *On the Paths to Inclusion*.

- **Culture and Scientific Mediation Service of the University of Lausanne.** The actors of this service are specialists in scientific and cultural mediation, and they will be able to accompany us in the construction and the organisation of the inclusive workshops, as well as in the actions of scientific mediation which will be led with the film and the platform towards various target publics. Marie Neumann and Olga Canton-Caro are our chosen intermediaries, as a work of co-construction of the project has already been started with them.

2.4 Expected impact

Our project works on the meeting and dialogue between two social worlds: the world of disability and the so-called "ordinary" world by taking advantage of the mediation of public television in French-speaking Switzerland, an intermediate space that has been broadcasting, for more than 70 years, images and messages on a world that remains "at a distance" from public and common areas.

The expected impact of this project is to create the conditions for multiple meetings and debates on the televisual discourse on disability, but also on the construction/deconstruction of the categories of "able-bodied" and "disabled" and on the social position given to people with disabilities in the past, today and in the future in French-speaking Switzerland.

From a qualitative point of view, the project must also allow us to understand how public television and its actors produce and construct discourses and messages which are transformed according to the social and political forces which act on them.

In terms of quantity, the expected impact can be broken down into several steps:

- About 60 people are involved in the realisation of the workshops (10 sessions with about 5 - people including a researcher, per workshop + 10 people in individual interviews)
- Approximately 800 people are invited to attend the screening/debate sessions around the documentary (10 screening sessions in school environment with around 600 students and 10 screening sessions in associations and community centers with around 200 people)
- About 65 people attend the discovery sessions of the uses of the transmedia platform (5 sessions with 15 people).

At the end of this step of scientific and cultural mediation, the film will be made accessible to a wide audience on the RTS public site and in cinemas. We can hope that it will be programmed at least ten times in cinemas and in associative and cultural places or events. We hope for 500 viewers in cinemas and 1000 on the RTS platform. We can count on a minimum of 2000 visitors on the internet platform considering the links we have established with schools and organisations and the statistics of other platforms of the same type.

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