

Presenting Accessible Matera,
European Capital of Culture 2019, an
extraordinary opportunity for Italy
Southern regions

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A vertical city, not easy to be "climbed"

The physical constraint:

- a psychological limit (for people/ policy makers/ public officers)
- a fig leaf for doing things as usual?



A vertical city, not easy to be "climbed"

The physical constraint:

- a set for higher and more challenging objectives;
- a need for unconventional efforts;
- a "zero ground" starting level



Not an easy task

Yet possible, starting from the
experience and the example of
privates



An extraordinary place for "senses"
(smell, touch, sounds, space/view,
taste): experiences for all to access

From the "urban public policies"
perspective, many ways for
accessibility to be declined: culture,
tourism, public works, social
inclusion, urban mobility, ...

The role of private citizens and private entrepreneurs: Matera4All, Rete Italia Ionica, b&b, tour operators, sportsmen



Where to try, if not in the most relevant
example of urban rebirth?

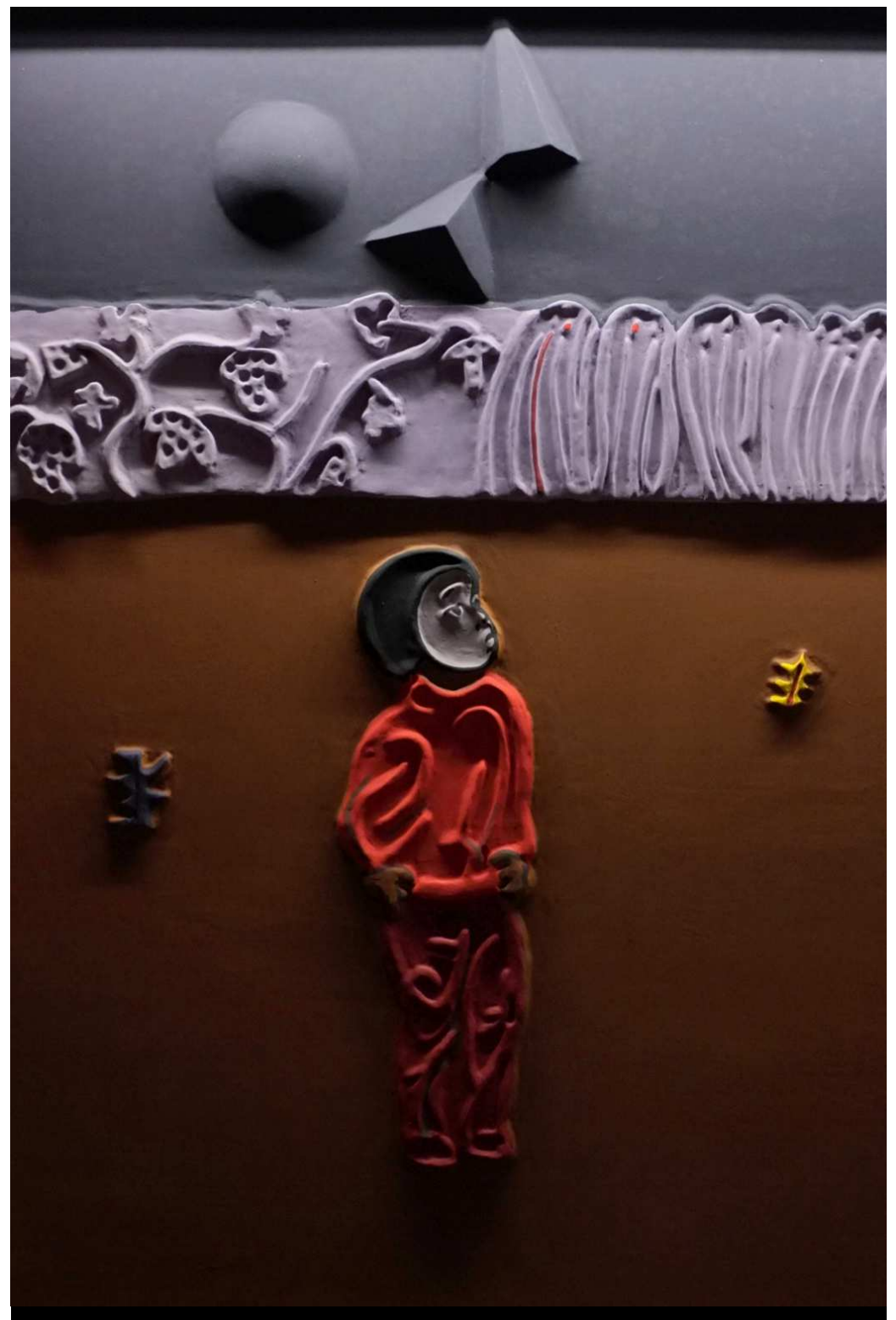
From the label of "national shame" to that of "European
Capital of Culture"

Matera: a better place for all

Define and **pursue objectives
of urban quality, inclusion,
openness.**

"Disability" declined as
"accessibility" and "equity".

Incremental and rational planning
approach: strategic objectives and
tactical actions



Actions to be taken

1. A strategic decision from the municipal board, cross-sectoral, covering and addressing all the different departments of the public administration

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Actions to be taken

3. The "accessibility manager":
an expert support for technical
and administrative staff
4. Mapping the city and its
degrees of accessibility and
usability, also with the help of
common people and open
source ict

Actions to be taken

5. Looking for additional
funding, e.g. through EC
Territorial Cooperation

6. Awareness raising for public
officers, administrators,
common people: it IS possible,
then DO IT

Esempi di accessibilità nelle strutture ricettive della Rete Italia Jonica



Servizio igienico for all Rete Italia Jonica Sira Resort – Nova Siri (MT)



Alloggio accessibile for all Rete Italia Jonica Sira Resort – Nova Siri (MT)



It's only a matter of focusing the right target, and shoot

