

All Inclusive
The Podcast for everyone



AWARENESS CAMPAIGN



LIFE, UNFILTERED & ACCESSIBLE



Co-funded by
the European Union

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MISSION & GOAL

To make podcasts easy to understand and accessible for people with disabilities – and enjoyable for everyone.

To give people with disabilities a voice and share real everyday-life stories that build understanding and awareness.

We bring people together in an inclusive international team and create simple, barrier-free podcasts that everyone can follow and learn from.



TIMELINE (THE BIG SHIFT)

FEEL AT HOME

APRIL 2026



FEEL CONNECTED

MAY 2026



FEEL SIMPLY MIXED

JUNE 2026

KEY MILESTONES



August 2025 in Italy, Germany and the Czech Republic, teams for a barrier-free podcast create the first podcasts
February 27, 2026 Podcast live Simply Mixed in Ústí nad Labem + detailed campaign plan

April 7, 2026 Campaign Launch - Template Set

- **April 2026** Key project findings into short posts on social media
- **May 2026** Linking the campaign to a podcast in each country.
- **June 2026** impact data collection and final evaluation

MAIN PILLARS OF CONTENT

Pillar I

PODCAST



Pillar II

STORIES
from practice



Pillar III

Learning
SNACKS

MAIN PILLARS IN DETAIL

Pillar I - PODCAST

Interviews with
experts and people
with personal
experience

CZ EXAMPLE
DE EXAMPLE
IT EXAMPLE



Pillar II - STORIES

"Day in a Life"
(Social Media):
Short videos
(Reels/Shorts)
showing the reality
of inclusion in the
Czech Republic, IT
and DE

DE EXAMPLE
IT EXAMPLE
CZ EXAMPLE



Pillar III - SNACKS

How to talk about
inclusion

IT EXAMPLE
CZ EXAMPLE
DE EXAMPLE

CHANNELS & FORMATS



1. The Hub (Main Source)

Archive, source of information, long videos and reels.

CZ Youtube This is where the podcast "Prostě Mix" lives.

IT Web Radio Senza Barriere YouTube channel This is where the podcast "Semplicemente Misto" lives.

DE Spotify This where the podcast "Simple Mixed" lives.

Lesson: Always have one "master" platform where all your deep knowledge is stored.

2. The Community Builders (Daily Engagement)

Facebook & Instagram - sharing weekly educational posts and other stories

LinkedIn - for the professional public.

Lesson: Use professional networks for impact and social networks for community building.

TEAM INVOLVEMENT



We supported:

- 3 teams for the barrier-free podcast Simply Mixed
- Podcast creators and their roles
- Episode production
- Marketing and popularization

more than 24,000 responses to our Campaign

30 episodes

24 active people with disabilities

- OUR GREAT VOLUNTEERS

HOW TO FIND TEAM MEMBERS



Tipp 1: Start with people, not with skills

Don't look for "podcast experts".

Look for people who:

- enjoy talking to others
- have interesting life experiences
- are curious and want to learn
- are reliable and motivated
- want to make a difference

Podcast skills can be learned.
Motivation is more important.

HOW TO FIND TEAM MEMBERS

Tipp 2: **Recruit through existing networks**

Potential team members can often be found in:

- disability organisations
- volunteer centres
- youth organisations
- community centres
- schools and universities
- self-advocacy groups
- local NGOs
- social media
- friends bringing friends

Tipp 3: **Focus on strengths**

Offer different roles that match interests and abilities:

- Moderator
- Researcher & Script writer
- Audio editor
- Graphic designer
- Social media manager
- Guest coordinator
- Photographer or videographer

Tipp 4: **Bild a diverse team**

Try to include people with:

- different disabilities
- different ages
- different cultural backgrounds
- different personalities
- different experiences

Diversity makes conversation and cooperation richer and more authentic

CALL TO ACTION (CTA) & MEASUREMENT

Call to Action (CTA)

- **Low Effort (Awareness):** "Follow us for weekly inclusion insights and small actions that make a big difference."
- **Medium Effort (Education):** "Watch or listen to the full Simply Mix episode on YouTube or Spotify to deepen your inclusion mindset."
- **High Effort (Practice Change):** "Share how your organization puts inclusion into practice — your experience can inspire others."

Practical Inclusion Challenges:

Self-Audit Checklist	Review your office or website using our 5-point accessibility check.
Inclusive Language Habit	Introduce one new inclusive communication practice in your team this week.
Participation Boost	Invite a person with lived experience to your next planning meeting and listen to their perspective.

Measurement framework

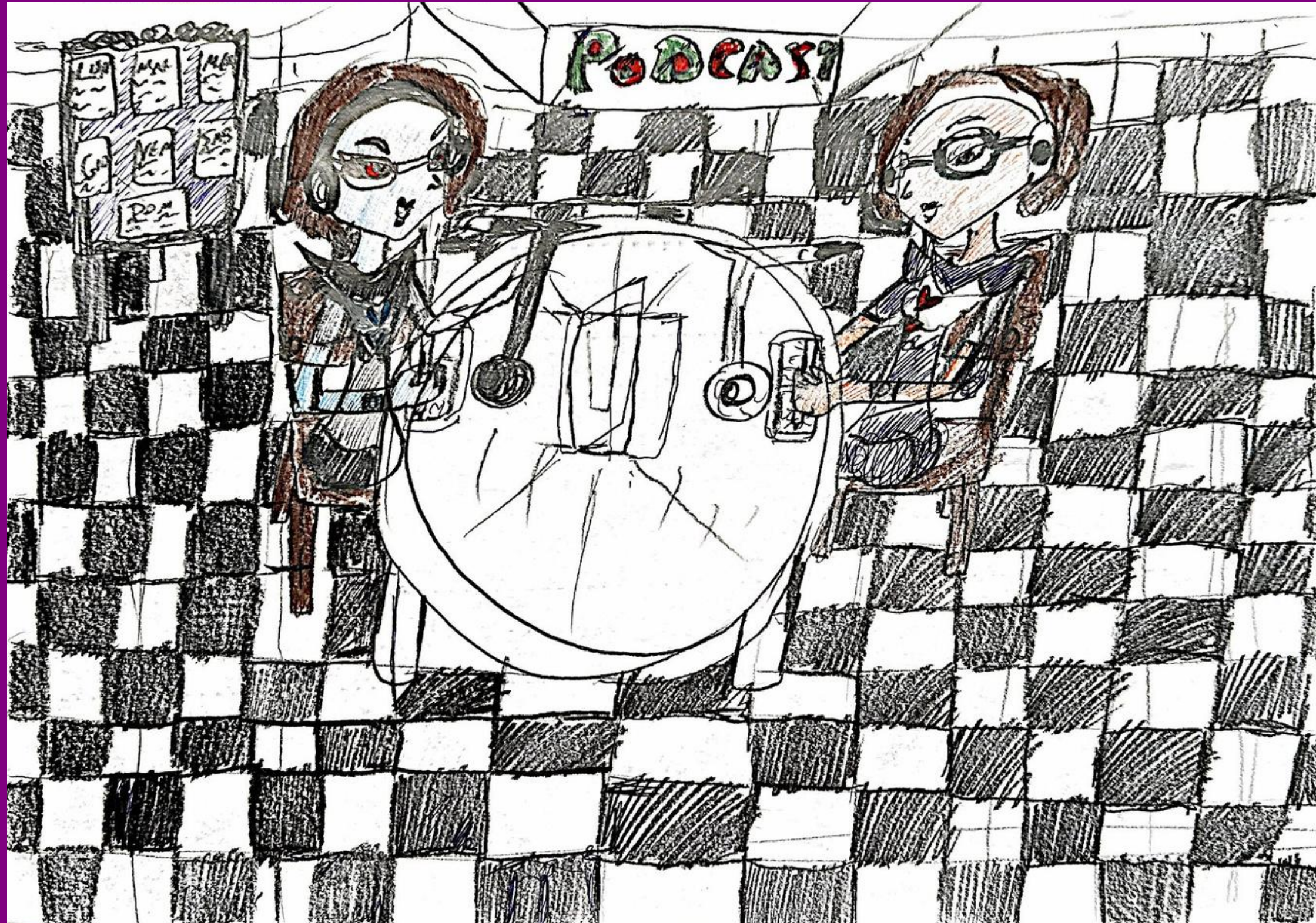
- 1

Quantitative — Visibility & Reach
Track metrics such as followers, views, listens, impressions, attendance, and downloads to understand your visibility.
- 2

Qualitative — Engagement & Feedback
Look at comments, messages, testimonials, and interactions to understand how people feel about your inclusion work.
- 3

Impact — Real Change Over Time
Examples include:
 - New inclusive practices adopted
 - Improved accessibility in communication
 - More diverse participation in activities
 - Policy or workflow adjustments

AWARENESS CAMPAIGN APRIL - JUNE 2026



APRIL 2026 - FEEL AT HOME



APRIL 2026 - FEEL AT HOME

Let's go!

- **Safety and acceptance:** Home means being able to be yourself without needing to explain anything.
- **No physical barriers:** Accessible spaces (like ramps or wide doors) show basic respect and equality.
- **Community support:** True inclusion is built by everyday people who see the person first, not their disability.
- **Confidence to grow:** Feeling safe at home gives people the strength to step out and connect with the world.
- **Active creators:** This phase successfully launched the Simply Mixed podcast, showing volunteers with disabilities as skilled creators.



MAY 2026 - FEEL CONNECTED



MAY 2026 - FEEL CONNECTED



- **Genuine dialogue:** Connection begins with honest conversations that require active listening to real-life experiences and seeing the person first, not their disability.
- **Shared action:** True inclusion and strong bonds are formed during everyday collaboration. Inclusive volunteering opens doors to participation, self-confidence, and friendship.
- **Diversity as strength:** Bringing together people with and without disabilities creates inclusive spaces where different perspectives enrich the community and break down communication barriers.
- **Belonging and joy:** Shared moments of friendship and laughter break isolation, proving that inclusion is not about limitations, but about possibilities.

JUNE 2026 - FEEL SIMPLY MIXED

The finale of the campaign
linked to the podcast
"SimplyMixed" and the outputs
of the All Inclusive project.



OUR PODCAST TEAM - DE



A big thank you to our volunteers Elli, His, Marina, Alon, Sebastian and Johannes, who made the German barrier-free podcast “Simply Mixed” possible.

They recorded 17 episodes and spoke with 8 interview guests about their personal experiences with disabilities, and everyday challenges.

Together, the team invested around 210 volunteer hours in the podcast. Their commitment, creativity, and motivation were essential for making the podcast accessible and meaningful.

GERMAN STORY

“My personal highlight was producing the podcast together in the Czech Republic and talking to so many visitors. I was nervous about speaking in front of an audience—and in English, too! But it turned out to be so much fun. I received so many compliments. One person even told me I could become an actress. Right now, I feel like I'm 2 metres tall!”

Elisabeth Lindinger, Moderator, short person



OUR PODCAST TEAM - IT



Thank you to all the volunteers who made this possible:

Vincenza Carini

Veronica Fricano

Davide Ciro Schiera

Francesca Di Marco

Flaviana Fricano

Fabiana Muscas

Ignazio Acquaviva

Giovanni Lo Presti

They recorded **11 episodes** of the barrier-free podcast

Semplicemente Misto. They **conducted interviews with 11 guests**, diving into the podcast's main topics.

They worked on the podcasts for around **200 volunteer hours**.

ITALIAN STORY

“We took a course on how to create a podcast, and it was truly interesting. I ended up becoming the speaker — or host. The first time I was anxious and incredibly awkward, but I didn’t give up. Once a month, thanks to what I like to call our ‘wheel of fortune’, we get different topics: fashion, mental health, cinema, and many more. Based on these topics, my colleague-friend Davide and I prepare the episode of the month ...

I wanted to prove to myself that I could do it, and I can finally say that I did. After so many years, I’m starting to care for myself a little more — even though I still have a long road ahead.”

Vincenza Carini, podcast host



OUR PODCAST TEAM - CZ



Thank you to the volunteers for their amazing work:

Jakub Suchý * Karel Fajta *

Kamila Prokopová * Eva Kropáčková *

Klára Nováková * Jan Dluhoš *

Jan Švehla * Veronika Jaklová *

Viacheslav Koshel * Štěpánka Kovaříková

They recorded **10 episodes** of the barrier-free podcast Prostě Mix. They **spoke to 18 guests** about their experiences with disabilities.

They worked on the podcasts for **297 volunteer hours**.

CZECH STORY

Prostě Mix: When inclusion gets a face and a voice

Motto: "We are all equal in front of the camera."

1. The Courage to Begin (Summer 2025)

It all started in August. We are a group of people with different disabilities and a common dream: to show that we have something to say. Despite the initial fear and uncertainty of speaking on camera, our desire to create was stronger.

2. Learning and preparation together

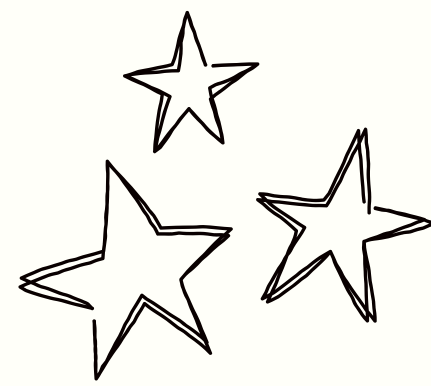
Autumn and winter were marked by hard work. We spent dozens of hours on scripts, learning to moderate in pairs and interview guests. We discovered that technology is not the enemy, but our helper.

3. The real result

Today we have 10 filmed episodes with thousands of views. We have completed the series. We are a team that has proven that obstacles only exist until you decide to overcome them together.



CONCLUSION 1



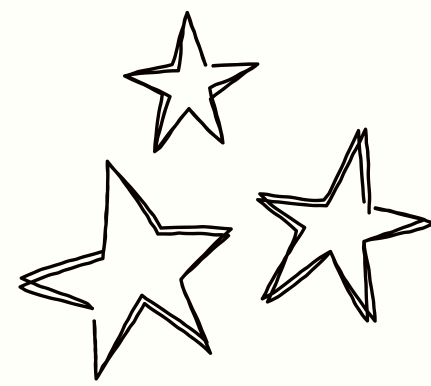
Our Key Takeaways

Through All Inclusive we learned that inclusion grows when we

- replace stereotypes with real voices
- replace support for people with collaboration with people
- replace talking about disability with talking about life – bringing the perspectives of people with disabilities into conversations that matter to everyone
- replace complicated communication with accessible communication
- replace barriers with opportunities

**Because when everyone has a voice,
everyone belongs.**

CONCLUSION 2



Building an Inclusive Europe

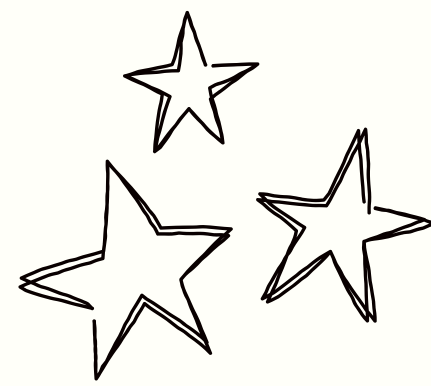
Inclusion is not only about giving people a voice.

It is about creating the opportunities, confidence, and accessible environments so they can use the voice they already have.

Through our EU project “All Inclusive” we learned that when barriers become bridges, people with disabilities become creators, storytellers, volunteers, and ambassadors for inclusion.

**An inclusive Europe begins
when every voice can be heard.**

CONCLUSION 3



Our message to you all: Dare to believe

People doubted: "That will not work!"

We believed. And we tried anyway.

It wasn't easy. It was challenging.

It took patience, creativity, and courage.

We believed in people before limitations.

And that's how Simply Mixed became reality.

Simply Mixed proves: It can be done.

Believe in people. Remove barriers. Create opportunities.

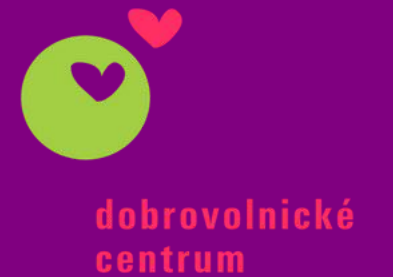
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- All Outputs



SIMPLY MIXED



THE PODCAST FOR EVERYONE



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