

**First International Congress
Valencia 21 - 23 November 2007**

**Lands of Portofino:
between sea and mountains without barriers
A project of the regional Network "Liguria per tutti"**



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Overview

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 - b. Network "Ok Liguria per tutti"**
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1. A brief presentation



POLITICALLY CORRECT



La Cruna, a social co-operative founded in Genoa in 1997 with the principal aim of providing adequate jobs for MI people (30% of La Cruna staff), intends to promote and to create some real **conditions of social, architectural and cultural accessibility for all.**

An other important aim of La Cruna is to promote the culture of accessibility as an indispensable improvement in **everybody's quality of life.**



La Cruna intends to promote all kinds of initiatives, which include and take into account people with disabilities and their needs, **without creating a narrow-minded mentality** about accessibility.

1. A brief presentation



All the co-operative's activities have as a fundamental objective the safeguarding of disabled people's rights to **autonomy**, "including the *freedom to make one's own choices*" (ONU International Convention on the Rights of Persons with Disabilities – 13 december 2006).

- Information points
- Training courses
- Surveying of social resources and creation/managing of adequate databases
- Websites accessibility



Web-journalism course for disabled people



2. “Lands of Portofino”: genesis, objective and partnership



The project “Lands of Portofino: between sea and mountains without barriers” proposes a **development plan for sustainable tourism** in Liguria Region. The Local Tourist System “Terre di Portofino” will be the pilot site for realising the Project

General Objective: **the promotion of a high quality standard in tourist welcome by improving information contents and tools** for professional operators and end users as well.



2. “Lands of Portofino”: genesis, objective and partnership



Thanks to numerous projects carried out since 2002 La Cruna has been able to promote the formation of a political and technical Network, called “**Liguria per tutti**”, for which the Co-operative has drawn up and proposed for signing the **Protocol of Intentions on the Accessibility for All of the Natural, Cultural and Artistic Heritage of Liguria**. This Network, already working with La Cruna for the regional territory development, promotes and supports the project.

The signatories of the Protocol represent all the major communal, regional, and provincial political establishments and the administrative offices of the regional authorities.



2. “Lands of Portofino”: genesis, objective and partnership



These are the **Network’s five fundamental objectives**:

1. To supply **complete and reliable information** on heritage resources and the accessibility of the region.
2. To intervene, whenever possible, in order **to improve the conditions of accessibility** of the facilities and the infrastructures of the region.
3. **To promote**, by means of clear and precise communication, **the culture of accessibility**.
4. **To actively create and maintain the collaboration** between the issues involved in merit of the objectives of this agreement.
5. **To support and to contribute to the achievement of**, in the form of an ideal partnership, **European projects**, which share the objectives taken into account in this agreement .



3. La Cruna’s activities in the field of accessible tourism



In the context of **the project “Genoa, an accessible City”**, which was carried out during 2003-2005, La Cruna has achieved the **Plan of Elimination of Architectural Barriers (PEBA)**: a survey of architectural barriers along a length of 60km of tourist pedestrian routes and the relating proposal of abatement (with ca. 790 individual barriers). The achievement of the PEBA has signified an important contribution to the redeveloping plan of the city on the occasion of 2004’s “Genoa European Capital of Culture”.



3. La Cruna's activities in the field of accessible tourism



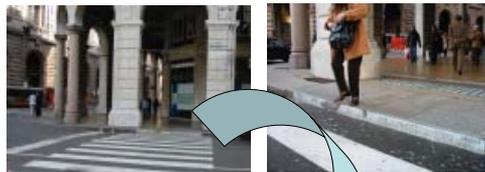
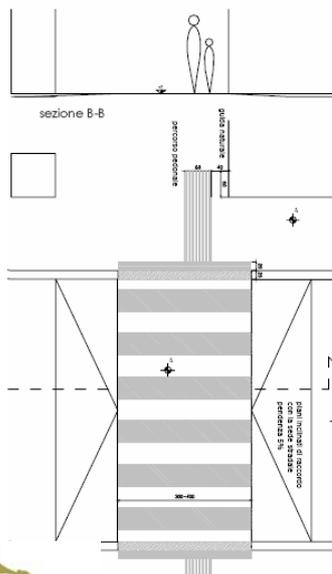
The use of PDA technology has further permitted the architectural barriers georeferentiation and the data storage into a specific database which nowadays represents a **valuable tool for integrating barriers detection and abatement in the planning of urban areas construction or renovation.**



3. La Cruna's activities in the field of accessible tourism



Suggested solution: the raising of the pedestrian crossing



3. La Cruna's activities in the field of accessible tourism



As a direct result of the surveying work carried out for the PEBA, La Cruna created (editing, publishing and graphics included) the tourist guidebook **“Genova for all of us. Guide for Tourism without Barriers”**, (137pp, text in Italian and French on line on www.terredimare.it).

Three itineraries, accurately described and supplied with coloured photographs, which illustrate the artistic, historical and cultural heritage of the city. The guide also contains a map with accessible pedestrian routes and detailed information on the accessibility of routes, tourist facilities, accommodations and public transport.



3. La Cruna's activities in the field of accessible tourism



Moreover La Cruna has produced the **“Handbook on Design for All”**, an information leaflet handed out to shopkeepers, which informs on the national legislation and its application in matters of accessibility for disabled people; at last the **European Convention “City without architectural barriers. City for all”** was organized.



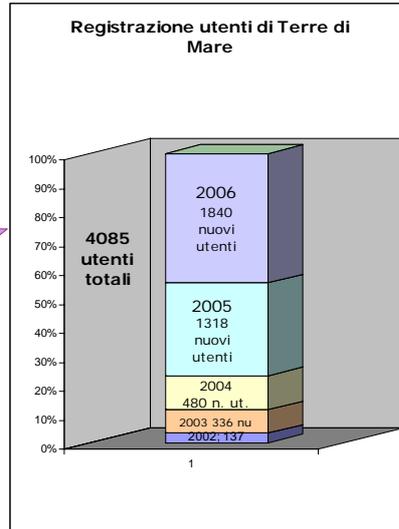
3a. Terre di Mare activities



Terre di Mare is an information point about accessible tourism, run by La Cruna since 2002, in collaboration with the "Consulta per l'Handicap", on behalf of Social Policies Department of the Province of Genoa. Situated in the very heart of the city, Terre di Mare offers precise and professional information on the accessibility of routes and tourist facilities in Genoa and all around Liguria.



Palazzo Ducale - Genova



3a. Terre di Mare activities



All the data about accessibility, once professionally collected and classified by Terre di Mare operators, are gathered in **specific fact sheets**.

Toilet and washing facilities



SERVIZIO IGIENICO: Dove

Distanza dalla sala C'è un **antibagno**? sì no

Il passaggio al bagno ha larghezza almeno di 75 cm? sì no

Ci sono **gradini** per entrare nel bagno? sì no Quanti Altezza Pedata media

La **porta** è scorrevole a cerniera automatica Altro... Luce netta della porta

In caso di due battenti la luce è La porta è a battente interno esterno

Esiste **spazio interno** al bagno per la rotazione di una carrozzina (150x150)? sì no

Il **lavabo** è: normale attrezzato sospeso a colonna incassato in un mobile

L'altezza del lavabo da terra Spazio antistante il lavabo Profondità Larghezza

Tipo di **rubinetto** a leva a manopola a infrarossi a pulsante a pedale

Distanza del rubinetto dal bordo del lavabo Altezza **specchio** Inclinazione regolabile sì no

Tipo di **pavimento** Antiscivolo sì no

Tipo di **water**: turca sospeso standard water bidè con doccetta esterna attrezzato Altro...

Spazio minimo frontale
 Spazio laterale sinistro
 Spazio laterale destro
 Altezza water

Distanza dalla parete posteriore Maniglia al soffitto per trasferimento al WC sì no

Altezza **maniglioni** orizzontali water Altezza maniglione verticale water

Comando di scarico pulsante catena Altro... Sua ubicazione: a muro a cassonetto Altro... Sua altezza

E' presente il **campanello d'allarme**? sì no Dove è ubicato

Sua altezza da terra **Luce di emergenza** sì no

Note

3a. Terre di Mare activities



At Terre di Mare a tourist :

- ✓ is welcome by a competent and always available staff with one-to-one listening
- ✓ gets precise and detailed information about disabled access for tourist services surveyed directly by Terre di mare staff themselves
- ✓ finds a satisfactory holiday arrangement according to his/her personal profile
- ✓ can rent for free special 4-wheeled electric scooters to move easily around the historical centre and to visit accessible tourist facilities and attractions
- ✓ asks for accompanying services: transport, tourist guide for blind people or wheelchair users and for people with cognitive disability



3a. Terre di Mare activities



Terre di Mare is further the name of its [website www.terredimare.it](http://www.terredimare.it), where information (in English, French and German) on the degree of accessibility of major tourist attractions can be obtained. Regularly updated news on important events of artistic or cultural interest around Liguria can be found here and these also include accurate information on each event's actual accessibility and availability.

The screenshot shows the website interface for Terre di Mare. At the top, there are language selection flags (Italian, English, French, German) and a navigation menu with items like 'Notiziario', 'Chi siamo', 'Rassegna Stampa', 'Links', 'Contatti', and 'GENOVA ACCESSIBILE'. Below the menu, there are several news items with images and text, including 'DANZAMOVIMENTO TERAPIA A GENOVA', 'CINEM/ABILI 2007', 'MUSICAL E PILATES', and 'CONVEGNO L'OCCHIO DELLA MENTE 2007'. On the right side, there are sections for 'PERSONALIZZA' (with options for font size and contrast), 'CONSULTA LA BANCA', 'GUIDA TURISTICA', 'GENOVA PER NOI', 'ECONTENT AWARD', and 'MOBILITY SERVICE'. The footer includes 'FESTIVAL DELLA SCIENZA: ARRIVEREDERCI AL 2008' and 'SI BRINZA 7/11'.



3a. Terre di Mare activities



In order to improve the level of mobility of a disabled person Terre di Mare runs the **Mobility Service, renting out electric 4-wheel scooters**, which are extremely safe and easy to manoeuvre. They are handed out to anyone who has reduced mobility so that one can move about independently within more than three different, fully accessible itineraries around the historical town centre and within accessible museums of the city.



3a. Terre di Mare activities



Terre di Mare users receive the fidelity card **“Ok ! Liguria for All”** which entitles disabled people to use for free the whole of Terre di Mare's services.

This card allows the tourist to have some **economic advantages** (including the disabled person's family and/or friends) in the tourist and reception facilities of Genoa and Liguria.

Each disabled person can require it directly or via the website www.terredimare.it.



nome:	<input type="text"/>
cognome:	<input type="text"/>
email:	<input type="text"/>
telefono:	<input type="text"/>
indirizzo:	<input type="text"/>
cap:	<input type="text"/>
comune:	<input type="text"/>
provincia:	<input type="text"/>
associazione di appartenenza:	<input type="text"/>
tipo di disabilità (motoria, sensoriale, temporanea, cardiopatia...):	<input type="text"/>
percentuale di invalidità certificata (numero):	<input type="text"/>
anno di nascita:	<input type="text"/>
hai già utilizzato i servizi di terre di mare:	<input type="radio"/> sì <input type="radio"/> no <input type="radio"/>



3a. Terre di Mare activities



On more than one occasion a year, **Terre di Mare becomes a mobile office**, translocating to various points of interest in Genoa (such as Urban Trekking, Festival of Science, “The scents of the parks” or Mobility Night), its competence and vast range of services.



3a. Terre di Mare activities



On occasions of great cultural exhibitions (such as the International Show Boat, Euroflora,...) Terre di Mare runs, in collaboration with Fiera di Genova, a **reception point for disabled visitors**, which offers everyone with a disability a series of services: information on accessibility of exhibition routes and pavilions, the free hire of electric scooters and a courtesy shuttle service, which links to parking areas via a specially equipped vehicle.



3a. Terre di Mare activities



SIXTH FRAMEWORK PROGRAMME
PRIORITY IST-2002-2.3.2.10
eInclusion



Genoa – ASK-IT Core Site

The test site in Genoa will focus on implementing the content and services offered by Terre di Mare.

The cooperative La Cruna runs Terre di Mare which is an information point on tourism and access for people with special needs, covering the Province of Genoa. It provides information on disabled access for tourist services (museums, hotels, restaurants, cinema, theatres, public buildings). They also provide information on the accessibility of transport such as the airport, main stations, bus, underground etc. They have information on accompanying services, assistance and tourist guides. The Genoa site will focus on providing a tourism and transport service for the envisaged end-users.



Mobility Impaired (MI) People: People with an activity limitation that prohibits their free movement. In the context of ASK-IT, the following sub-divisions give some indication of the wide context of mobility impairments:

- Lower limb impairment
- Wheelchair users
- Upper limb impairment
- Upper body impairment
- Physiological impairment
- Psychological impairment
- Cognitive impairment
- Vision impairment
- Hearing impairment
- Communication impairment



ASK-IT Project Website : www.ask-it.org

3b. The Network activities



Thanks to the collaboration between members of the “Liguria for all” Network, between July and September 2007 La Cruna accomplished 4 excursions as part of the initiative called **“All together in Portofino”**. This is a **first step towards improving the fruition and accessibility of the regional heritage for all**.



3b. The Network activities



Terre di Mare organised **four excursions which were accessible for everyone**, each with the option to choose between two itineraries: one on land through the Regional Park, along a footpath of 4 km that disabled people in four-wheeled electric scooters can also travel along, arriving at the old village of Portofino by the sea; the other itinerary was by boat, which left the Old Harbour of Genoa and made its way along the coastline to the small harbour of Portofino.



3b. The Network activities



For the first time ever **a track inside the Park** intended primarily for able-bodied walkers **has been made accessible to everyone** with the aim of expanding on and making permanent the current results that have been achieved.



3b. The Network activities



Following this initiative, **abatement work on architectural barriers has been carried out** with resulting improvements of general mobility and better access to using boats. Terre di Mare's staff has organised day trips, on each occasion providing entertainment slots that made everyone far more sociable and forthcoming, consequently raising the holiday mood of the outing.

June 2007



July 2007



4. "Lands of Portofino: specific objectives and realization steps



La Cruna, as coordinator of the Network "Liguria for all", is leader of the Project which has obtained the patronage of the Presidency of the Regional Council of Liguria and aims to start up **concrete initiatives for the development of accessible tourism for everyone.**



Picture from : www.toegankelijkheidsbureau.be



4. "Lands of Portofino: specific objectives and realization steps"



The proposal takes on board the principles and directives of the conclusive report issued by the European Commission's working group on Sustainable Tourism: **Action for more sustainable European tourism**. This document invites Members States to take up the challenge of *Making holidays available to all*, reaffirming the principle that: *Social inclusion and equity are important principles of sustainable development.*

The results of the **main studies on accessible tourism** in Italy have been analysed. There is work carried out by ITER in 1999 on behalf of ENEA and more recent research presented to BIT in Milan in February 2007, which is available online at www.comune.torino.it/pass. Such surveys highlight the importance of the demand for accessible holidays by people with special needs, within the national tourist market.



4. "Lands of Portofino: specific objectives and realization steps"



Besides these analysis, **a series of considerations emerges from our experience** concerning the characteristics of accessible tourism:

A. Precise, reliable information is absolutely indispensable for organising one's own holiday. First of all one needs to know and compare the condition of disability with the capacity on offer to welcome the person to the area and to the use of facilities there.



Pictures from : www.toegankelijkheidsbureau.be

4. "Lands of Portofino: specific objectives and realization steps"



B. Once having chosen a destination, it becomes fundamental to be quite certain that one can have **favourable accommodation conditions, use toilets comfortably, enjoy cultural events satisfactorily, find suitable food and move freely along all necessary routes.**



4. "Lands of Portofino: specific objectives and realization steps"



C. Information must therefore be certified and able to become a **guarantee of the quality of the welcome** provided by the reception facilities and tourist services and given by the whole area in general.

OLD PORT - Bar/Tavola Fredda

Marina Porto Antico, 47/48 [D-4] 	
tel: 010.2469625	
chiusura: sabato	n° gradini: 0
porta ingresso: 92 cm	spazio manovra: si
WC porta: 88 cm	accostamento: 91 cm
h maniglione orizz: 81 cm	gradini: no
dehors: stagionale	
note:	

ACQUARIO DI GENOVA




 Area Porto Antico
 Zona: Centro storico [E-6]
 Telefono: 010.23451
 Web: www.acquariodigenova.it
 Orari e tariffe: aperto tutti i giorni dell'anno. Ingresso ridotto per i visitatori oltre i 65 anni e con disabilità gratuito per l'accompagnatore. Prenotazioni: Incoming Liguria (010.2345666).

L'Acquario di Genova (24) sviluppa il più grande percorso di visita "sottomarino" al coperto d'Europa, grazie alle 70 vasche espositive e 800 differenti specie acquatiche presentate nel loro ambiente.

Arrivare. In auto: a 20 m Park Acquario disponibili 780 posti. Con i mezzi pubblici: a 250 m fermata linea 19 con bus attrezzati di rampe mobili; a 150 m fermata San Giorgio (130).

Accessibilità. La struttura risulta accessibile alle persone disabili che possono visitare l'Acquario in totale autonomia. L'ingresso per i visitatori disabili è situato sul versante sinistro della struttura, al piano terra "Ingresso Uffici Acquario". È possibile richiedere la "Piantina dell'Acquario" per i visitatori con disabilità" completa delle indicazioni del percorso e dei servizi offerti. Il percorso espositivo si sviluppa su due piani collegati da ascensori accessibili. Una vasca tattile delle razze, raggiungibile anche in carrozzina, favorisce la scoperta del mondo sottomarino ai visitatori non vedenti. I servizi igienici risultano accessibili e attrezzati.



4. "Lands of Portofino: specific objectives and realization steps"



The first step will be **to improve accessibility in the Local Tourist System area via 3 operative phases** that will take place during the course of 2008, bringing the experimental phase to a conclusion at the end of the year. The next stage will be to broaden out this activity to the whole regional area.

A fundamental aim of the project is to create **a way of exchange and reciprocal valorisation** between the resources of the coastal area and the inter-land's natural and cultural heritage (regional Parks and historical/artistic sites): for this a survey of all area's PoI will focus on connection routes and means of transport accessibility .



4. "Lands of Portofino: specific objectives and realization steps"



Phase A. La Cruna will carry out the work of a **professional survey with PDA technology**, collecting the data of accessibility of reception facilities, bathing establishments, means of transport and pedestrian routes that link up various points of interest. The data from these will be put onto PDA and be available immediately in electronic format and georeferenced onto a digital map.



4. "Lands of Portofino: specific objectives and realization steps



Phase B: the creation of the trademark "Ok! Liguria per tutti!" Facilities and services will be awarded a different level of accessibility, certified following a subsequent survey carried out personally by operators at La Cruna.

The trademark "Ok! Liguria per tutti" will testify the trustworthiness of the information independently from the level of accessibility attributed to the facility, with a view to promoting and developing not only excellent facilities and services, but all those that show they agree with the objectives of the Network "Liguria per tutti" by committing themselves to providing clear information and improving their own conditions of accessibility.

COMUNE DI GENOVA - CIRCOSCRIZIONE 1^a
Percorso A: PRINCIPE - GARIBALDI - DE FERRARI - CASA DI COLOMBO

QUADRO DI INSIEME DELLE BARRIERE PRESENTI LUNGO: **VIA PETRARCA**

Numero civico	96
ID barriera per i report	103
Codice universale barriera	TWC32012C19102031050
Data e ora rilevazione	15/10/2008 10:50

Struttura	Attraversamento Pedonale	NOTE RIFERITE ALLA BARRIERA RILEVATA GRADINO CHE NON CONSENTE IL PASSAGGIO A PERSONA SU SEDIA A RUOTE
Tipo Barriera	Gradino > 2,5 cm	
Altezza	8.5	
Larghezza		
Profondità		
Lunghezza		

FOTO 1	FOTO 2	FOTO 3	FOTO 4

SOLUZIONI PROPOSTE

ALLEGATO SOLUZIONE "A"



4. "Lands of Portofino: specific objectives and realization steps



Phase C. All of the data that has been collected and put into an appropriate database will be organised and managed by La Cruna so as to guarantee their usability by the STL Terre di Portofino and, afterwards, by all the other STLs around the region with a view to **creating a complete and integrated information system.**

We are dealing with not only the creation of possible tools for relaying information in an ad hoc way; as a priority it is intended **to integrate all the data coming from the realisation of the project into the means of communication that already exist**, such as the official regional Tourism website and printed tourist guides.





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Thanks for your attention!



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