

## D.2.3.5 Periodical e-newsletter

### 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	WP2 - Communication activities
ACTIVITY NUMBER	2.3 - Digital activities
PARTNER IN CHARGE	PP3 - City of Split
OTHER PARTNERS INVOLVED	LP; PP1; PP2
STATUS	Final
DISTRIBUTION	Public
DATE	30 <sup>th</sup> September 2019

# LP – MUNICIPALITY OF RAVENNA

## PERIODICAL E-NEWSLETTER



## NEWSLETTER

On 20 March, the **Mar – Ravenna Art Museum** hosted a **conference** on accessible tourism, addressed to all the tourism professionals, and the first of the two **workshops** on the new technical and teaching support tools that allow people with disabilities to enjoy their visit to the UNESCO monuments. The workshop 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.

Moreover, two council members of the Municipality of Ravenna took part in this event: **Elsa Signorino**, assessor for Culture, who put the stress on the ethic and civic value of Usefall Project and **Giacomo Costantini**, assessor for Tourism, events coordination and smart city.

**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 organisations 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**.

Around Usefall Project, on 22, 26, 29 March and on 4 May, educational activities and workshops for children and adults with disabilities have been organised in collaboration with the local schools and will be carried out by **Filippo Farneti**, responsible for Museum Education. The workshops, in order to grant wide participation and give everyone the opportunity to access cultural heritage, have taken into account different types of disabilities.

During the workshop, people created a tactile work using simple materials (sandpaper, fabrics, corrugated paper, etc.) in order to find expression through arts in an original way that can be accessible to everyone. This idea does not require any technical knowledge or specific abilities, but it allows participants to easily overcome the fear “of not being capable of making art”, favouring the sharing and communication among them and, at the same time, new sensitive abilities. This experiment aroused new ways of communication: creativity, visual education and tactile experiments melted together in a perfectly balanced playful activity.

On **20 June**, at 10am, Palazzo Rasponi dalle Teste will host the new **Round Table** presentation of the **Guidelines** for the harmonious management of the accessibility to the Unesco sites given by Carlo Giacobini, and later, the introduction of the App dedicated to the monuments of Ravenna that are part of the Unesco World Heritage list and the full version of the video.

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**Il 20 marzo nella sede del Mar - Museo d'Arte della città di Ravenna**, si è tenuto un **Seminario** relativo all'accoglienza per le persone con disabilità, dedicato agli operatori turistici e il primo dei due **workshop** di presentazione dei nuovi ausili tecnici e didattici per il godimento dei Siti Unesco per le persone con disabilità. Il workshop era rivolto a quanti, nella sfera del turismo, entrano in contatto con il mondo delle disabilità, al fine di offrire spunti e strumenti per aumentare la qualità e l'efficacia delle relazioni, dell'accoglienza e dell'ospitalità.

Ad aprire la giornata, **Carlo Giacobini**, direttore responsabile di HandyLex.org, del Centro per la documentazione legislativa dell'Unione Italiana Lotta alla Distrofia Muscolare e di IURA: nel suo intervento dal titolo Tecniche di accoglienza e soluzioni per l'accessibilità ha parlato della convenzione ONU sui diritti delle persone disabili ed in particolar modo del concetto di Universal Design, che tenendo in considerazione le diverse funzionalità di tutti gli utenti, progetta programmi, servizi e strumenti utilizzabili nel modo più esteso possibile. Giacobini ha quindi parlato delle Linee Guida per l'accessibilità, della qualità dell'offerta, e del diritto delle persone con disabilità di prendere parte alla vita culturale, sociale e sportiva, diritto sancito dall'art. 30 della Convenzione ONU.

La giornata ha visto anche la partecipazione di due assessori del Comune di Ravenna: **Elsa Signorino**, assessora alla Cultura, che ha posto l'accento sul valore etico e civile del progetto Usefall, e **Giacomo Costantini**, assessore al Turismo, coordinamento eventi, smart city.

**Linda Kniffitz**, responsabile scientifico del Progetto, ha ricordato alcune azioni previste dal progetto, in corso di realizzazione e completamento: 1) la creazione di Linee Guida condivise per una nuova strategia di gestione armonizzata dell'accessibilità dei siti Unesco, con la collaborazione delle Associazioni nazionali e locali per le persone disabili. 2) La messa a punto del questionario: "Patrimonio culturale, siti e musei. Rilevazione sui bisogni degli utenti con disabilità", già inviato a più di 500 organizzazioni che si occupano di persone con differenti disabilità o che entrano in contatto con essi nel corso delle proprie attività. Il questionario si propone di rilevare i bisogni degli utenti con disabilità in relazione all'esistenza di barriere e/o alla mancanza di facilitatori nella fruizione dei beni culturali. 3) Il progetto pilota specifico per Ravenna: un percorso di Mosaici tattili per non-vedenti, ipovedenti e disabili cognitivi legato ad una diversa fruizione della Basilica di S. Apollinare in Classe. Prevede la realizzazione di 12 tavole con coppie di soggetti naturali presenti nel catino absidale di S. Apollinare in Classe, con particolare attenzione al legame storico e biologico con il territorio locale, in chiave tattile e monocromatica.

Durante il workshop sono state anche presentate le cartoline dedicate al patrimonio culturale di Ravenna, realizzate con tecnologia innovativa e linguaggio Braille dall'agenzia Image. Ha chiuso i lavori, l'anticipazione del video promozionale con doppiaggio nella lingua dei segni, alla presenza del regista **Fabrizio Varesco** e della testimonial **Laura Rampini**.

All'interno del Progetto Usefall, si sono inoltre realizzate nelle giornate del 22, 26 e 29 **marzo** e il 4 **maggio** attività educative ed in particolare laboratori rivolti a bambini e adulti con disabilità, in collaborazione con gli Istituti scolastici del territorio, tenuti da **Filippo Farneti**, responsabile della Didattica museale. I laboratori, al fine di garantire un'ampia partecipazione e dare l'opportunità a tutti di godere del patrimonio culturale, hanno preso in considerazione diversi tipi di disabilità.

Durante l'esperienza laboratoriale i partecipanti hanno realizzato un elaborato tattile utilizzando semplici materiali (carta vetrata, stoffe, cartoncino ondulato, ecc.) per esprimersi attraverso l'esperienza artistica in maniera originale e accessibile a tutti. Questa modalità, che non necessita di conoscenze tecniche o abilità specifiche, ha permesso ai partecipanti di superare facilmente la paura di 'non saper fare arte' favorendo la condivisione e la comunicazione fra i partecipanti e stimolando, allo stesso tempo, nuove capacità sensoriali. È stato così possibile sperimentare un modo nuovo di comunicare: creatività, educazione visiva e sperimentazione tattile si sono fuse insieme all'elemento ludico, in un equilibrio ideale.

**Il prossimo 20 giugno**, presso Palazzo Rasponi dalle Teste avrà luogo la **Tavola Rotonda** per la presentazione delle **Linee Guida** per la gestione armonizzata dell'accessibilità dei siti Unesco, condotta dall'esperto Carlo Giacobini e seguirà la presentazione della App dedicata ai monumenti ravennati inseriti nel Patrimonio dell'Umanità dell'Unesco e del video, nella sua versione completa.

# PP1 – AQUILEIA FOUNDATION

## PERIODICAL E-NEWSLETTER



## Unesco Site Experience For All



### USEFALL in Aquileia: the Project Core

The target area for the USEFALL project is the River Port of the ancient city of Aquileia, and the goal is to improve its accessibility to people with special needs, particularly motor and mental disabilities, sensory and intellectual.

An expert on accessibility was asked to carry out a study which, focusing on an analysis of the current state of the places and on identifying the actual needs of people with disabilities, takes actions and guidelines for improving the accessibility of the UNESCO site of Aquileia.

The final objective of this study will be to launch a competition of ideas which, according to the profile of the studies, will allow us to identify the best solution to guarantee and improve the accessibility of the Aquileia River Port, which can be shared as a best practice with the other USEFALL project partners

#### UPCOMING EVENTS IN AQUILEIA:

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**3 Lab**  
WITH ASSOCIATIONS OF  
DISABLED PEOPLE

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**3 Trainings**  
FOR THE OPERATORS  
DEALING WITH  
DISABLED PEOPLE

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**1 International  
Conference**  
26th June 2019



## Other initiatives about accessibility: beacon and storytelling

### BEACON TECHNOLOGY IN THE BASILICA

thanks to Rotary Club Aquileia-Cervignano  
Since November 2018, the Basilica of Aquileia adopted the "See the Basilica" service on the proposal of the del "Rotary Club Aquileia-Cervignano e Palmanova", a step on the way of a better accessibility for blind visitors.

The core service is an APP that allows visitors to hear a vocal message reading by a smartphone containing the description of Patriarchal Basilica.

Small Bluetooth devices, called Beacon, have been installed inside the Basilica: the vocal description will start through the APP when users will walk near the devices.

### AUDIO AND VIDEO STORIES ON THE CULTURAL HERITAGE thanks to Fondazione Radio Magica onlus

A journey in Aquileia through audio and video stories written by famous authors.

#### Listen and watch on

[www.radiomagica.org/portfolio-articoli/progetto-smartradio2/](http://www.radiomagica.org/portfolio-articoli/progetto-smartradio2/)

## Training sessions and Labs

In May and June 2019 laboratories for disabled people and training courses for tour operators (local guides and exhibitors) and for representatives of disabled associations will be activated in Aquileia.

The tasks will be entrusted to professionals with experience in terms of accessibility.

The laboratories will be addressed to 3 types of specific needs (motor disability, blindness and mental disability) and will focus on the heritage of Aquileia: what can be enjoyed and how, what is the state of the art, what will be improved and what is still not completely accessible.

The training instead intends to create awareness on the accessibility of the Aquileian heritage in the representatives of disabled associations and in local tourist operators. It also intends to lay down a system of best practices, aimed at operators, to enhance the offer and tourist accommodation for people with special needs.

## 3 Trainings for :

1) TOURISTIC GUIDES

2) REPRESENTATIVES OF ASSOCIATIONS OF DISABLED PEOPLE

3) AQUILEIA OPERATORS IN TOURISTIC RECEPTION



# INTERVIEW to architect Claudia Carraro, expert on accessibility

**What is the objective of your study?**

The study will focus on an analysis of the current state of the places, and then will move to the identification of the actual needs of people with disabilities (motor, mental, sensory and intellectual) during the visit. The comparison between these will allow the elaboration of indications and guidelines for improving accessibility on the UNESCO site of Aquileia.

**Which areas are you analyzing and how?**

More specifically, the study was configured with the identification of specific areas - the Sepolchretum, the Pasqualis area the Domus and the Episcopal Palace, the Cossar area, the CAL area, the National Archaeological Museum, the Paleochristian Museum, the Basilica, the Südhalle, the river port - sacred road, the Forum and the tourism info point FVG. The same, will be analyzed through a computer research and on-site inspections to understand how visitors, with their different characteristics and needs, can approach, know and experience the place, from home and then on site.

**Who are you going to interview?**

In order to investigate what the real needs of users are, the target of my interviews are associations of disabled people (motor, mental, sensorial and intellectual), based within the regional territory, and institutional representatives who can offer a strong contribution to the delicate link between accessibility and cultural heritage. Finally, the aim of the research is also to create a link between studies already started at the local level (such as the Management Plan of the UNESCO site of Aquileia) and the COME-IN project in order to draw up an accessible and homogeneous visit of Aquileia, in accordance with actions already undertaken at regional level.







## DISSEMINATION ACTIVITIES :

**26 - 29 March 2019**

**USEFALL Project has been successfully presented by City of Split partner, as an example of good practice, during the 5th International Historic Cities Congress in Solin, Croazia.**

## The River Port of Aquileia

The river port of Aquileia, one of the best preserved examples of port installations of the Roman times, was organized on the old course of rivers Natisone and Torre, which flew to the east of the ancient city and widened here up to nearly fifty metres. Here, all sorts of boats from the whole Mediterranean basin would land.

The port facilities, excavated in the 1930s, stretched for over three hundred metres along the right bank of the river, very close to the Republican walls. Risen above much older installations, the river port was entirely reorganized in the early 1st century AD, with the addition of new quays and a long building opening onto the river.

Three ramps would run transverse to the quays to ensure connections with the urban road system. Further changes were brought in at the time of Constantine the Great (306- 337 AD), a few years before the new city walls would be erected on top of the quays. Since then, because of the walls and of the narrowing of the river bed, the port started to be progressively abandoned.



## FONDAZIONE AQUILEIA

Fondazione Aquileia has the task of promoting the archaeological sites and museums of Aquileia, as well as highlighting the historical and cultural heritage of a city that once rated as one of the most important centers of the Roman Empire and later was the seat of a Patriarchate.

### Members:

*Ministry of the Cultural Heritage*  
*Autonomous Region Friuli Venezia Giulia*  
*Municipality of Aquileia*  
*Archdiocese of Gorizia*

[www.fondazioneaquileia.it](http://www.fondazioneaquileia.it)

# PP2 – VENETIAN CLUSTER

## PERIODICAL E-NEWSLETTER



## FINANZIAMENTO PER MIGLIORARE L'ACCESSIBILITÀ AL PATRIMONIO STORICO - ARTISTICO

Il programma di Cooperazione Transfrontaliera 2014 - 2020 Interreg V-A Italy - Croatia Standard+ ha approvato e finanziato **"USEFALL-Unesco Site Experience for All"**. Il Budget totale per la realizzazione complessiva del progetto è di **1.140.554,88 euro** e le attività avranno inizio l'01/01/2018 per una durata di 18 mesi.

### Object

Il progetto USEFALL mira a sfruttare il potenziale turistico dell'area transfrontaliera **migliorando l'accessibilità delle fasce più deboli (disabili, anziani e bambini) al patrimonio storico-artistico partendo dai siti UNESCO.**

### Partner and collaboration

Il progetto è un esempio concreto di partnership pubblico – private in cui **Venetian Heritage Cluster è Project Partner** insieme a partner italiani come Municipality of Ravenna-Art Museum of the city (Lead Partner) and Aquileia Foundation e partner Croati come Municipality of Split and City of Dubrovnik Development Agency. Nella realizzazione del caso studio si collaborerà anche con L'Università degli Studi di Padova e l'attività verrà svolta presso l'Orto Botanico, Patrimonio dell'Umanità.



*Botanic Garden of Padua*

### Benefits

Grazie al finanziamento ottenuto sarà possibile:

- realizzare **casi concreti sul territorio** e **sviluppare attività anche a livello internazionale** that stimulate the territorial development of the entire public-private supply chain of Cultural and environmental Heritage;
- Attivare **collaborazioni con imprese della Rete Innovativa Regionale** per la **ricerca e lo sviluppo di nuove soluzioni e tecnologie** per migliorare l'accessibilità al patrimonio storico - artistico.

Contact

Cluster Director

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Tel: + 39 3474567010

Further informationen

<http://www.venetiancluster.eu/it/usefall-accessibilita-al-patrimonio/> (sito inglese di VHC)

link al sito interreg standard+ italy-croatia





## FUNDING TO IMPROVE ACCESSIBILITY TO HISTORICAL – ARTISTIC HERITAGE

The 2014-2020 Interreg V-A Italy – Croatia Standard+ programme approved and funded the **“USEFALL-Unesco Site Experience for All”**. The total Budget for the overall implementation of the project is **1,140,554.88 euros** and activities will begin on 01/01/2018 lasting 18 months.

### Object

The project USEFALL aims to take advantage of the touristic potential of the cross-border area, **improving accessibility for the most vulnerable groups (people with disabilities, elderly and children) to historical-artistic heritages, starting from the UNESCO sites.**

### Partners and collaboration

The project is a practical example of public – private partnerships in which **Venetian Heritage Cluster is Project Partner**. Other partners include the Italian Municipality of Ravenna-Art Museum of the city (Lead Partner), the Aquileia Foundation, the Croatian Municipality of Split and the City of Dubrovnik Development Agency. The University of Padua will also cooperate in the realisation of the case study and the activity will be carried out at the Botanic Garden, World Heritage Site.



*Botanic Garden of Padua*

### Benefits

The funding will allow to:

- Carry out **practical cases on the territory** and **develop activities also on an international level** that stimulate the territorial development of the entire public-private supply chain of the Cultural and Environmental Heritage;
- Start **collaborations with businesses of the Regional Network for Innovation (RIS3)** for the **research and development of new solutions and technologies** that improve accessibility to the historical- artistic heritage.

Contact

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Other information

<http://www.venetiancluster.eu/it/usefall-accessibilita-al-patrimonio/> (VHC English site)


website Interreg standard+ Italy-Croatia

 **VCluster News\_ WORKSHOP PROGETTO USEFALL** Sent **46.0%** **8.0%**  
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"Le sfide che le persone con disabilità affrontano all'interno dei siti UNESCO"

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"Le sfide che le persone con disabilità affrontano all'interno dei siti UNESCO"

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 **21 Novembre** Sent **30.8%** **1.5%**  
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	<p><b>21 Novembre: Le sfide che le persone con disabilità affrontano all'interno dei siti UNESCO</b> Regular · ex aderenti META possibili aderenti VHC</p> <p>Sent mer, novembre 14th 4:40 AM to 588 recipients by you</p>	Sent	<p><b>16.3%</b> Opens</p>	<p><b>0.5%</b> Clicks</p>



# PP3 – CITY OF SPLIT

## PERIODICAL E-NEWSLETTER

## NEWSLETTER

### PROJEKT USEFALL, UNESCO Site Experience For All,

Projekt olakšavanja dostupnosti Dioklecijanove palače i stare gradske jezgre Splita



## Grad Split, Hrvatska

### PROJEKT USEFALL, UNESCO Site Experience For All,

### Projekt olakšavanja dostupnosti Dioklecijanove palače i stare gradske jezgre Splita

**Grad Split** se u svibnju 2017. godine prijavio na Program prekogranične suradnje INTERREG V-A Italija-Hrvatska, natječaj „Standard +“, sa projektom USEFALL, UNESCO Site Experience For All, koji je odlukom Upravljačkog odbora Programa 31.10.2017. godine odobren za sufinanciranje.

Sveukupni budžet je 1.140.554,88 €. Grad Split je EU projektom „USEFALL“ dobio 270.000 € bespovratnih sredstava kojima planira poboljšati pristup frekventnim lokacijama unutar Dioklecijanove palače, a predviđeno je sljedeće:

- Postavljanje lifta u Centru za kulturu i cjeloživotno obrazovanje Zlatna vrata, lift/platforma na istočnom ulazu u povijesnu jezgru (kod Srebrenih vrata Dioklecijanove palače), te kosi lift i rampa na zapadnom ulazu u povijesnu jezgru (unutar dva prolaza s Trga Republike (Prokurative) prema susjednim ulicama
- Izrada mape s informacijama o dostupnosti kulturnih objekata osobama s invaliditetom

- Organiziranje radionica za turističke vodiče, predstavnike udruga, kulturnih ustanova kako bi ih se informiralo o postojanju prethodno spomenute mape
- Izrada videa o gradu Splitu (području projektnih aktivnosti), koji će bit sastavni dio zajedničkog filma na razini projekta
- Izrada modela mozaika za slijepe i slabovidne osobe

Projekt će trajati 18 mjeseci, završetak se predviđa u lipnju 2019. godine, a provodit će se zajedno s partnerima iz Italije i Hrvatske, Comune di Ravenna, Fondazione Aquileia, Venetian cluster i Grad Poreč. Cilj projekta je da baština pod zaštitom UNESCO-a postane dostupnija svima. Vodeći partner projekta je **Comune di Ravenna**.

**Opći cilj** programa je povećanje prosperiteta obalnog područja i razvoj potencijala „plavog rasta” kroz poticanje izgradnje partnerstva između prekograničnih organizacija i subjekata koji graniče uz jadransku obalu, aktivirajući niz inicijativa koje mogu paralelno potaknuti gospodarstvo i zaštitu okoliša jadranskog bazena, koji kao jedan izniman resurs zaslužuje biti podržan kroz ulaganja iz Europskog fonda za regionalni razvoj. Sve to će se postići kroz suradnju između talijanskih i hrvatskih partnera, kako bi se poboljšale sinergijske aktivnosti između dviju zemalja, razvoj nove kulture koja uključuje ukupno 12,5 milijuna stanovnika koji žive u programskom području.

Važno je napomenuti kako natječaj „Standard +” označava projektne inicijative koje kapitaliziraju već provedene projekte u prethodnom Programskom razdoblju 2007.-2013. u okviru Programa IPA Adriatic.

Konkretno Gradu Splitu je ovaj projekt nastavak realiziranog EU projekta „EX.PO.AUS” provedenog u okviru IPA Adriatic programa prekogranične suradnje, kojim je Grad Split realizirao pilot projekt povećanja energetske učinkovitosti u Muzeju Grada Splita u vrijednosti 150.000 € kojim se promijenila kompletna rasvjeta s LED rasvjetnim tijelima, zamijenila ili rekonstruirala kompletna vanjska stolarija, a prethodno je napravljena cijela tehnička dokumentacija, te energetska pregled i certifikat. Osim pilot projekta u Muzeju, napravljen je DVD promo film za Grad Split i Dioklecijanovu palaču; <https://www.youtube.com/watch?v=xLBi6yntV6w>, kao UNESCO-v lokalitet, a koji je sastavni dio zajedničkog DVD-a svih projektnih partnera. Izrađena je i besplatna web aplikacija EX.PO AUS sightseeing planner; <http://planner.expoaus.org>, za izradu ruta za razgledavanje uz pomoć koje turisti mogu istražiti UNESCO lokacije na Jadranu i napraviti vlastitu rutu za razgledavanje, prilagođenu svojim interesima i željama.

U veljači 2018. godine održan je 1. sastanak upravljačkog odbora projekta USEFALL u Raveni u Muzeju umjetnosti grada Ravene. U Splitu je u lipnju održan 2. sastanak upravljačkog odbora u Centru za kulturu i cjeloživotno obrazovanje Zlatna vrata.



## Izazovi s kojima se osobe smanjene pokretljivosti susreću na lokalitetima pod zaštitom UNESCO-a - Radionica 21. studeni 2018., Botanički vrt u Padovi

Na radionici održanoj 21. studenog 2018. godine u Padovi imali smo priliku vidjeti prezentaciju ravnateljice Botaničkog vrta u Padovi dr. sc. Barbare Baldan. O izazovima koje je potrebno premostiti, a s kojima se susreću osobe smanjene pokretljivosti govorila je prof. Laura Nota prorektorica Sveučilišta u Padovi. O aktivnostima koje će se provoditi u Botaničkom vrtu u Padovi, a koje su rezultat projekta USEFALL govorio je Maurizio Malè – Venetian Cluster. Bilo je riječi i o inovativnim tehnologijama koje se koriste kako bi se postigla bolja uključenost osoba s invaliditetom, kao i praktičnih primjera rješenja kojima se Botanički vrt u Padovi planira učiniti dostupnijim osiguravajući njegovu pristupačnosti svima uključujući i osobe s invaliditetom. O tome je izlagala Gloria Marini iz Centra za kazališnu produkciju La Piccionaia. Na poslijetku smo imali priliku uz stručno vodstvo razgledati Botanički vrt u Padovi. Idućeg dana održan je 3. sastanak upravljačkog odbora projekta USEFALL u Muzeju orijentalne umjetnosti u Veneciji. Tu smo dogovorili daljnju suradnju i dinamički plan provedbe projektnih pilot aktivnosti.



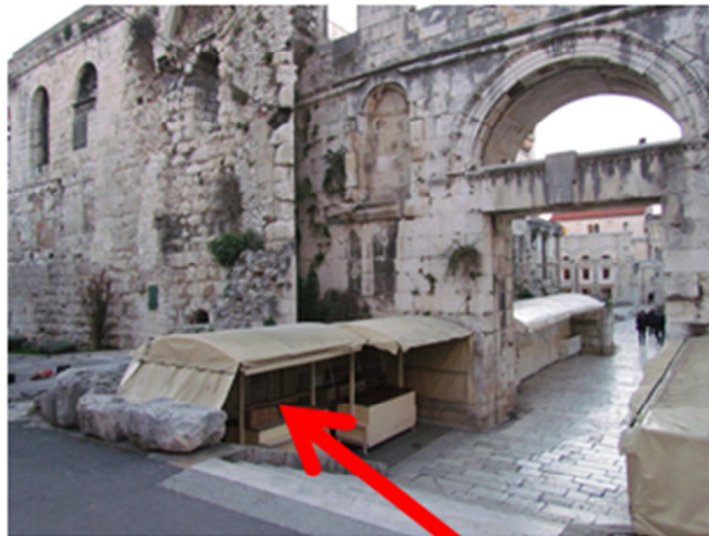


**1** Lift u «Centru za kulturu i cjeloživotno obrazovanje Zlatna Vrata »

**2** Vertikalno podizna platforma na Srebrnim Vratima

**3** Kosi lift i **4** rampa na zapadnom ulazu u povijesnu jezgru (unutar dva prolaza s Trga Republike (Prokurative) prema susjednim ulicama

**1, 2** Model mozaika za slijepe i slabovidne osobe











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## NEWSLETTER

### **PROJECT USEFALL, UNESCO Site Experience For All,**

Project of facilitating the accessibility of Diocletian Palace and old city core of Split



## City of Split, Croatia

### PROJECT USEFALL, UNESCO Site Experience For All,

#### Project of facilitating the accessibility of Diocletian Palace and old city core of Split

In May 2017 **City of Split** applied to the Programme of Cross-Border Cooperation INTERREG V-A Italy-Croatia, the call for proposals „Standard +”, with the Project USEFALL, UNESCO Site Experience For All, which by decision of Managing Authority of the Programme, passed on October 31, 2017 was approved for funding.

Total budget is 1.140.554,88 €. Through the EU Project „USEFALL“ City of Split has got the grant funds in the amount of 270.000 €, intended to improve the access to frequent locations within Diocletian Palace, specifically the following:

- Installation of elevator in the Centar za kulturu i cjeloživotno obrazovanje Zlatna vrata (*Centre for Culture and Lifelong Education Zlatna vrata*), elevator/platform at the east entrance to historical core (close to Silver Gate/*Porta argentea* of Diocletian Palace), and inclined elevator and ramp at the west entrance to the historical core (within two passageways from Trg Republike (Prokurative) to neighbouring streets)
- Drawing of map with information on accessibility of cultural facilities to persons with disabilities

- Organisation of workshops for tourist guides, representatives of associations, cultural institutions, in order to inform them about the existence of the above map
- Production of video about City of Split (area of project activities), which shall be integral part of the joint film on the level of overall Project
- Elaboration of model of mosaic for blind and visually-impaired persons

Project shall last 18 months, it should be completed in June 2019, and it shall be implemented together with partners from Italy and Croatia, Comune di Ravenna, Fondazione Aquileia, Venetian cluster and City of Poreč. The objective of the Project is to make the UNESCO heritage more accessible for all. Project lead partner is **Comune di Ravenna**.

**Overall objective** of the Programme is the increase of prosperity of coastal area and development of potential of „blue growth” through promotion of partnership building among cross-border organisations and bordering entities along the Adriatic coast, launching the series of initiatives which can concurrently encourage the economy and protection of the Adriatic basin environment, which as an exceptional resource deserves to be supported through investments from European Regional Development Fund. All this shall be obtained through cooperation among Italian and Croatian partners, aiming at improving synergy in the activities between two countries, development of new culture which includes totally 12,5 million of inhabitants living in Programme area.

It must be emphasised that the Call for proposals „Standard +” implies project initiatives which capitalise the projects already implemented in the previous Programme period 2007-2013, within the frame of the Programme IPA Adriatic.

Precisely, for City of Split, this Project is the continuation of former EU Project „EX.PO.AUS” , already realised within the IPA Adriatic CBC Programme, whereby City of Split has realised the Pilot project of increasing energy efficiency in the Split City Museum, in the value of 150.000 €; consisting of the change of complete illumination with LED lighting fixtures, replacement or reconstruction of entire external joinery, previous elaboration of full technical documentation, followed by energy audit and energy performance certificate. Besides Pilot project in the Museum, one of the outcomes was DVD promotional film for the City of Split and for Diocletian Palace <https://www.youtube.com/watch?v=xLBI6yntV6w>, as UNESCO site, which is the integral part of the joint DVD of all project partners. It was further developed free web application EX.PO AUS sightseeing planner; <http://planner.expoaus.org>, for the creation of sightseeing routes, helping tourists to research UNESCO sites at the Adriatic and develop own sightseeing route, compliant with one's own interests and desires.

In February 2018 was held the 1<sup>st</sup> meeting of the Steering Committee of the Project USEFALL at Ravenna, at the Art Museum of the City of Ravenna. The 2<sup>nd</sup> meeting of the Steering Committee was held in June 2018, in Split, at the *Centre for Culture and Lifelong Education Zlatna vrata*.

## Challenges encountered by persons with reduced mobility at UNESCO sites. Workshop - November 21, 2018 / Botanical Garden in Padua

At the Workshop held on November 21, 2018 in Padua, we had chance to see the presentation by Barbara Baldan, PhD, director of Botanical Garden in Padua.

Prof. Laura Nota, Vice rector of the University of Padua talked about the challenges which should be overcome, encountered by persons with reduced mobility.

Maurizio Malè – Venetian Cluster presented the activities which should be implemented in the Botanical Garden in Padua, as the result of the project USEFALL. We also discussed innovative technologies used to obtain better inclusion of persons with disabilities, illustrated with some practical solutions intended to make Botanical Garden in Padua widely available, providing its accessibility to all, also including persons with disabilities. This topic was presented by Gloria Marini from Centre for theatrical production La Piccionaia. Finally we had the opportunity to enjoy the professional guided tour around the Botanical Garden in Padua.

Next day was held the 3<sup>rd</sup> meeting of the Steering Committee of the Project USEFALL in the Oriental Art Museum in Venice. There we have agreed on further cooperation and detailed time plan for the implementation of project pilot activities.







**1** Elevator in «*Centre for Culture and Longlife Education Zlatna Vrata*»

**2** Vertical lift platform at Silver Gate/*Porta argentea*

**3** Inclined elevator and

**4** Ramp at the west entrance to the historical core within two passageways from Trg Republike (Prokurative) leading to neighbouring streets

**1, 2** Model of mosaic for blind and visually impaired persons





