

Interreg
CENTRAL EUROPE



COME-IN!

European Union
European Regional
Development Fund

TAKING
COOPERATION
FORWARD

 09 November 2017 UDINE - CONFERENCE „INCLUSIVE MUSEUMS - CHALLENGES AND SOLUTIONS“

 **COME-IN! GUIDELINES AND SERVICE CHAIN
FOR ACCESSIBLE AND INCLUSIVE MUSEUMS**



BBRZ (AT) - ENAIP FVG (IT)

PURPOSE

meant as a guidance to museums and galleries to

**develop widest possible
access conditions
for everyone**

**adequate services to
satisfactory standards
of accessibility**

**design and organise
exhibitions accessible to
people with disabilities**

**self-assess the whole
service chain
accessibility levels**



INCLUSION

- to respect everyone just the way he or she is
- all people have the opportunity to take part fully in the life of society



KEY PRINCIPLES: INCLUSION

- a **bio-psycho-social model** of disability should be adopted
- **engage a dialogue** with People with Disabilities
- **barriers** for people with disabilities should be **identified and dismantled**
- disability is an **issue of human rights and equal opportunities**
- **universal design** principles as a basis for **inclusive practice/approach**
- right to **access all the activities** of museums/galleries
- inclusive process must be in the **museum's strategic planning**



ACCESSIBILITY

- physical access
- information and communication access
- social access
- economical access



KEY PRINCIPLES: ACCESSIBILITY

Physical access

- adoption of universal design concept

Information and communication access

- includes electronic services and emergency services
- public signage in Braille, guides and sign language interpreters, etc..

Social access

- right to have equal opportunities to participate to all aspects of social life
- access to the cultural experience should be aimed to all people without differences

Economical access

- promote initiatives that offer free admission, reductions
- priority access for people with disabilities and/or the accompanying persons



the guidelines refer to

UN Convention on the rights of people with disabilities

- makes sure that people with disabilities and people without disabilities are treated equally

European Disability strategy 2010-2020

- lays out a strategy to empower people with disabilities so that they can fully enjoy their rights and participate in society and the economy on an equal basis with others

National laws

- of COME-IN! partners' countries



APPROPRIATE WORDING

Avoid Use

(the) handicapped, (the) disabled

people with disabilities, disabled people

afflicted by, suffers from, victim of

has [name of condition or impairment]

**confined to a wheelchair,
wheelchair-bound**

wheelchair user

**mentally handicapped, mentally
defective, retarded, subnormal**

**with a learning disability (singular) with learning disabilities
(plural)**

cripple, invalid

person with disabilities

spastic

person with cerebral palsy

able-bodied

non-disabled

mental patient, insane, mad

person with a mental health condition

deaf and dumb; deaf mute

deaf, user of Sign Language (SL)

person with a hearing impairment

the blind

people with visual impairments; blind or partially sighted people

**an epileptic, diabetic, depressive,
and so on**

**person with epilepsy, diabetes, depression or someone who has
epilepsy, diabetes, depression**

dwarf; midget

someone with restricted growth or short stature

fits, spells, attacks

seizures



THE SERVICE CHAIN

is a tool to ensure
or evaluate
**CONSISTENT
ACCESSIBILITY**
to a museum

Input and Output

Arrival

Shop

Entrance

defines all aspects relevant
for visitors of a museum

Toilet

Cash Desk

Exhibition Area

Wardrobe



THE SERVICE CHAIN

the COME-IN!
**ACCESSIBILITY
CRITERIA**
are based on

service chain elements
cross-checked with the 4
key aspects of accessibility
(physical, information, social, economical)

Input and Output

Arrival

Shop

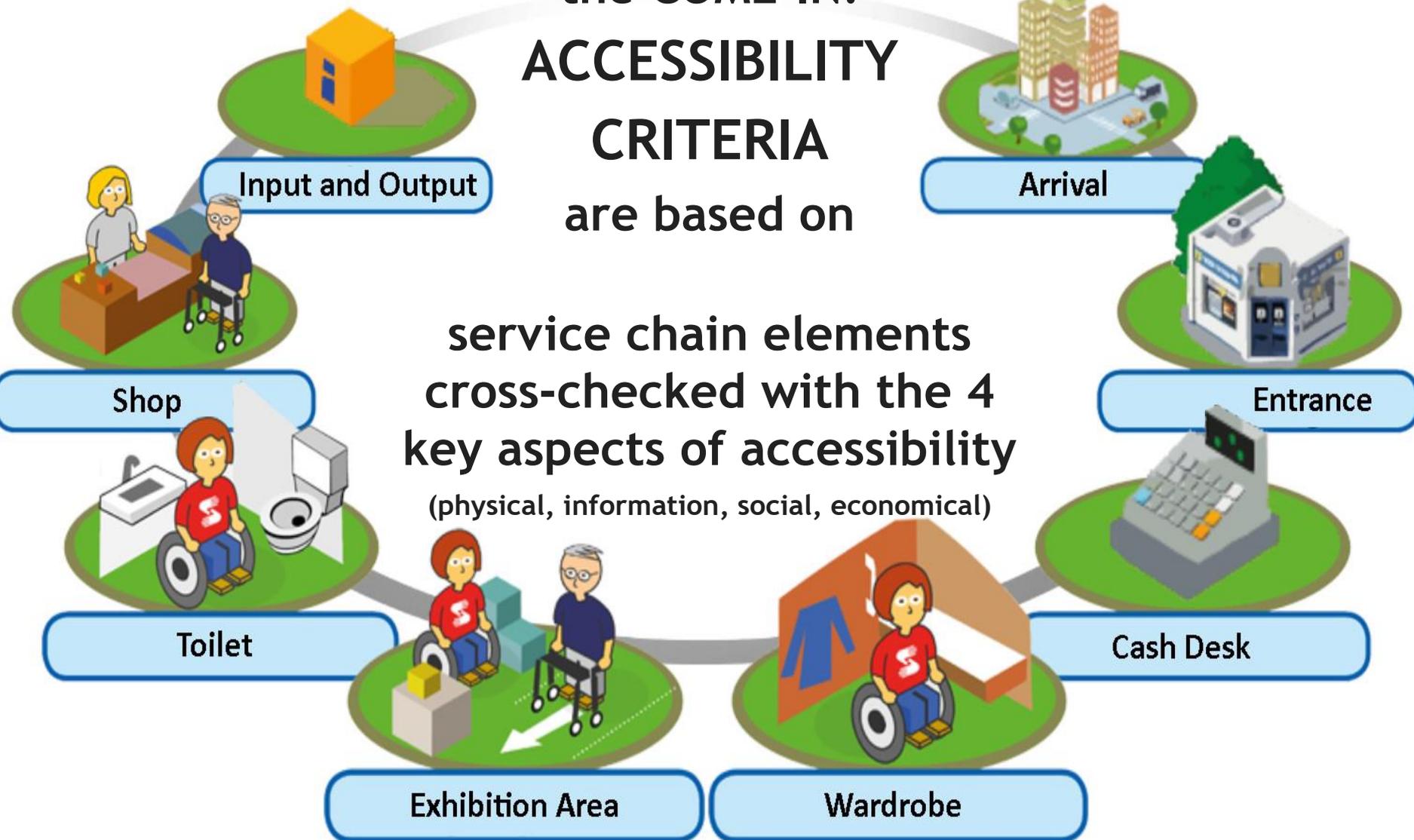
Entrance

Toilet

Cash Desk

Exhibition Area

Wardrobe



COME-IN! ACCESSIBILITY MAPPING

ACCESSIBILITY SERVICE CHAIN	Physical access	Information and communication access	Social access	Economical access
Input		X	X	X
Arrival	X	X		X
Entrance	X	X	X	X
Cash desk	X	X	X	X
Wardrobe	X	X	X	X
Exhibition area	X	X	X	X
Toilet	X	X		X
Shop	X	X	X	
Output	X	X	X	



COME-IN! ACCESSIBILITY CRITERIA

	Physical access	Information and communication access	Social access	Economical access
Input Information and communication before the visit		<ul style="list-style-type: none"> • Access Statement • Web access A/AA • Web access AAA • Web pages with video components in sign language • Information in simplified language • Accessible design of printed information 	<ul style="list-style-type: none"> • Participation and collaboration with associations of PwD • Schools' inclusion policy 	<ul style="list-style-type: none"> • Free of charge info or • Equal service for equal price



COME-IN! ACCESSIBILITY CRITERIA

	Physical access	Information and communication access	Social access	Economical access
Arrival	<ul style="list-style-type: none"> • Norms/rules compliance • Parking facilities for people with disabilities near entrance • Connection to accessible public transport • Tactile/ sensorial trails and paving 	<ul style="list-style-type: none"> • Information about the arrival (part of access statements) • Accessible orientation system 		<ul style="list-style-type: none"> • Free parking or • Equal service for equal price (and personal assistance for free)



COME-IN! ACCESSIBILITY CRITERIA

	Physical access	Information and communication access	Social access	Economical access
Entrance	<ul style="list-style-type: none"> • Norms/rules compliance • Accessible doors • Ergonomic stairs • If stairs, then also ramp or elevator • Moving space • Carpet suitable for usage with wheels 	<ul style="list-style-type: none"> • Accessible information about the entrance (access statement) • Accessible orientation system 	<ul style="list-style-type: none"> • Entrance customer care 	<ul style="list-style-type: none"> • Free of charge or • Equal service for equal price (and personal assistance for free)



COME-IN! ACCESSIBILITY CRITERIA

	Physical access	Information and communication access	Social access	Economical access
Cash desk	<ul style="list-style-type: none"> • Norms/rules compliance • ergonomic desk (also usable for wheelchair users) • Moving space • Tactile trails • Induction loop 	<ul style="list-style-type: none"> • Trained staff • Clear marking of cash desk • Accessible pricing information (font size, high contrasts, etc.) • Brochures/leaf lets in alternative formats (easy to read, braille, etc.) 	<ul style="list-style-type: none"> • Employees with disabilities 	<ul style="list-style-type: none"> • Free of charge or • Equal service for equal price (and personal assistance for free)



COME-IN! STAFF TRAINING

	Physical access	Information access	Social access	Economical access
Wardrobe	<ul style="list-style-type: none"> • Norms/rules compliance • Close to cash desk • Accessible wardrobe (height, etc.) • Accessible lockers (tactile numbers or sign, hangers in different heights) 	<ul style="list-style-type: none"> • Trained staff • Accessible pricing information • Clear marking of wardrobe 	<ul style="list-style-type: none"> • Employees with disabilities 	<ul style="list-style-type: none"> • Free of charge or • Equal service for equal price (and personal assistance for free)

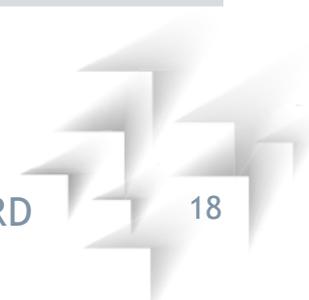


COME-IN! ACCESSIBILITY CRITERIA

	Physical access	Information and communication access	Social access	Economical access
Exhibition area	<ul style="list-style-type: none"> • Norms/rules compliance • Floor suitable for wheels • Moving space • If stairs, then also ramps or elevators • Exhibition's orientation system • Stream of visitors does not differ in people with or without people with disabilities • Position of the artefacts • Resting areas 	<ul style="list-style-type: none"> • Information about exhibition area (Access Statement) • Exhibition's orientation system • Description of the artefacts on different formats • Audio and video guides in alternative formats (Sign language, etc.) • Immersive Experience (meeting several senses) • Offer of devices (induction loops, etc.) 	<ul style="list-style-type: none"> • Employees with disabilities • Inclusive guiding tours • Trained staff • Assistant dogs allowed 	<ul style="list-style-type: none"> • Free of charge or • Equal service for equal price (and personal assistance for free)

COME-IN! ACCESSIBILITY CRITERIA

	Physical access	Information and communication access	Social access	Economical access
Toilet	<ul style="list-style-type: none"> • Norms/rules compliance • Accessible toilets (moving space, height of equipment, handgrips, etc.) • Euro Key to toilets for people with disabilities 	<ul style="list-style-type: none"> • Information about the toilet in the access statement • Clear marking of the toilets 		Free of charge or Equal service for equal price



COME-IN! ACCESSIBILITY CRITERIA

	Physical access	Information and communication access	Social access	Economical access
Shop	<ul style="list-style-type: none"> • Norms/rules compliance • Accessible doors • Moving space • Accessible cash desk (height, etc.) 	<ul style="list-style-type: none"> • Accessible pricing information • Accessible books and guides available • Trained staff 	<ul style="list-style-type: none"> • Employees with disabilities 	



COME-IN! ACCESSIBILITY CRITERIA

	Physical access	Information and communication access	Social access	Economical access
Output Information and communication after the visit	<ul style="list-style-type: none"> • Norms/rules compliance • If feedback point, then accessible • Different formats to give feedback 	<ul style="list-style-type: none"> • Compliance with the Museum Quality Management System • Information about feedback management • Feedback provision • Trained staff 	<ul style="list-style-type: none"> • Social access oriented feedback • Quality enhancement strategies 	



**THANKS
FOR
YOUR
ATTENTION!**



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