Best Practices

QR code translation

This is a document written in French and/or Luxembourgish containing all the necessary explanations on the subject or event. To ensure that everyone can understand the message, several QR codes are available at the bottom of the page, offering different languages so that people who speak different languages can scan and read the text in the desired language. This makes documents much easier to understand, while making them more readable and less burdensome.

Objectives

- Stimulate involvement and interaction between citizens in different areas,
- to foster a climate of exchange, well-being, integration and social cohesion.

Methods

It is published in various forms:

- In printed form

As an A4 or A5 brochure (e.g. Flyers)

- Digital version

PDF downloadable from the local authority's website

Budget

There's no need to set aside a specific budget for translation, as the various online options make it very easy to manage.

Materials

Brochures, flyers or posters

Periodicity

The regular publication of brochures or documents can be planned according to needs and the events to be promoted. It is preferable for each document produced or sent out by the local authority to be accompanied by a QR code for easy access.

Evaluation indicators

It is important to define evaluation indicators to measure the impact and effectiveness of the practice. These could include the number of downloads of digital versions, the attendance rate at workshops and events, and positive feedback from participants.

Practical advice - DO's

- Make sure QR codes are clearly visible and easy to scan.
- Offer a variety of languages in QR codes to ensure maximum accessibility.
- Ensure that documents are clear, concise and well structured to make them easy to read and understand.

Practical advice - DONT's

- Avoid using QR codes that are illegible or difficult to scan.
- Don’t include too many languages in the QR codes to avoid making the document too cluttered.

Contact person/Possible partners

It can be useful to work with translation services or local organisations that can help ensure the quality and accuracy of translations. (e.g. ASTI’s ToD service)