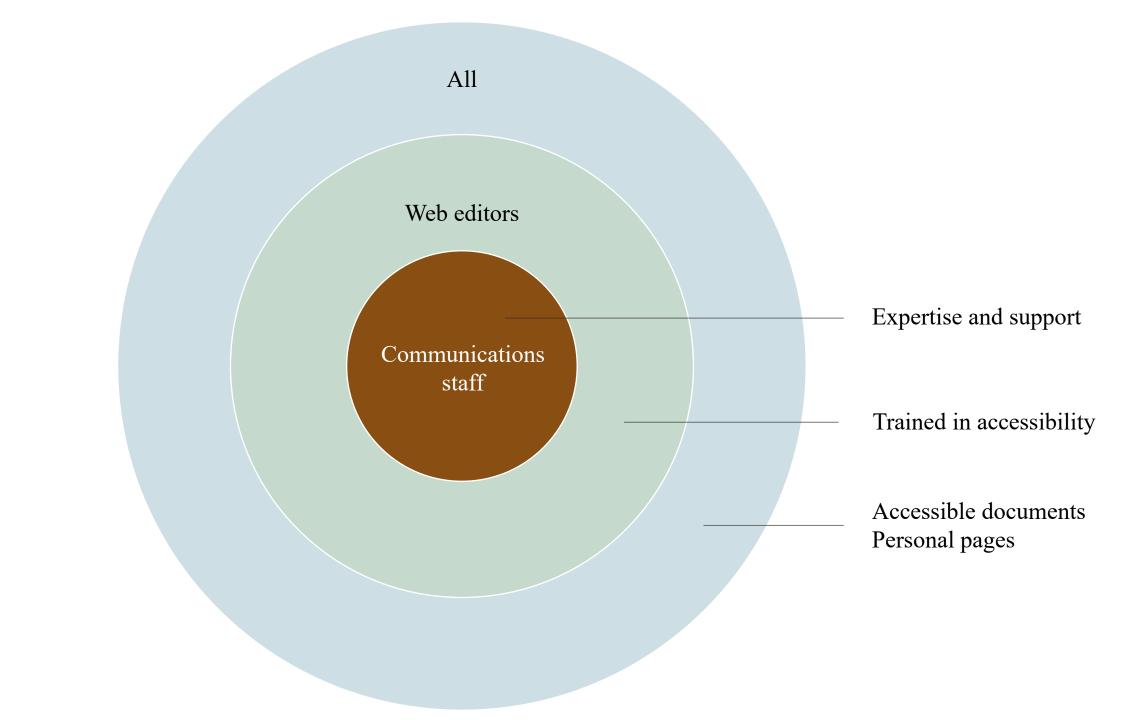


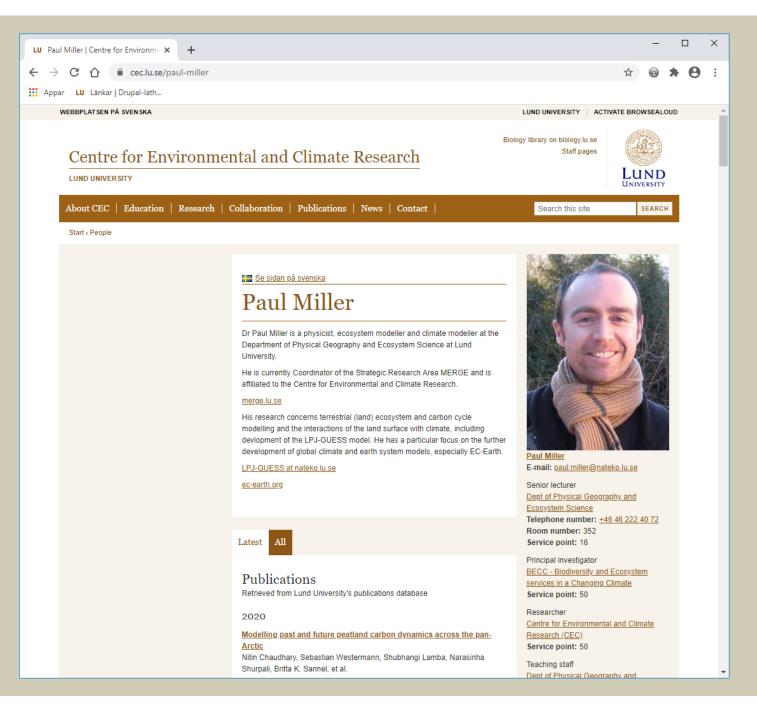
#### New law 23 September 2020

# Who does this concern at CEC?

– Everybody!







Log in with Lucat ID:

cec.lu.se/user cec.lu.se/sv/user

## Crash course!

#### Links

Tell the user what happens if they click on the link.

Wrong: Correct:

Read more becc.lu.se

Click here for more information BECC's website

Article on crayfish at svd.se

Open poster (PDF, 1.75 MB, new tab)

#### Links

#### Should be placed on a separate line.

#### **BEFORE**

Some of these trends form part of environmental indicators that are used to evaluate the <a href="Environmental Objectives of Sweden">Environmental Objectives of Sweden</a>. The most important one so far is the Grassland Butterfly Indicator which we have delivered regionally and nationally since 2013. These analyses are part of the <a href="European Grassland Butterfly Indicator">European Grassland Butterfly Indicator</a> which we produce in collaboration with the <a href="European Environment Agency">European Environment Agency</a> and 18 other European Butterfly monitoring schemes within the organisation <a href="Butterfly Conservation Europe">Butterfly Conservation Europe</a>.

#### **AFTER**

Some of these trends form part of environmental indicators that are used to evaluate the Environmental Objectives of Sweden. The most important one so far is the Grassland Butterfly Indicator which we have delivered regionally and nationally since 2013. These analyses are part of the European Grassland Butterfly Indicator which we produce in collaboration with the European Environment Agency and 18 other European Butterfly monitoring schemes within the organisation Butterfly Conservation Europe.

Environmental objectives of Sweden – miljomal.se

European Grassland Butterfly Indicator – eea.europa.eu

European Environment Agency – eea.europa.eu

Butterfly Conservation Europe – vlinderstichting.nl



## Images

Must have a short descriptive alt-text – not the same as caption



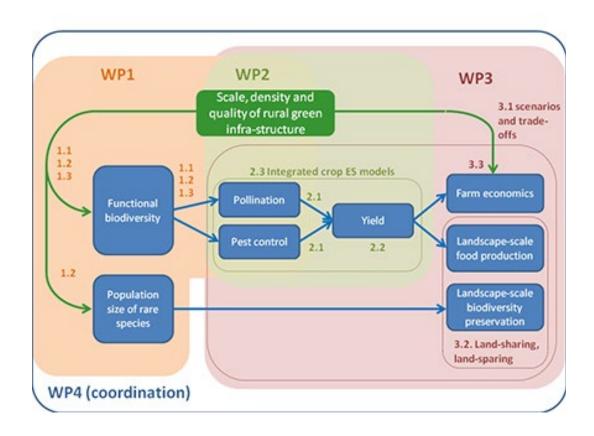


Bumblebee sitting on a strawberry flower. Photo.



Two women and a man looking at measuring equipment in a forest. Photo.

## Images



An image that contains text must also be explained in plain text.





#### Text

- Structure & hierarchy
  - Use preset options. Heading 2, heading 3, bullet list.
  - Don't make up your own formats, e.g. **Bold** or *Italic* headings.
- Language
  - Keep it simple. Short sentences, avoid complicated vocabulary.
- Short paragraphs, about three lines.

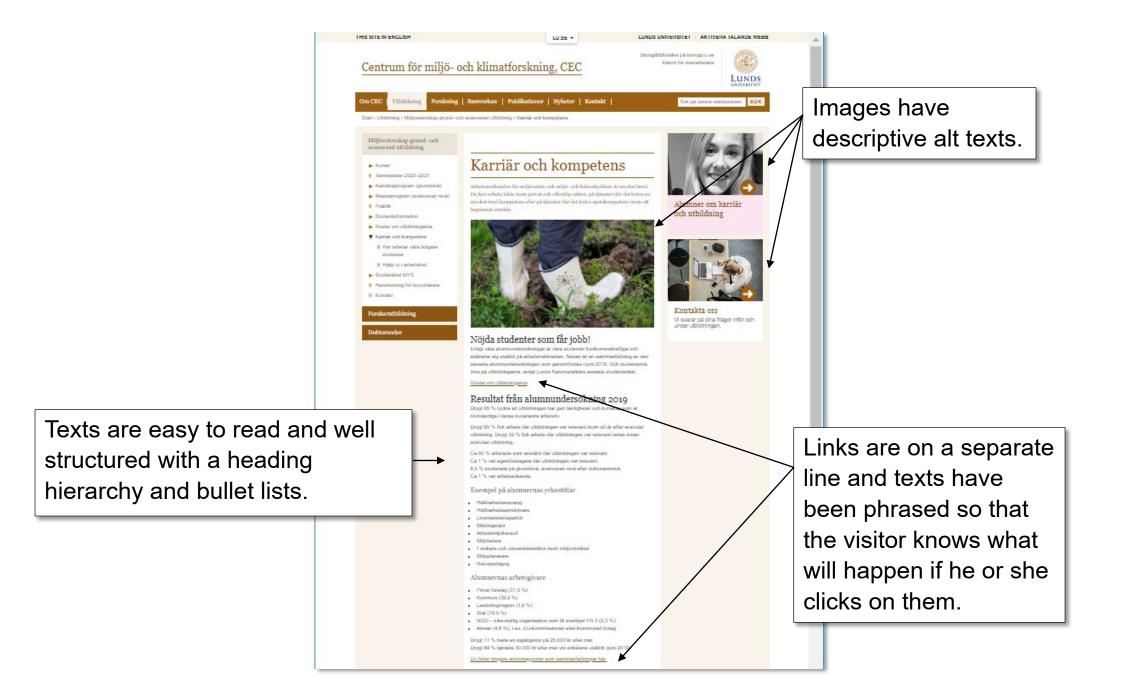


#### Films

- Audio and visuals need to be accessible in alternative ways
- Subtitles
  - Useful for everyone many choose to watch with sound off
- Text description or audio description

#### Documents

- Avoid publishing pdf files put the information as text on a web page if possible
- Templates and instructions will be available Sept/Oct
  - Word, Powerpoint, Excel, InDesign → pdf



# What is necessary for 10 percent facilitates for 40 percent and is convenient for 100 percent



#### Lathund för webbtillgänglighet cec.lu.se

Allt innehåll på vår webbplats ska vara tydligt och lätt att förstå för alla.

Tillgänglighet handlar inte bara om att underlätta för besökare med till exempel syn-eller hörselnedsättning eller dyslexi. Även besökare utan funktionsvariationer har glädje av en välstrukturerad webbplats som är lätt att förstå.

Det som är nödvändigt för 10 procent underlättar för 40 procent och är bekvämt för 100 procent.

Logisk struktur och välformulerat innehåll är också en fördel för sökmotorernas indexering. Det kan göra att man hamnar högre upp i Googles träfflistor.

Om du undrar över något och inte hittar svaret i denna lathund så innehåller följande webbplats det mesta man behöver veta, samt har en bra sökfunktion:

webbriktlinjer.se

Kommunikationsansvarig Anna Maria Erling anna maria.erling@cec.lu.se 046-222 68 96

Uppdaterad 2020-08-27

## Support

Manual – soon in English too

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## Need more information or training?

Contact us before the end of September.

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