

Connecting cultures:  
creating bridges with  
clear communication

# PLAIN2023 CONFERENCE

27, 28 AND 29 SEPTEMBER

City of Buenos Aires

Law School (UBA) - Av. Pres. Figueroa Alcorta 2263

International  
Conference

## DAY 2 28 september

9:30AM to 10:15AM

### AULA MAGNA

**Keynote Speaker: Lorena Tula del Moral** (Argentina) "From clear language to clear communication: how to bring the law closer to citizens".  PRESENTATION IN SPANISH

 SIMULTANEOUS INTERPRETATION

10:15AM to 11:30AM

### P A N E L E S

#### SALÓN ROJO

#### Artificial intelligence as a tool to clarify language

Moderator: Mariano Cervellini

 SIMULTANEOUS INTERPRETATION

**Vanina Azzaro** (Gobierno de la CABA, Argentina)  
"The clear writing assistant of the Government of  
the City of Buenos Aires".

 PRESENTATION IN SPANISH

**Iria da Cunha** (Spain) "Assisted writing in plain  
language using natural language processing  
techniques: the arText system".

 PRESENTATION IN SPANISH

**Romina Marazzato Sparano** (United States)  
"Leveraging AI for value-add writing in plain  
language".

**Romina Marazzato Sparano** (United States)  
"Plain Language Assessment Index: An  
Instrument for the Evaluation of Clarity in  
Informational Texts".

#### SALÓN AZUL

#### Analysis of practical cases


Moderator: Rodrigo Dellutri


 SIMULTANEOUS INTERPRETATION


**Melissa Alarcon** (Norway) "Working with legal clear  
language - illustrative case studies".

**Tarsila de Andrade Ribeiro Lima** and **Marcela  
Teixeira Barbosa Nascimento** (Brazil) "Experiences  
with plain language at the Production Center of  
the State University of Rio de Janeiro".

 PRESENTATION IN SPANISH

**Mara Grosvald** (Argentina) "Institutional Agreement  
for Coexistence in Plain Language and Easy  
Reading".  PRESENTATION IN SPANISH

**Julia Del Barco, Luciana Robledo** and **Verónica  
Seguí** (Argentina) "The democratization of  
administrative textual genres at the UNC: a  
process of literacy and writing repair in permanent  
(re) construction".  PRESENTATION IN SPANISH

**Maria Isabel Ortiz Takacs** (Canada) "Simplifying  
without losing accuracy: the challenge of plain legal  
language".  PRESENTATION IN SPANISH

**Leonardo Altamirano** (Argentina) "What we mean by  
plain legal language".  PRESENTATION IN SPANISH

Coffee Break

11:30AM to 11:45AM

#### Lightning Talks:

- **11:30AM - Gladys Krasuk** (Argentina)  PRESENTATION IN SPANISH "How to acquire rights through plain language".
- **11:30AM - Clarissa Nascimento Duarte** (Brazil) "The State of Minas Gerais Government's Experience with Plain Language".

#### Posters:

- **11:30AM - Patricia Hartmann Bruno** and **Alexandre Cherman** (Brazil) "GTT DIGA RIO Plain Language".

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## SESSIONS

### SALÓN ROJO

#### Legal Design

Moderator: Cecilia Ferrari

 SIMULTANEOUS INTERPRETATION

**Sofia Escobar Vallejo** (Colombia)  
"Legal Service Design: breaking  
language barriers for lawyers".

 PRESENTATION IN SPANISH

**Tessa Manuello** (Brazil) "Beyond  
Barriers: How Designing for  
Accessibility Enhances Every User's  
Experience".

**Helena Haapio** (Finland)  
"Building Bridges from Lawyer-to-  
Lawyer (L2L) to Human-to-Human  
(H2H) Communication: The Role of  
Design and Plain Language".

### SALÓN AZUL

#### The contribution of plain language to the health sector

Moderator: Emilia Ghelfi

 SIMULTANEOUS INTERPRETATION

**Natalia Echevoyemberry** (Argentina)  
"Plain Language and the Right to  
Understand: informed consent in  
health practices".

 PRESENTATION IN SPANISH

**Marcelly de Freitas Gomes** (Brazil)  
"Plain language, right to  
communication and health: dialogues  
about scenarios and challenges for  
collective health".

 PRESENTATION IN SPANISH

**Chantale Audet and Amélie Bourret**  
(Canada) "Communicating Canada's  
new guidelines on alcohol and health  
in plain language: bridging the  
culture of alcohol use with new  
scientific information".

**Stacy Robison** (United States) "Using  
Plain Language to Bridge the Health  
Equity Gap".

**Joh Kirby** (Australia) "When you  
speak the same language but you  
can't communicate".

### SALÓN VERDE

#### Links between plain language and translation

Moderator: Natalia Torro

**Diana Rivas** (Argentina) "The Clarity  
of Legal and Administrative Discourse  
at the cutting edge".

 PRESENTATION IN SPANISH

**Carmen Clementina Olivetti, María  
Victoria Tuya and Roxana Paola  
Venúto** (Argentina) "Challenges of  
applying plain language in  
translation: levels of clarity".

 PRESENTATION IN SPANISH

**María Victoria Feito Torrez, Ileana  
Dall'Aglio, Carla Di Biase and Silvia  
Naciff** (Argentina) "Plain language  
and translation: a bridge between  
cultures".

 PRESENTATION IN SPANISH

**Dolores R. Guiñazú and Gabriela  
Escarrá** (Argentina) "Controlled  
Natural Language as a Preediting  
Strategy".

 PRESENTATION IN SPANISH

11:45AM to 1:00PM

Lunch break

### SALÓN FOYER

PLAIN member's voice meeting

1:00PM to 2:15PM

#### Lightning Talk:

- **1:00PM - Consuelo Conti Toutin** (Argentina) "The Use of Plain Language in Energy Agreements: The AIEN 2022 JOA Model Drafting Experience".

#### Posters:

- **1:20PM - Ana Lúcia Alexandre Borges** (Brazil) "Building a Plain Language Program from scratch: action research as a method to foster a cultural transformation in a Brazilian federal institute".
- **1:40PM - Clarissa Nascimento Duarte and Joseane Aparecida Corrêa** (Brazil) "Rede Linguagem Simples Brasil: the concrete experience of connecting people from the Public Sector to act on behalf of Plain Language in Brazil".
- **2:00PM Mônica Braga de Lima Saraiva Fernandes and Isabel Gouveia Ferreira Lima** (Brazil) "Plain Language and (re)design of public documents: the experience of IRIS | Government Innovation and Data Lab of the State of Ceará, Brazil".

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## SESSIONS

### SALÓN VERDE

#### Clarity in Public Administration

Moderator: Paula Núñez Gelvez

**Leticia Montiel** (Argentina) "The Plain Language Program: towards a transformation of the communication culture in public administration".

 PRESENTATION IN SPANISH

**María Ángeles García Asensio, Fernando Polanco Martínez and Estrella Montolio** (Spain) "Clear communication in the Spanish Tax Administrations: beliefs and opinions of professionals".

 PRESENTATION IN SPANISH

**Ana Lúcia Alexandre Borges and Rodrigo de Santis Neves** (Brazil) "A hands-on workshop model is born: how a Brazilian federal institute applied design thinking and collaboration techniques to simplify warning letters".

**Irema Ferrez Vega and Esther Peña de las Heras** (Spain) "Strategy for the widespread implementation of plain language in the Government of Catalonia".

 PRESENTATION IN SPANISH

### SALÓN ROJO

#### Easy Read

Moderator: M. Victoria Prícolo

 SIMULTANEOUS INTERPRETATION

**Genoveva Ferrero** (Argentina) "Comprehensible language as part of the public policy carried out by the Disability Observatory of the Judiciary".

 PRESENTATION IN SPANISH

**Vanessa de Oliveira Dagostim Pires and Veronica Pasqualin Machado** (Brazil) "Plain Language and Easy Reading as resources for cognitive accessibility in inclusive education".

 PRESENTATION IN SPANISH

**Juliana Barica Righini** (Brazil) "Work during the Pandemic: Guide for Employees".  PRESENTATION IN SPANISH

**Josefina Raffo and Analía Gutiérrez** (Argentina) "Plain Language, easy reading: compatible methodologies".

 PRESENTATION IN SPANISH

### SALÓN AZUL

#### Written communication

Moderator: Nicolás Negri

 SIMULTANEOUS INTERPRETATION

**Kate Harrison Whiteside** (Canada), **Romina Marazzato Sparano** (United States), **Chantale Audet** (Canada), **Amélie Bourret** (Canada), **Sarah Slabbert** (South Africa), **Nadja Green** (South Africa) and **Nicole Watkins Campbell** (Canada) "Teaching and learning across cultures: important learnings from our students. Sharing key moments from our global online teaching experiences".

**Rodrigo Dellutri** (Argentina) "Plain language to guarantee access to justice for children and adolescents".

 PRESENTATION IN SPANISH


**María Antonia Osés** (Argentina) "Digital glossaries as a technological resource for access to legal information in plain language - The case of the resolution search page of the High Court of Justice of the City of Buenos Aires: Criminal offense glossaries".  PRESENTATION IN SPANISH

**Guillermo González Zurro** (Argentina) "Clear communication in court rulings".  PRESENTATION IN SPANISH

2:15PM to 3:15PM

### AULA MAGNA


3:15PM to 4:00PM

**Keynote Speaker Helena Haapio** (Finland) "Human-readable or lawyer-readable? With AI-powered writing tools and design patterns, we can have both!".  SIMULTANEOUS INTERPRETATION

Coffee Break

4:00PM to 4:15PM

#### Lightning Talk:

- **4:00PM - Leonardo Altamirano** (Argentina) "'How to implement processes for clarifying legal discourse in the judicial powers. Description and analysis of the efforts of the Plain Language and Easy-to-Read Committee of the Superior Court of Justice of Córdoba, Argentina".  PRESENTATION IN SPANISH

#### Poster:

- **4:00PM - Claudia Mont'Alvão** (Brazil) "Translating research tools into different languages: a discussion from a Plain Language perspective".

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4:15PM to 5:15PM	<p style="text-align: center;"><b>AULA MAGNA</b></p> <p><b>Keynote Speakers:</b> <b>Christopher Balmford</b> (Australia), <b>Annetta L. Cheek</b> (United States) and <b>Angelika Vaasa</b> (Luxemburg), "Setting the standard: the new ISO 24495-1".</p> <p>Moderator: <b>Sarah Slabbert</b> (South Africa)  <b>SIMULTANEOUS INTERPRETATION</b></p>
7:00PM	<p style="text-align: center;"><b>SALÓN PASOS PERDIDOS</b></p> <ul style="list-style-type: none"><li>• Closing cocktail sponsored by Catena Zapata - Pasos Perdidos Lounge</li><li>• <b>PLAIN</b> awards ceremony</li><li>• End with tango show</li></ul>

