

## D.4.2.1 Seminar for guides of public sites about educational paths for disabled

### Project details

PROJECT ACRONYM	USEFALL
PROJECT FULL TITLE	Unesco Site Experience For All
AXIS	ENVIRONMENTAL AND CULTURAL HERITAGE
OBJECTIVE	3.1- Make natural and cultural heritage a leverage for sustainable and more balanced territorial development
START DATE	01.01.2018
END DATE	30.09.2019

### Deliverable details

WORK PACKAGE	WP4 - Touristic Promotion of Unesco sites accessible for all
ACTIVITY NUMBER	4.2 - Specific training sessions for operators and educational activities for disabled
PARTNER IN CHARGE	LP - Municipality of Ravenna
OTHER PARTNERS INVOLVED	

STATUS	Final
DISTRIBUTION	Public
DATE	20.03.2019

**On 20 March**, the **Mar – Ravenna Art Museum** hosted a **seminar** on accessible tourism, addressed to all the tourism professionals, in particular tourist guides.

The seminar was addressed to everyone who is involved in the visitor economy and has to deal with the world of disability, aiming at offering new cues and tools to enhance the quality and effectiveness of relations and hospitality. The day started with the intervention by **Carlo Giacobini**, managing director of HandyLex.org, of the Regulatory Documentation Centre of the Italian Union against Muscular Dystrophy and IURA (association for the rights of people with disabilities): in his speech “Techniche di accoglienza e soluzioni per l'accessibilità”, he spoke about the UN Convention on the rights of people with disabilities and especially about the notion “Universal Design”, which, taking into consideration the different abilities of the users, designs programmes, services and tools to be used in the widest possible way. In this way, Giacobini explained some guidelines for the accessibility, including the quality of services and the right of people with disabilities to participate in the cultural, social, and sporting life, a right that is sanctioned by the Article 30 of the UN Convention.

**Linda Kniffitz**, scientific director of **Usefall** Project, talked about some of the objectives of the project that are about to be fulfilled: 1) the creation of shared guidelines for a new balanced management strategy for the accessibility to the UNESCO sites, with the collaboration of the local and national associations for people with disabilities. 2) The assessment of the questionnaire “Cultural heritage, sites and museums. Inquiry into the needs of users with disabilities”, which has already been sent to more than 500 organizations that deal with people with different disabilities. The inquiry aims at detecting the needs of people with disabilities according to the existence of barriers and/or the lack of supports when visiting the cultural heritage. 3) The specific pilot project

for Ravenna: an itinerary of tactile mosaics for blind people, people with visual impairment or cognitive disability connected with a different usage of the Basilica of S. Apollinare in Classe. The tactile itinerary consists of 12 panels depicting pairs of some of the natural figures that decorate the apsidal conch of the church, highlighting the historical and biological connection with the local territory in a tactile and monochromatic way.

The workshop also presented some cards dedicated to the cultural heritage of Ravenna that were created by the agency Image with an innovative technique and in Braille. The meeting ended with the promotional video created with LIS dubbing (Italian Signs Language), in the presence of film-director **Fabrizio Varesco** and poster person **Laura Rampini**.





