

## Accessibility - Best practice

Title of the best practice	Will Easy
<b>Responsible body/company for the implementation</b>	<p>Cultural association <b>IO CI VADO</b>, founded in 2017, aims to disseminate and to promote the accessibility culture, to train and inform people about accessibility topics, and implement the project initiatives Will Easy. The association is the owner of the data collected and manages data and information.</p> <p>The association has built a network of relevant stakeholders, they collaborate with Promoturismo FVG (regional tourism agency), Federalberghi Trieste (Local hoteliers association), ANCI (national association of Italian municipalities), and some local municipalities (Municipality of Martignacco and City of Udine for example are pilot entities).</p>
<b>Funding source (EU, national, regional...)</b>	Privat/Own funding
<b>Location</b>	Martignacco - FVG Region
<b>Website</b>	<a href="http://www.willeasy.net">www.willeasy.net</a>

	<a href="http://iocivado.willeasy.net/">http://iocivado.willeasy.net/</a>
<b>Short description of practice/initiative</b>	<p>There are more and more people with particular and diverse needs that give up going out or prefer not to go on a trip because of the lack of information about accessibility. Particular needs have to be taken into account when people move or travel to a venue, a place, a restaurant, a museum, offices, public bodies' buildings. People waste time looking for information, in addition there are limited objective information about accessibility of places/venues/restaurants/events.</p> <p>The project initiative Will Easy aims to set up a database of structures/facilities evaluated with objective data, figuring out a compatibility index compared with a user profile. Everyone will know in advance if a venue is compliant to someone's special needs.</p> <p>This initiative includes people with disabilities in the broad sense: disabled people (physical, mental or sensor disability), pregnant women, families with children, persons with food intolerances, vegetarians, persons moving/traveling with animals. They started mapping small cities/municipalities.</p> <p>The project aims to develop a mobile app to audit and map structures, points of interest, buildings, events thanks to qualified auditors. Furthermore the project plans to develop a database to enter accurate information, and a</p>

	<p>search engine which allows to find the best place that matches users needs.</p> <p>On the other hand the project intends to set up a network and business relationship with potential competitors (booking.com, google maps, last minute tour, Trip Advisor) to resale/sale data and services.</p>
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## Swot analysis

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>✓ Objective data collected;</li> <li>✓ Structured data;</li> <li>✓ Trained auditors engaged;</li> <li>✓ Start mapping small cities;</li> <li>✓ Project is strongly scalable. it includes different categories of people and people's needs (which means the possibility to add new categories of people and/or services);</li> <li>✓ It is not limited to disabled people only but includes different categories of people with particular needs (pregnant women; families with children under 5 years old; persons with food intolerances; vegetarians; persons travelling with animals).</li> </ul>	<ul style="list-style-type: none"> <li>✓ The lack of information about accessibility of places, events, buildings, venues,...</li> <li>✓ A mental barrier and unwillingness to give information from the public places owners/managers;</li> <li>✓ There is a lack of a collection structure and of resources (human and financial) for activities concerning gathering data/information;</li> </ul>
<b>Opportunities</b>	<b>Threats</b>

<ul style="list-style-type: none"> <li>✓ Try to involve the users in the collection of data/information/measurements;</li> <li>✓ Networking with other associations;</li> <li>✓ Sale of data and/or services;</li> <li>✓ To attract new customers (with new products/services) and to increase companies' profit/business;</li> <li>✓ People with special needs are increased; consequently the market (the accessibility facilities/services) is increasing too;</li> </ul>	<ul style="list-style-type: none"> <li>✓ Not to conclude gathering of data in time; and consequently to lose credibility;</li> </ul>
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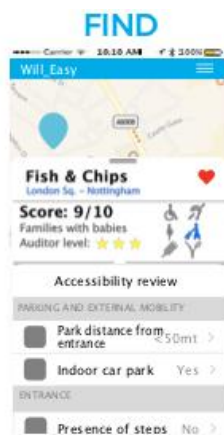
## Pictures

WWW.WILLEASY.NET





## AUDITING APP



## MOBILE APP AND WEBSITE



## FOUNDING TEAM