



# Accessible Tourism: Opportunity for All” EWB "Europe Without Barriers"

*Lucignano (AR), 21-22 marzo 2016*



# ***LEAGUE OF HISTORICAL AND ACCESSIBLE CITIES***

***A EUROPEAN EXAMPLE  
OF SUSTAINABLE  
TOURISM AND  
ACCESSIBILITY***



# LHAC – League of Historical and Accessible Cities

**A pilot project implemented by 11 foundations in 6 cities to:**



- ✓ Improve accessibility of historical towns and promote sustainable tourism **for all**
- ✓ Inspire other entities and being an hub to exchange good practices and **know-out**

# Network of Cities



- AVILA – Spain
- LUCCA – Italy
- MULHOUSE – France
- SOZOPOL – Bulgaria
- TURIN – Italy







# Chronology

2010

- March – July 2010
- General work plan and projects settings. Partners searching and fundraising

- September 2010
- Projects launch

- September 2010 – October 2013
- Implementation of the projects

2013

- October 2013
- Publication of the **good practices guide**

2014

- December 2014
- **European conference on accessibility** finalizing the project



# LHAC – League of Historical and Accessible Cities

**Implementing a full accessible itinerary in the city center.**

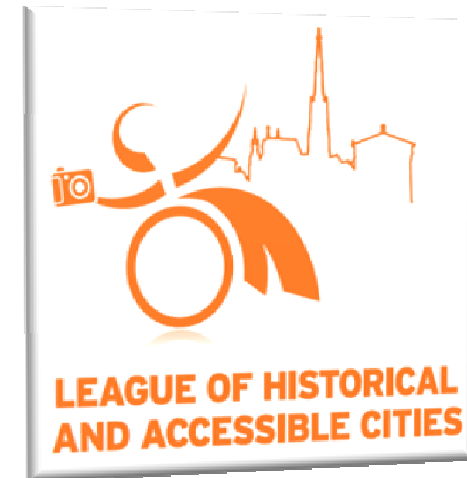
- **Accessible for all**

Monuments, museums, hotels, shops, restaurants

Leisure and cultural experience

- **Common strategy** (external consulting by Vía Libre) and open perspective, space for creativity and innovation on the local level

<https://www.youtube.com/watch?v=CToTZQOJUQA>





# AVILA – España



## ONCE Foundation Ávila City Council



Fundación ONCE



Awarded as the most accessible city in 2011 by the European Commission



# LUCCA - Italy

**Banca del Monte di Lucca Foundation  
together with local associations that work in  
the field of disability, local authorities,  
experts and research center**



**Innovative technologies (smart cane)  
Training Courses**



# MULHOUSE – France

Reunica Foundation and a work team  
(foundations, local bodies, the Ministry of  
Culture, architects and associations of people  
with disabilities)



Methodology- the accessibility key (visual sign), maps of the city according to  
the different kinds of disability



# SOZOPOL– Bulgaria



**Sozopol Foundation has significant experience in development and implementation of projects related to providing access for people with disabilities to cultural heritage and natural sites.**



**Since 2003 has developed great expertise in the use of EU structural funds and realised a great number of projects.**

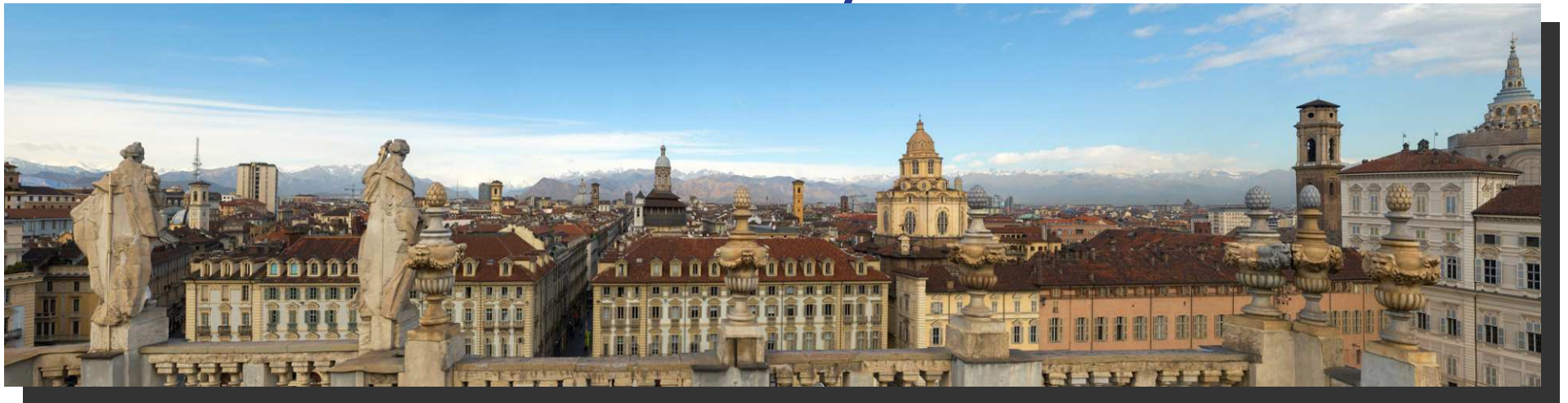


# TURIN – Italy



**CRT Foundation and local  
actors involved in  
accessibility and in the  
touristic sector of the city**

**FONDAZIONE CRT**



*Itinerary (90 min.) - Your first time in Turin*  
**Places of historical-artistic interest and leisure**





# VIBORG - Denmark

**Realdania Foundation has established a Consortium with other Danish foundations**



Vanførefonden



**Contest Methodology:**

- 1) Choosing the city
- 2) Choosing the most appropriate accessibility urban plan

<http://www.youtube.com/watch?v=OuQT0sNKlhc>





# Innovative Aspects

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- ✓ It **stimulated new forms of collaboration** at local and national level, creating new forms of interactions
- ✓ It **focuses on the beneficiaries**, constantly involved through their representative associations
- ✓ It is based on a philosophy that believes in the **strength of mutual learning as a way to overcome difficulties**. The network acts as a hub for good practice and know-how exchange among the foundations and the cities involved in the project.
- ✓ A **holistic methodology** ensures that all aspects of accessibility are simultaneously faced and considered.
- ✓ It is an **open platform** encouraging the participation

# LHAC – The numbers



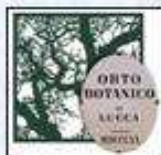
- **7,300,000** Euros of total investment
- **245** Accessible Tourist offices and structures
- **112** Accessible sites of historical interest (museums, monuments, churches etc.)
- **11** Foundations
- **88** Organisations involved
- **92** Accessible urban public spaces (gardens, parks, squares, markets, etc.)
- **66** Accessible public buildings (libraries, schools, theatres, banks, post offices etc.)
- **50** Experts in accessibility and planning
- **46** NGOs and associations
- **44** Innovative technological tools and services improving the access to information implemented (smart cane, audio guides, cyber passes etc.)











LEAGUE OF HISTORICAL  
AND ACCESSIBLE CITIES



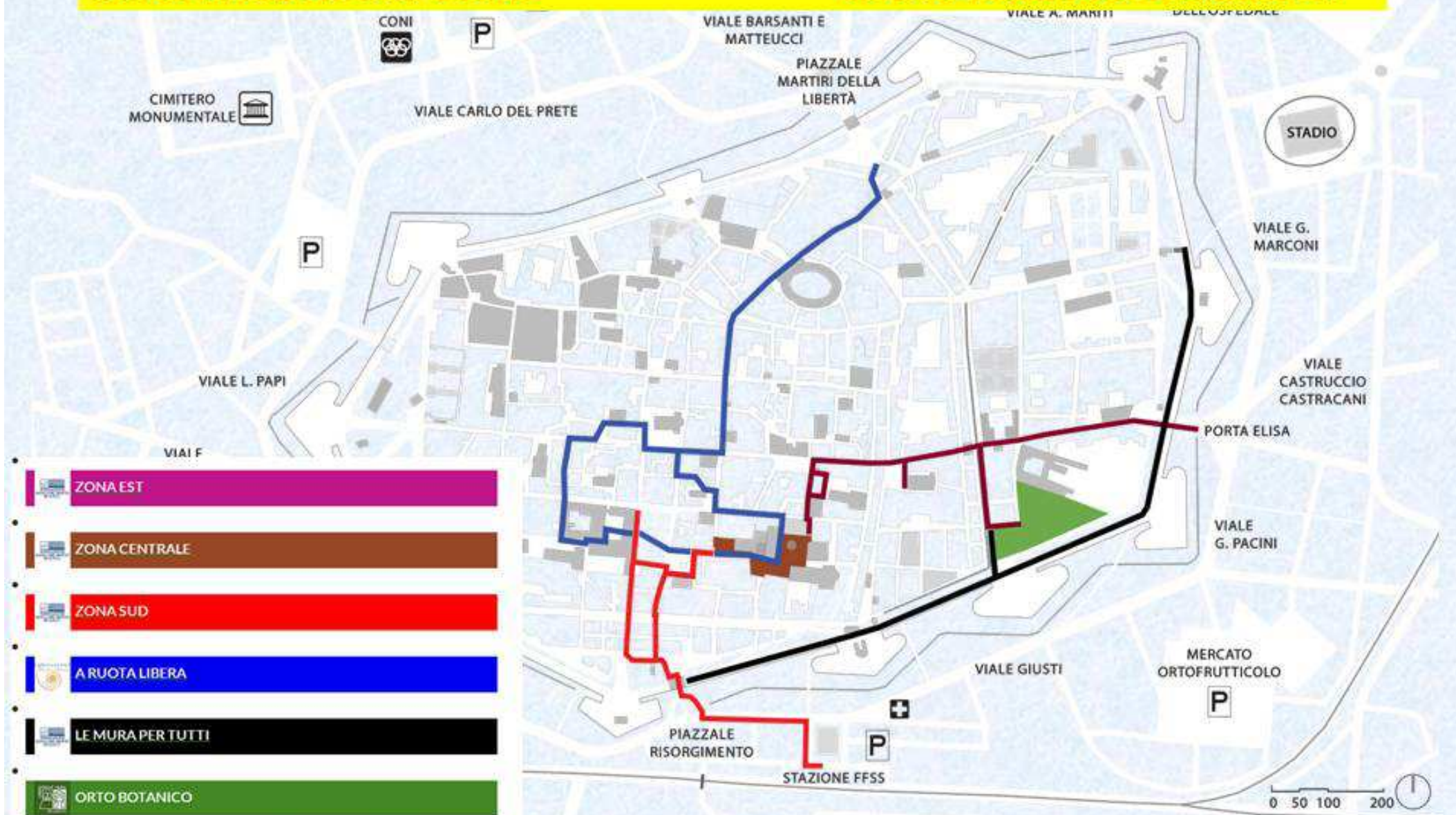
## LOCAL NETWORK NETWORK LOCALE





## ACCESSIBLE ROUTES

## PERCORSI ACCESSIBILI







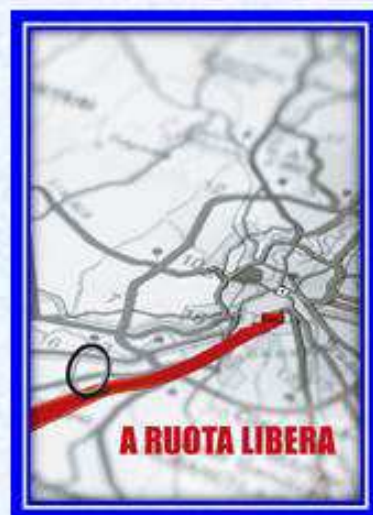










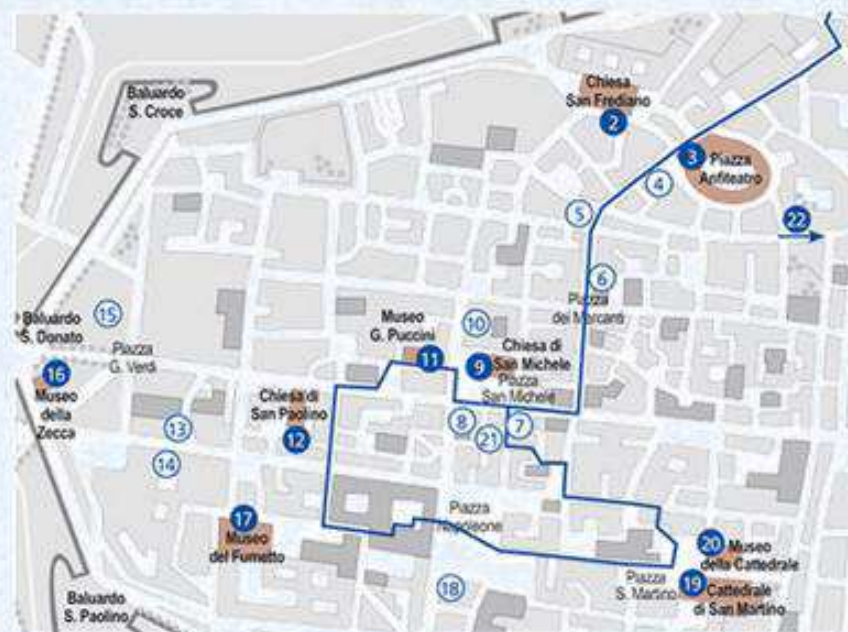


# A RUOTA LIBERA

Itinerari accessibili: istruzioni per l'uso



# LUCCA



## LUOGHI DI INTERESSE

- 2 Chiesa di San Ferdinando
  - 3 Piazza Anfiteatro
  - 9 Chiesa di San Michele
  - 11 Museo Giacomo Puccini
  - 12 Chiesa di San Paolino
  - 16 Museo della Zecca
  - 17 Museo del fumetto
  - 19 Cattedrale di San Martino (Duomo)
  - 20 Museo della Cattedrale
  - 22 Museo della Cattedrale
- FUORI ITINERARIO**
- 22 Museo della Cattedrale



## SMART CANE



## LE MURA PER TUTTI



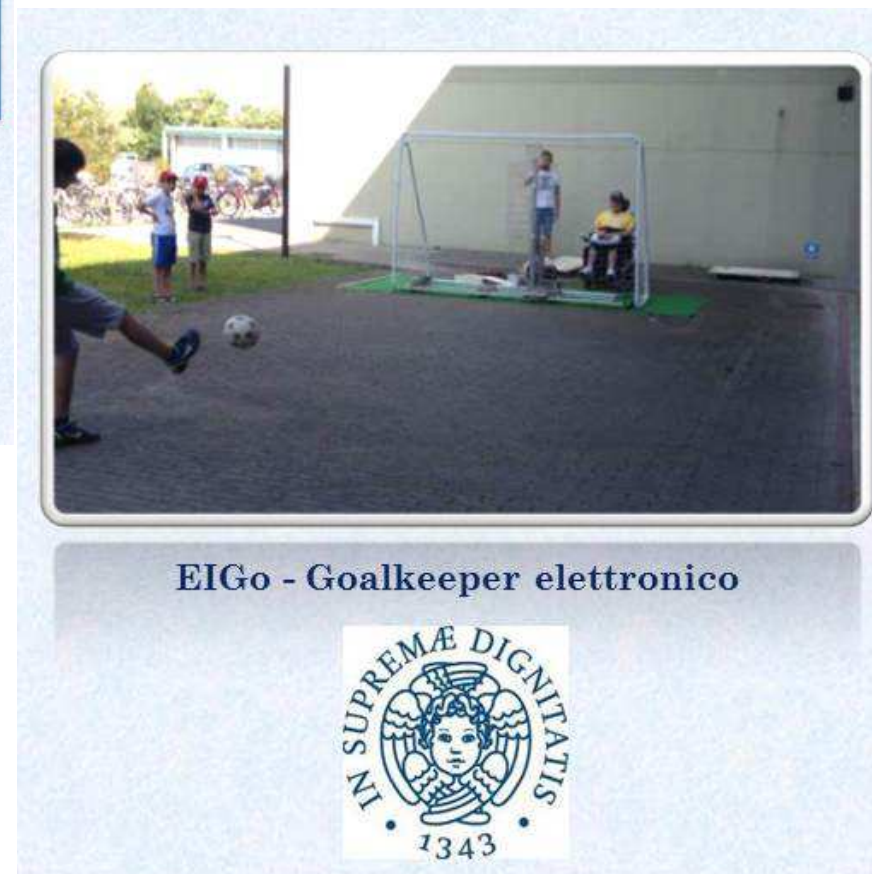
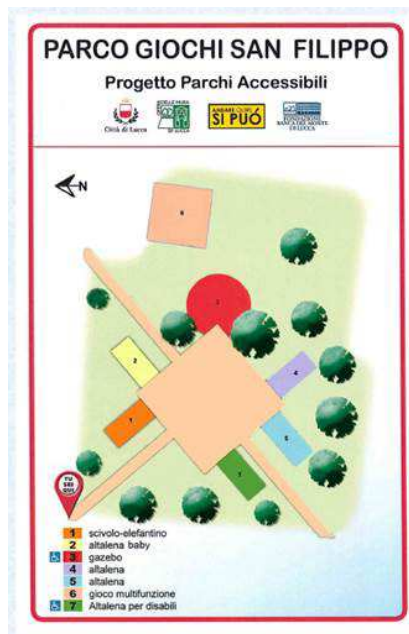
UNIVERSITÀ DI PISA













# Raise awareness – teaser video



<https://www.youtube.com/watch?v=8jOASITA8ho>



**Lucca Accessibile**  
L'accessibilità è per tutti.

**COME ARRIVARE**

**PERCORSI**

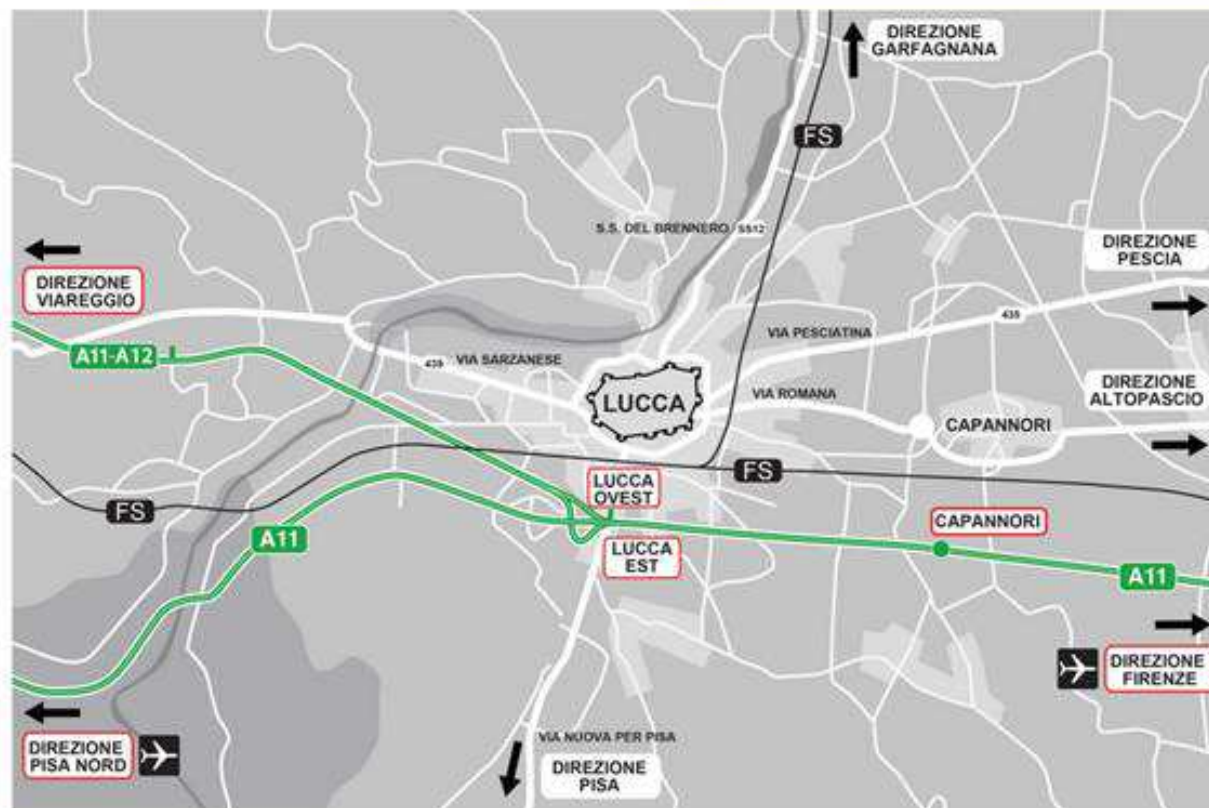
**IL PROGETTO**



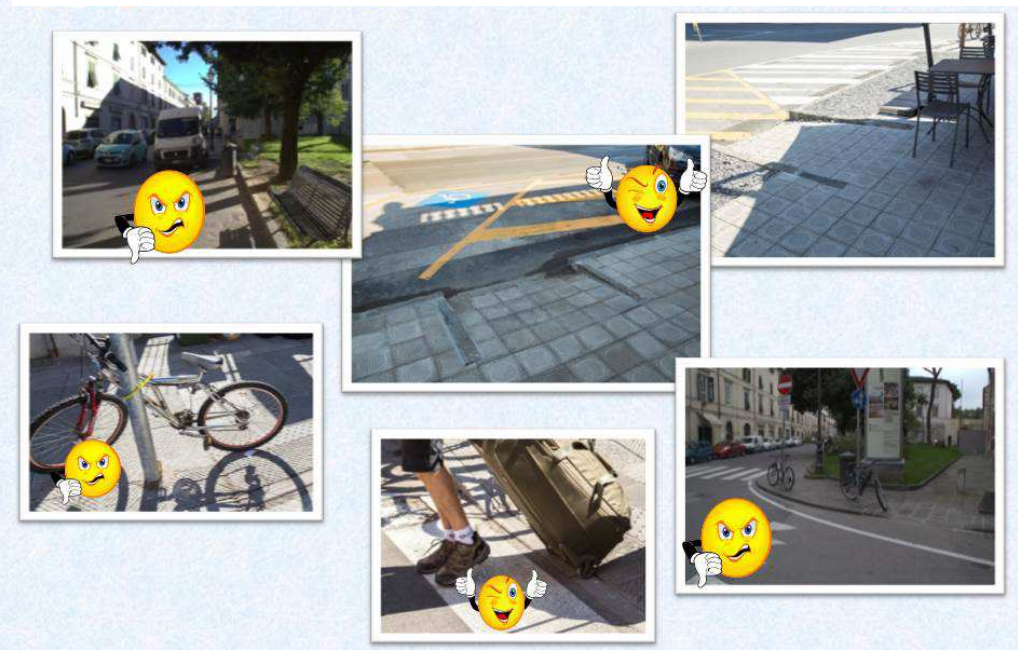
COME ARRIVARE

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

[www.luccaaccessibile.com](http://www.luccaaccessibile.com)









**Corso di doppiaggio  
e speakeraggio**

**Dubbing and voice  
course**



**Accessibilità web  
delle associazioni  
Disabili**

**Web accessibility  
For no profit  
associations**



**Progetto ... Senza  
Barriere**

**Projecting with no  
barriers**





ZONA EST

arch. Elena Pino



ZONA CENTRALE

ing. Enrico Favilla e arch. Giuliana  
Bedini  
Studio Ingeo di Lucca



ZONA SUD

arch. Simona Romanini



LE MURA PER TUTTI

**Smart cane**  
Referente Prof. Luca Fanucci  
Associato Microelettronica Digitale, Ingegneria  
dell'Informazione - Università di Pisa



***...facciamo in modo che l'accessibilità  
sia parte della vita di tutti i giorni...***

***Grazie!***

Elizabeth Maria Franchini  
Program Officer

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