

USEFALL - Unesco Site Experience For All

Application ID: 10043102

Priority Axis: Environment and cultural heritage

Specific objective: 3.1 - Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

Abstract:

The project USEFALL aims to exploit the touristic potential of the cross-border area by improving the accessibility of its cultural heritage. The main common challenge addressed is to overcome the unequal accessibility and usability of the rich cultural heritage of the Programme area. Common characteristics of cultural heritage with a harmonized approach of the management of their accessibility will support an inclusive tourism if tackled in a sustainable way. The overall objective is to ensure an increased accessibility of the joint cultural heritage (UNESCO sites) in order to make cultural heritage a leverage for sustainable and more balanced territorial development. The relevant stakeholders are encouraged to adopt inclusive managerial solutions, capitalizing the knowledge and results of EXPO-AUS project. USEFALL will bring the following changes: increased attractiveness of the touristic offer, highlighting the rich cultural heritage that can be accessible for all regardless any kind of disability, and new promotional activities aimed at the deseasonalization of tourism. The project approach is focused on a harmonized management strategy of the accessibility of cultural sites and coordinated strong marketing capacities as well as additional opportunities to learn from best practices with the support of ICT and new skills of touristic operators about accessible tourism. The cross-border approach will improve the accessibility of cultural heritage destinations through a new pilot common management model of the accessibility of UNESCO sites in order to increase the touristic potential of the crossborder area. Thus, the whole Programme area will be recognized with cultural heritage destinations accessible for all, disparities in the development of sustainable tourism will be reduced and cross-border cohesion will be reinforced through transfer of best practices. USEFALL will develop innovative accessibility solutions in the involved cultural heritage destinations through a new pilot management model of the accessibility of UNESCO sites and new promotional/educative solutions (also ICT) with the aim to guarantee a sustainable and balanced development of inclusive tourism in the Programme area.

The main project outputs of USEFALL, that capitalize the outputs of EXPO-AUS project, are: a new pilot model of management of the accessibility in UNESCO sites, focusing on the need of a common pilot model of accessibility of heritage destinations; innovative pilot infrastructural accessibility solutions in the involved 6 UNESCO sites; touristic products (also ICT) and educational services for people with special needs and for employees in touristic sector in order to promote 6 involved UNESCO sites and their improved accessibility. Disabled people and organisation in charge for the management of UNESCO sites, as well as Municipalities/Regions and other stakeholders will benefit from the new pilot solutions.

Duration: 18 months (01.01.2018-30.06.2019)

Project **budget:** 969.471,64 € (ERDF) + 171.083,24€ (cofinancing) = **1.140.554,88€**

PP in Italy:

1. **LP Comune di Ravenna-Museo d'Arte della città / Municipality of Ravenna-Art Museum of the city**
2. PP1 Fondazione Aquileia - Aquileia Foundation
3. PP2 Venetian heritage cluster

PP in Croatia:

4. PP3 Grad Split - City of Split
5. PP4 Grad Poreč-Parenzo-City of Poreč-Parenzo