

Interreg
CENTRAL EUROPE



COME-IN!

European Union
European Regional
Development Fund

D.T3.2.2.

COME-IN!

LABELLING RULES AND PROCEDURE

FINAL VERSION

17/05/2019







FOREWORD

The COME-IN! (Cooperating for Open access to Museums - towards a widEr INclusion) project is funded under the Interreg CENTRAL EUROPE Programme and aims at valorizing the Central Europe cultural heritage by increasing the capacities of small and medium size museums, making them accessible to a wider public.

Accessibility represents a cultural principle, affecting all activities of everyday life and from a more innovative point of view it should concern every aspect of a person's private and public life. The concept and the right to accessibility must be observed in a broader sense, for each person individually, with their different needs and abilities (motor, sensorial, cognitive and emotional) whether they are permanent or temporary, ensuring the right of every person to access autonomously and safely products, environments, systems and services.

An accessibility project requires an integrated and interconnected approach of various actors, operating in synergy within a European framework. It is fundamental to involve final users in the planning phase to get familiar and understand their needs, as it is also necessary to involve training centres and staff working at the institution and dealing with the public.

When dealing with cultural heritage, accessibility is not only an opportunity for social growth, but also an investment as it favours tourism and in particular cultural tourism.

Based on these principles, the COME-IN! Project brings together a wide network of museums, associations of people with disabilities, academics, training institutions and policy makers, led by the Central European Initiative - Executive Secretariat, who intended to develop an innovative strategic approach to promote accessibility in all museums. It aims at identifying transnational standards and define guidelines for organizing accessible exhibitions and cultural events that are often not comparable, due to different accessibility levels and different national legislation. Following the project implementation, the COME-IN! Label has been developed and should then be awarded to museums complying with the accessibility standards identified over the three years of project lifetime.



Table of Content

Foreword	2
Table of content	3
The COME-IN! Project	4
Introduction	6
I. Rules and procedure	7
1. Introduction	7
2. Who may get it ?	7
3. Criteria used for the evaluation	8
4. Why to Apply ?	8
5. Duties	9
6. Costs	9
7. Procedure of the evaluation	9
II. Explanations on the scoring system and procedure of the evaluation	12
1. Scoring system	12
2. Detailed procedure of the evaluation	14
III. Evaluation table	17
IV. Application form	20
Appendix	31
1. Guide for the description of achievements and action plan	
2. The Service Chain Accessibility Requirements	
3. COME-IN! Label Visibility Rules	



THE COME-IN! PROJECT

The **COME-IN! Label** has been developed in the framework of the COME-IN! Project.

COME-IN! intends to valorise the Central Europe cultural heritage, increasing the capacities of small and medium size museums, by making them accessible to a wider public. The overarching goal of the project is **INCLUSION** which influences the whole process based on:

- Participation: **NOTHING** about people with disabilities **WITHOUT** people with disabilities involved!
- Non-Discrimination: people with disabilities are treated on an equal basis with others
- Respecting the dignity and the right of people with disabilities
- Correct wording

COME-IN! coordinates a network of Museums, Associations of people with disabilities, Academic representatives, Training institutions and Policy makers, that will jointly define an innovative strategic approach on how to promote the accessibility to museums.

Associations of people with disabilities, representing the final users, contributed by identifying existing barriers and restraints, and by defining standards to be applied in exhibitions/collections:

- ÖZIV Federal Association, Interest group for people with disabilities (Austria)
- Regional Council of Associations of the People with Disabilities and their Families of the Friuli Venezia Giulia region (Italy)

The University of Applied Sciences of Erfurt has given theoretical and practical expertise in terms of improving accessibility for all users.

A network of Central European small and medium size museums and municipalities will apply and test the COME-IN! standards of accessibility:

- Archaeological Museum in Krakow (Poland)
- Archaeological Museum of Istria - Pula (Croatia)



- Civic Museum and Galleries of History and Art - Udine (Italy)
- Maritime Museum “Sergej Mašera” - Piran (Slovenia)
- Museum of the Working World - Steyr (Austria)
- Thuringian Museum for Pre- and Early History - Weimar (Germany)
- Municipality of Piran (Slovenia)

Training institutions have defined the training curriculum needed for museum staff and employees in order to be able to organise inclusive collections and exhibitions, and to provide good visitor services (including services to people with disabilities):

- BBRZ - Vocational Training and Rehabilitation Centre (Austria)
- ENAIP FVG, ACLI Vocational Training Body of the Friuli Venezia Giulia Region (Italy)

Association NETZ has been responsible for designing the label and promoting the project at a European level.

All the activities carried out to produce the **COME-IN! Label** have been coordinated by the the Central European Initiative - Executive Secretariat.

For details see: www.central2020.eu/Content.Node/COME-IN.html



INTRODUCTION

The third Thematic Work Package (WP T3) is dedicated to the sustainability of the project, that will be attained through the identification of the **COME-IN! Label**.

NETZ e.V. (PP12), as a WP leader, has first been responsible for collecting and analysing data on the state of the art and the existing accessibility labels and/or other promotional concepts. Then, based on these analysis and on the common work and discussions with the other partners, it has been responsible for developing the label, its rules and procedures, and application form which are presented in the following pages.

The rules and procedures (Part I) as well as the application form and its appendix (Part IV) will be published online and accessible for the applicants. The explanations (Part II) and the scoring system (Part III) will remain internal documents.

The different elements of the **COME-IN! Label** have been commonly defined for the next three years (2019-2022). After three years, the whole process will be evaluated by the partners and adapted to new goals and conditions of the running of the awarding process.

The development of the **COME-IN! Label** has been possible thanks to the help of the Lead Partner « Central European Initiative » and all Project Partners. They worked together through online exchanges in order to collect data, and then discussed the progressive obtained results during a Virtual meeting (09.2018), and in physical meetings in Trieste (11.2018) and Krakow (03.2019).

The present deliverable has been elaborated by Project Partner 12 “NETZ - Medien und Gesellschaft e.V.” - namely Caroline FISCHER, manager, and Marie GAILLARD Ph.D., associate researcher.



I. RULES AND PROCEDURE

1. INTRODUCTION

The COME-IN! Label promotes accessibility and inclusion aiming at a museum experience for all. It is based on the COME-IN! Guidelines, including the United Nation-Convention on the Rights of People with Disabilities and European laws.

It aims at being a worldwide label for museums engaged in accessibility, promoting democracy, non-discrimination and equal opportunities, as well as accessible culture and equal cultural rights for all interested people. It also promotes new ways of thinking and accessing culture through multi-sensory experiences and innovative approaches.

Furthermore, it aims at raising awareness of various dimensions of added value of inclusion as well as giving promising and reliable information for visitors with disabilities.

2. WHO MAY GET IT ?

Museums may get the label.

For the COME-IN! Label, a museum is:

- « *a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.*»¹;
- of any size;
- anywhere in the world.

Other cultural activities, other non-cultural activities and individuals cannot apply to the label.

1



3. CRITERIA USED FOR THE EVALUATION

Following the accessibility criteria given in the COME-IN! material (*Service Chain, Accessibility Matrix, Training handbook and Guidelines - to be linked directly to the web*), four criteria have to be fulfilled. The Museum willing to apply for the COME-IN! label has to demonstrate all of them, and in particular:

- A) **Access statement:** information on accessibility based on the service chain, that has to be provided during the application period and has to be available to the public at least on the applicant's website;
- B) **Consultation and interactive exchange with people with disabilities :** interaction with people with disabilities when planning activities, investments, and when organising the museum's contents (on permanent collection and/or temporary exhibitions);
- C) **Staff training :** all staff members to be trained on how to welcome all visitors and to organise accessible collections, exhibitions, services;
- D) **Willingness and commitment to invest into accessibility and inclusion - Achievements in the past and action plan for the future regarding accessibility and inclusion.**

4. WHY TO APPLY?

For a period of 5 years, the awarded museums get the following benefits:

- access to a network of museums dealing with accessibility and inclusion;
- autorisation to use the label and its graphics;
- information on training and access to training material;
- networking and exchange of experiences and good practices with other museums;



- a better chance to get funded;
- promotion and visibility through the COME-IN! Communication channels;
- pride to be « open to all » and inner growth of their trained operators;
- increase of frequentation and enlargement of a wider public;
- growing image and profit.

5. DUTIES

The duties of the awarded museum are:

- continuous development in improving accessibility;
- filling in the re-evaluation form every 5 years;
- fulfill the 4 criteria continuously;
- communicate the COME-IN! Label online and in publications.

6. COSTS

The label and its evaluation procedure are for free.

7. PROCEDURE OF THE EVALUATION

The language for application and communication is English.

A museum has to fill in the COME-IN! application form that can be found online on the website *(to be linked)*.

TIMELINE



There will be an **Annual Call** for application:

- published and communicated on the Web (*to be linked*) on January 15th
- deadline for applicants to answer: April 15th
- answers to the applicants: June 15th
- awarding: September 15th

PROCESS OF EVALUATION

Each application form will be evaluated by the COME-IN! Selection Committee.

Each evaluation will proceed according to the evaluation table following the points system:

- A) Access statement (25 points)
- B) Interactive exchange with people with disabilities (30 points)
- X) Staff training (25 points)
- Δ) Willingness and commitment to invest into accessibility and inclusion - Achievements in the past and action plan for the future (20 points)

For each section, a number of points as well as comments will be given by the evaluators.

All applications received will be distributed to the members of the Selection Committee by the Committee Chair (CEI-ES). Once a year the list of applicants selected for the COME-IN! label will be discussed and final judgement is given during a virtual or physical meeting of the Selection Committee.

RESULTS

The applicant has to get at least half of the points for each criteria (*see above*) to become eligible.

If the applicant receives less than overall 50 points, the museum is not eligible.



If the applicant obtains between 50 and 75 points, it is eligible, but its awarding should be discussed during the Selection Committee's meeting.

An applicant achieving more than 75 points will be awarded the label without further discussion.

For all applicants, the reply will contain the scores and comments on the main results.

To the applicants not eligible, advice will be given for improvements of the museum concepts and accessibility.

Awarded museums will be re-evaluated every 5 years based on a progress report form. Both the actions implemented and future 5-years projects will then be evaluated.



II. EXPLANATIONS ON THE SCORING SYSTEM AND PROCEDURE OF THE EVALUATION

1. SCORING SYSTEM

(A) The application will be evaluated based on the 4 criteria of the COME IN project with the following scores:

- Access statement: 25 points
- Interactive exchange with people with disabilities: 30 points
- Staff training: 25 points
- Willingness and commitment to invest into accessibility and inclusion - Achievements in the past and action plan for the future: 20 points

(B) The evaluator has to assign a score for each criterion according to the following rules:

- not existing = 0
- not sufficient = 0,25
- sufficient with improvement potential = 0,50
- good = 0,75
- perfect = 1

(C) The final score for each criterion will be calculated according to the following formula:

Given that (A) is the total amount of points and (B) is the scale given before: $(A) \times (B) = (C)$ with C indicating the final score.

(D) The 4 criteria notes will be added up to the overall note.

Example:

In the given calculation, the evaluator considers the Access statement, the willingness to commit as well as the staff training are considered « sufficient with improvement potential » and the interactive exchange with people with disabilities is « good ».



Criteria	Available points	Score	Final score
Access statement	25	0,50	12,5
Interactive exchange with people with disabilities	30	0,75	22,5
Staff training	25	0,50	12,5
Willingness and commitment	20	0,50	10
OVERALL NOTE			57,5

→ Here, according to the evaluation procedure, if the 2 evaluators have the same result, the applicant would be eligible. But, the case would require discussion in the consortium based on the remarks of the evaluators.



2. DETAILED PROCEDURE OF THE EVALUATION

The language for application and communication is English.

A museum has to fill in the COME-IN! application form that can be found online on the website (*to be linked*).

TIMELINE

There will be an **Annual Call** for application:

- published and communicated on the Web (*to be linked*) on January 15th
- deadline for applicants to answer: April 15th
- answers to the applicants: June 15th
- awarding: September 15th

PROCESS OF EVALUATION

Each application form will be evaluated by 2 different persons of the COME-IN! Selection Committee.

Each evaluation will proceed according to the evaluation table following the points system:

- A) Access statement (25 points)
- B) Interactive exchange with people with disabilities (30 points)
- C) Staff training (25 points)
- D) Willingness and commitment to invest into accessibility and inclusion: Achievements in the past and action plan for the future (20 points)

For each criterion, a number of points as well as comments will be given by the evaluators.

If the 2 evaluators have the same opinion (either good or bad), the Selection Committee follows their rating.



If the 2 evaluators have different opinions, a 3rd evaluator from the COME IN! Consortium will be appointed and the decision will be made according to the majority of the opinions.

All applications received will be distributed to the members of the Selection Committee by the Committee Chair (CEI-ES). Once a year the list of applicants selected for the COME-IN! label will be discussed and final judgement is given during a virtual or physical meeting of the Selection Committee.

COMPOSITION and DECISION-MAKING PROCESS OF THE SELECTION COMMITTEE

The CEI-ES (Central Europe Initiative - Executive Secretary) will be the Committee Chair.

The Selection Committee is composed of 8 persons, representing 8 former partners of the COME-IN! Project (2016-2019).

During the first three years, the members of the Selection Committee will participate on a voluntary basis.

The decision-making process is based on the rule of majority (4+1).

RESULTS

The applicant has to get at least half of the points for each criterion (see above) to become eligible.

If the applicant receives less than overall 50 points, the museum is not eligible.

If the applicant obtains between 50 and 75 points, it is eligible, but its awarding should be discussed during the Selection Committee's meeting.

An applicant achieving more than 75 points will be awarded the label without further discussion.



For all applicants, the reply will contain the scores and relevant comments on the main results.

To the applicants not eligible, advice will be given for improvements of the museum concepts and disabled access.

Awarded museums will be re-evaluated every 5 years based on a progress report form. Both the actions implemented and future 5-years projects will then be evaluated.



III. EVALUATION TABLE

The evaluation table is a tool for the evaluators to rate the proposals as well as give positive and negative feedback to the applicants. It will be at the disposal of the evaluators as an Excel automatized table.

It is composed of five different frames - the first four are meant for the single evaluation of each criteria and the last one gives the overall note and comments.

Extracts from the Excel table:

A) Access statement

<i>Available points</i>	<i>Score*</i>	<i>Final note</i>
25		0

Please list here the positive comments:

Please list here the negative comments:

* *Scoring system*

- *not existing = 0*
- *not enough = 0,25*
- *enough but could be even better = 0,50*
- *good = 0,75*
- *perfect = 1*



B) Interactive exchange with people with disabilities

Available points	Score*	Final note
30		0

Please list here the positive comments:

Please list here the negative comments

* Scoring system

- not existing = 0
- not enough = 0,25
- enough but could be even better = 0,50
- good = 0,75
- perfect = 1

C) Staff training

Available points	Score*	Final note
25		0

Please list here the positive comments:

Please list here the negative comments:

* Scoring system

- not existing = 0
- not enough = 0,25
- enough but could be even better = 0,50
- good = 0,75
- perfect = 1



**D) Willingness and commitment to invest :
Achievements in the past and action plan for the future**

<i>Available points</i>	<i>Score*</i>	<i>Final note</i>
20		0

Please list here the positive comments:

Please list here the negative comments:

** Scoring system*

- *not existing = 0*
- *not enough = 0,25*
- *enough but could be even better = 0,50*
- *good = 0,75*
- *perfect = 1*

OVERALL NOTE

A) Access statement	0
B) Interactive exchange with people with disabilities	0
C) Staff training	0
D) Willingness to commit and to invest	0
TOTAL	0

Please explain here your general opinion on the application:



IV. APPLICATION FORM

Thanks for participating!

With this form, you apply to the **COME-IN! Label**. There will be an annual call for the application, so please refer to the rules and regulations to stay aware of the deadlines.

The COME-IN! Label was developed in the framework of the COME-IN! Project promoting accessibility and inclusion aiming at a museum experience for all. Before starting to fill in this form, please have a look at what it exactly refers to by exploring the different documents and experiences provided here: (*website*)

Even if not all criteria are fulfilled and your facilities are not completely barrier-free, you may apply for the **COME-IN! Label**.

The application form investigates whether you are aware of what accessibility means and what steps you will take on the way to become accessible. If you take action to enhance accessibility, you can be eligible to the label. The form is also meant to explore what can be done for accessibility of your facilities.

Show us that you do care, commit and invest in your museum to become accessible to all!

Once you filled in the form, please send it with all extra material, to: (*email address*)

(Only digital material - no printed material to be sent).



Reminder: The plan of the application refers to the 4 main accessibility criteria developed and enhanced in the COME-IN! Project and Guidelines, and to administrative data. Throughout the evaluation process of your form, points will be awarded according to the level of completion in your museum and the scale of the following criteria:

- A) Access statement (25 points)*
- B) Interactive exchange with people with disabilities (30 points)*
- C) Staff training (25 points)*
- D) Willingness and commitment to invest into accessibility and inclusion: Achievements in the past and action plan for the future (20 points)*

Please complete the form in English!

Table of Contents:

- 1.) Basic information
- 2.) Access statement
- 3.) Cooperation with people with disabilities
- 4.) Staff training
- 5.) Achievements and Action Plan
- 6.) Declaration of Honour

Appendix :

- Guide for the description of achievements and action plan
- Accessibility matrix
- Rules of the use of the graphic image



1.) Basic information

Name of the museum:

Organising institution:

public private

Street, no.:

Postal code, city:

Country:

Web:

Social media channels:

Opening date:

Kind of museum:

Focus of the exhibition:

Number of employees:

Number of employees with disabilities:

legal representative:

contact person:

phone:

e-mail:



2.) Access statement

<p>Do you provide an Access Statement listing in clear form all the accessibility conditions and services provided by the Museum and information that could be relevant for people with disabilities?</p>	<p><input type="checkbox"/> yes <input type="checkbox"/> no</p> <p><input type="checkbox"/> in parts, please specify:</p>
<p>If yes, where can it be found?</p>	<p><input type="checkbox"/> own website</p> <p><input type="checkbox"/> own printed material</p> <p><input type="checkbox"/> verbal through staff</p> <p><input type="checkbox"/> other sources, please specify:</p>

Please add samples and/or examples of your Access statement to this form.

Please provide a translation in English of its content.



3.) Cooperation with people with disabilities

A cooperation with people with disabilities is important to raise the right awareness for their needs and is the base for participation and inclusion.

Do you cooperate with people with disabilities in the museum work?

Yes, please specify the fields of work:

- design of the exhibition
- development of information material
- development of guided tours
- development of workshops
- staff training
- other

And please specify the field of accessibility:

- physical access
- access to information
- access to communication
- social access
- economical access
- other

Do you have association(s) for disabled people as partner(s) for your museum work?

- no
- yes, please specify

name of the association:

seat:



Do you want to add something concerning the cooperation? Please fill it in here:



4.) Staff training

Staff training is essential to guarantee the provision of a good service to persons with disabilities.

Staff training has the following aims:

At raising awareness of the meaning of inclusion and accessibility;

At applying the procedures and use the tools available in the COME-IN! Framework for the purpose of accessibility;

At accompanying and offering proper services to single visitors or groups of visitors;

At designing accessible exhibitions;

At offering accessible guided tours.

Has your staff been trained in field of accessible museums and interaction with people with disabilities?

yes no

Are your following employees with or without disabilities trained to interact with customers with disabilities?

cash desk operators	<input type="checkbox"/> yes	<input type="checkbox"/> no
wardrobe operators	<input type="checkbox"/> yes	<input type="checkbox"/> no
tour guides	<input type="checkbox"/> yes	<input type="checkbox"/> no
security operators	<input type="checkbox"/> yes	<input type="checkbox"/> no
shop operators	<input type="checkbox"/> yes	<input type="checkbox"/> no
follow-up operators	<input type="checkbox"/> yes	<input type="checkbox"/> no
educational operators	<input type="checkbox"/> yes	<input type="checkbox"/> no
curators	<input type="checkbox"/> yes	<input type="checkbox"/> no
technical staff	<input type="checkbox"/> yes	<input type="checkbox"/> no
cleaning staff	<input type="checkbox"/> yes	<input type="checkbox"/> no



management

yes

no

What was the scheme of the training (hours, content)?

When did the last training take place?

Are you interested in further training?

yes

no



5.) ACTION PLAN

What improvements and actions towards accessibility and inclusion did you achieve during the last years?

Please use the accessibility matrix provided in the COME-IN! Guidelines as well as the questions in the Appendix of this form.

*Please specify **what and when** did you achieve the different described actions (5 pages max.).*

Are there still barriers in your museum?

yes no

If yes, which? (2.000 characters max.)

What is your action plan for the next 5 years?

Please use the accessibility matrix provided in the COME-IN! Guidelines, as well as the questions in the Appendix of this form.

Be as precise as possible in your description by describing both theoretical and financial plans.

Please precise if you already have the finances to implement the described measures.

Do you collect feedback concerning accessibility from your visitors?



yes

no

If yes, how? (2.000 characters max.)

Additional information, photographs and documents

Please freely add descriptions on realised projects, made experiences, ideas you have concerning the accessible museum and already received accessibility awards:

You can add pictures about your work and your museum and/or additional documents.

(If your material exceeds 5 MB - please use www.wetransfer.com)



6.) DECLARATION OF HONOUR

I, the undersigned,

Mrs/Mr. [NAME] (function),

representing the museum [NAME],

hereby certify that the above information submitted in the application form for the COME-IN!
Label is exact.

Done at [NAME OF THE CITY],

Date:

[SIGNATURE]



Appendix

The appendix presented here is also appendix of the Application form.

1. Guide for the description of achievements and action plan

This appendix shows some examples of questions that should help you write and design the description of your achievements and of your action plan. They are formulated in the spirit of the COME-IN! Guidelines that you should also have a look at while filling in the application form. Please feel free to address more aspects. (to be linked directly to the online COME-IN! Guidelines).

1.) Information and communication² before the visit

Is your website accessible? (Compliant with W3C levels A/AA or AAA ³)
Does your webpage contain video components in sign language and audio description and simplified language or easy to read?

Are your printed information products available in Braille and tactile signage?
Are your printed information materials accessible for visually impaired? (font type, font size, visual contrast font/background etc.)

2.) Arrival:

² All information and data requires the **2-senses principle**, i.e. be perceivable by a minimum of two senses out of three (hearing, sight and touch). All important information are **accessible without assistance** (e.g. information and data are available in simplified language, easy to read, videos in sign-language, subtitles and audio description).

³ For further information: <https://www.w3.org/WAI/standards-guidelines/wcag/>



Does an **orientation system outside** of the museum provide accessible orientation signals for people with disabilities about how to find the entrance?

Is the **physical access at the arrival** in compliance with the national technical specifications?

Are **reserved parking lots** for people with disabilities available near the entrance of the Museum?

Is **public transport** with accessible characteristics available nearby the Museum?

Are **tactile and/or sensorial trails** available in the access area of the museum?

3.) Entrance:

Are **orientation maps** available in different formats (easy to read, Braille, tactile, audio) and provided in the entrance area?

Is the **physical access to the entrance** in compliance with the national technical specifications and therefore fully accessible?

Are the **doors of the entrance hall** in compliance with the national technical specifications?

Are **height and depth of the stairs** suitable to allow easy access to people with disabilities?

Is a **suitable ramp or platform lift** available?

Is there **proper moving space** to allow for example wheelchair users to move in comfort in the entrance area?

Are the **floor conditions** suitable for people with disabilities?



(Avoid rough lining (gravel, cobble, etc.), use lining that is rigid and not slippery, carpet shouldn't affect the driving behaviour)

4.) Cash desk:

Do you provide accessible information on pricing and exhibition?

Brochures/leaflets/banners are available in alternative formats (easy to read, big type, Braille, multimedia, audio, etc.)

Is the **physical access to the cash desk** in compliance with the national technical specifications?

Is the **desk's height and depth** suitable for people with disabilities?

Has the cash desk area **proper moving space** to allow people with physical disabilities to move in comfort?

Is the access to the cash desk marked by **tactile/sensorial trails**?

Is the cash desk equipped with an **inductive loop**?

Is the cash desk **marked in a clear and accessible way**?

5.) Wardrobe:

Is the **physical access to the wardrobe** in compliance with the national technical



specifications?
Is the wardrobe accessible also for people with disabilities and is the wardrobe's height suitable for wheelchair users ?
Are the lockers accessible also for people with disabilities? (Lockers are provided with tactile/sensorial numbers and signs, hangers for clothes are positioned in different heights and moving space for wheelchair users is provided)
Is the wardrobe marked in a clear and accessible way ?

6.) Exhibition area:

Is a clear and accessible information and orientation system (symbols, consistence, contrasts, etc.) of the exhibition available to guarantee all customers find autonomously their way in the exhibition rooms?
Are labels, panels and guides that describe artefacts available in different formats , e.g. simplified language and easy to read for all visitors?
Are Audio/Video/Multimedia/etc. guides available to guarantee accessibility to different visitor groups, e.g. sign-language, subtitles, audio description, etc.)?
Are support devices available for specific types of customers e.g. tour guide systems with sound induction systems, induction loop, magnifying lenses?
Is the physical access to the exhibition area in compliance with the national technical specifications?



Is the **floor of the exhibition suitable** for wheelchair users, baby buggies, walking frame, etc.?

Has the exhibition area **proper moving space** to allow people with physical disabilities to move in comfort?

If there are stairs, are **alternative routes** provided?

Is an **accessible orientation system** including tactile trails in the exhibition available?

Is there **one route** through the exhibition for everybody?

Are the **artefacts of the exhibition positioned** (height, view, etc.) in a suitable way to make them easily accessible to everybody?

Are **chairs and sittings corners** available in the museum/exhibition?

7.) Toilet:

Are the toilets **clearly marked** through an orientation system [signage]?

Is there **information concerning the toilets in the entrance area** in different formats (easy to read, simplified language, Braille, tactile, audio)?

Is the **physical access to the toilet(s)** in compliance with the national technical specifications?

Is the toilet **suitable for wheelchair users** and is one accessible toilet available in **each floor** of the exhibition?



Are the toilets accessible for people with disabilities using the **Euro Key**?

8.) Shop(s):

Are labels and pricing information easily readable for all visitors (contrast, font size, etc.)?
Are inclusive books (audio books, tactile, Braille, etc.) or guides available in the museum shop?
Is the physical access to the shop(s) in compliance with the national technical specifications?
Are the doors of the shop(s) in compliance with national specification to allow easy access to people with disabilities?
Does proper moving space allow all visitors to move in comfort in the shopping area, with a suitable exposition of goods?
Does the cash desk have a lowered area to ensure dialogue of equals?

9.) Output - information and communication after the visit:

Is the feedback tool positioned in an accessible way in a clearly recognizable area at the end of the exhibition (or at the exit of the Museum)?
Is the feedback collected via forms available in different formats and supported by audio help ?

10.) Economical access:

This chapter is about the equality of costs for people with and without disabilities.



Any kind of information, communication and services should be available for people with disabilities in the same way as it is for people without disabilities.

Do you raise an extra fee for:

- Information in easy to read or Braille?
- Personal Assistants of people with disabilities?
- Parking of Personal Assistants of people with disabilities?
- Wardrobe services for people with disabilities?
- Toilet services for people with disabilities?

Do guided tours for people with disabilities cost more than guided tours for people without disabilities?



2. The Service Chain Accessibility Requirements

This section was developed during the COME-IN! Project and is explained in the COME-IN! Guidelines. For more information on how to read and to fill in the matrix below, please refer to the COME-IN! Guidelines here: *(to be linked)*.

It is an important tool when planning investments and accessible activities.



The present Service Chain is an example for a typical museum. The Service Chain is a tool to ensure or evaluate consistent accessibility to a museum. It defines all aspects that are relevant for visitors of a museum. Generally speaking, a Service Chain of a museum should consider the following components:

- Input - Information and communication before the visit
- Arrival
- Entrance
- Cash desk
- Wardrobe



- Exhibition area
- Toilet
- Shop
- Output - Information and communication after the visit

COME-IN! accessibility criteria are based on the Service Chain elements cross-checked with the four relevant aspects of accessibility:

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

Accessibility	Physical access	Information and communication access	Social access	Economical access
Service chain				
Input				
Arrival				
Entrance				
Cash desk				
Wardrobe				
Exhibition area				
Toilet				
Shop				
Output				

The Service Chain analysis based on this matrix can be adjusted individually according to the respective museum. The matrix can be used to check whether the current situation in the museum is compliant or not with the requirements described in the next chapters. The Matrix defines only minimum standards. If there is nothing filled in, this does not mean there are no requirements possible.



The benefits of using the Service Chain as a tool to evaluate the accessibility are:

- complete evaluation of all relevant areas and services,
- structured procedure,
- consideration of the access for ALL visitors.



3. COME-IN! Label Visibility Rules



COME-IN!

COME-IN! Label Visibility rules.



COME-IN!

1.



2.

European Union
European Regional
Development Fund

3.



COME-IN!

General provisions

The Visibility rules presented here below are relevant to all the museums and cultural sites that have been awarded the COME-IN! Label in application of the COME-IN! Guidelines and that have demonstrated through their application to the COME-IN! Label that they are aware of the meaning of accessibility and undertaking sustainable measures to turn themselves more accessible. The COME-IN! Partners and beneficiaries of the COME-IN! Label usually use various information and communication measures such as events (e.g. trainings, press conferences, and seminars), websites, documents (presentation, invitations), promotional materials, press releases, posters.

Reference to the EU funding

The label must always be accompanied with the information regarding the support from the Programme and EU funds:

1. The **European Union emblem** (“EU flag”) in accordance with the technical characteristics specified in the European Commission Implementation Regulation No. 821/201451, together with a reference to the European Union.
2. The **reference to the EU funding source** The reference shall read as follows: European Union (European Regional Development Fund) in English or respective national language;
3. The **Programme Logo**

**FOR THE CORRECT USE OF THE COME-IN! PROJECT LOGO
PLEASE REFER TO THE PROJECT BRAND MANUAL
PROVIDED BY THE INTERREG CENTRAL EUROPE PROGRAMME**

Label specification

The elements of the label represent a **person opening his arms to accessibility**, which is referred to through the name of the project “COME-IN!” which recalls the **idea of openness**, implicates the **idea inclusion and movement** towards for example a museums or other cultural site. “COME-IN!” is placed at the center of an open circle that symbolically means the **breaking down of a barrier, a physical and psychological limit**, and expresses the concept of an **open space accessible to all**.

The different figurative elements are contained within a circular **speech bubble** that has a dual function: it encloses the graphic elements and facilitates their application for the sticker format and, from the symbolic point of view, reinforces the idea of communicating a message of inclusion and accessibility.

The label has been designed with easily recognizable elements and simple and marked lines with continuous course that will allow an easier visual and tactile identification. Its simplicity makes it recognizable and reproducible in small dimensions as well.



COME
-IN!



Correct Label usage

The label has to be placed in the front entrance of the museums/cultural site and at the information and ticket office. Generally, the label should be left aligned in office documents and has to be placed either on the front or on the back cover of publications. On websites and subpages, online and smartphone applications, social media and other digital platforms and implementations the label has to be positioned in a place that is visible without scrolling or clicking. On other communication products such as conference bags, exhibition roll-ups or presentations, it also has to be placed in a prominent place. The size of the logo should be reasonable and recognizable.



Official colours palette

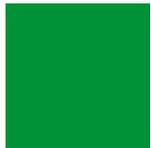
The label can be reproduced in both white and black colours, in positive and negative, while maintaining a strong contrast between the elements that characterize it.

CMYK

RGB

PANTONE

HEX / WEB



88 0 100 12

0 146 155

7739 C

#009237







Size

The Label should not be smaller than: 10 mm.



50 mm



30 mm



15 mm



50 mm



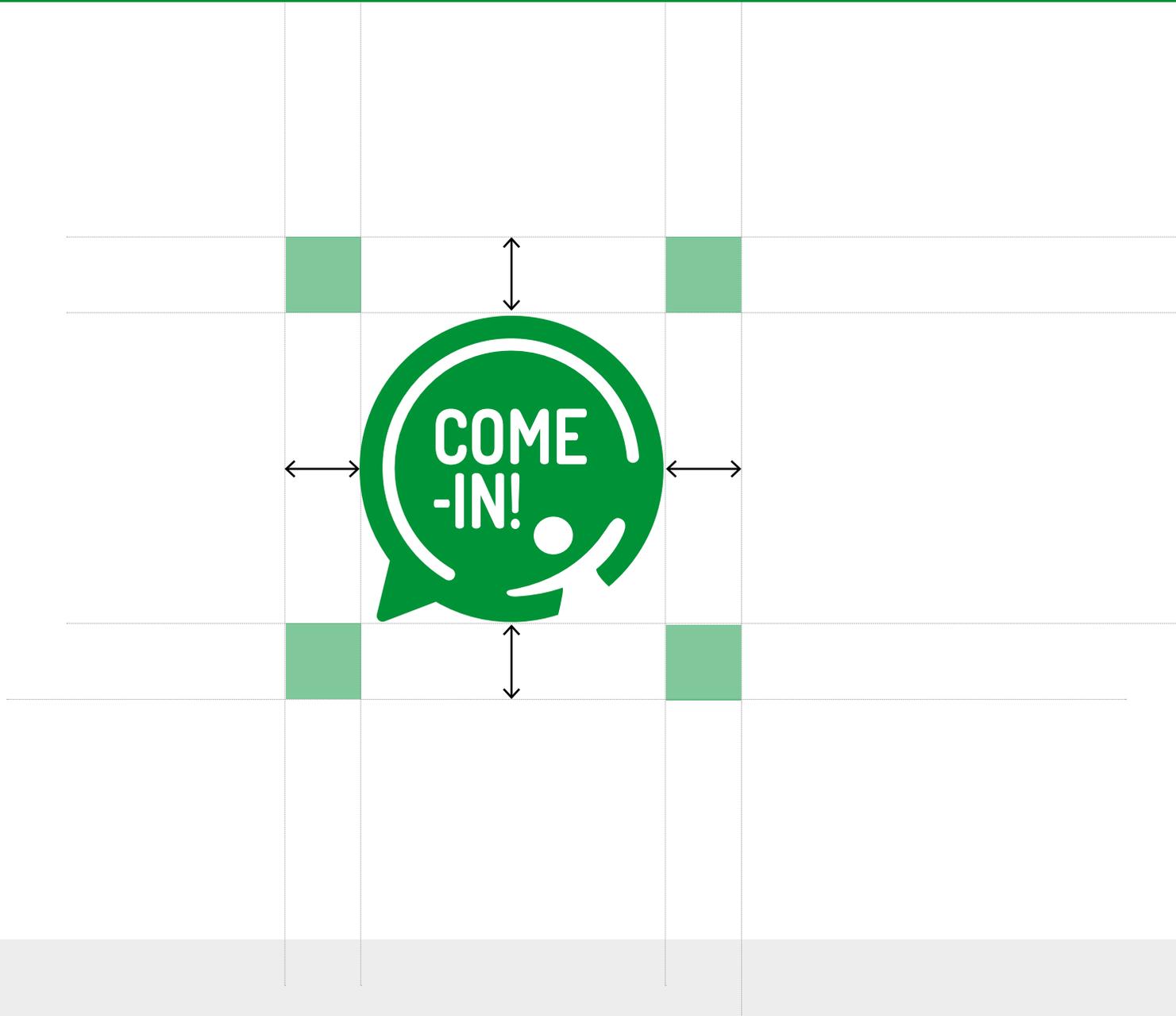
30 mm



15 mm

Clear Space Area

Clear space of at least **quarter the logo height and width** must remain around the logo. Within this area, no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins. It is highly recommended to increase this space wherever possible.



Incorrect logo usage_1

rotating

Do not distort, stretch, slant or modify the label in any way.



outline and stroke

Do not use outlines around the logo.



consistency

The logo must be used entirely, no elements can be separated.
Do not create a pattern with the logo or signature



sizing

The logo must be used with the correct proportions.
In both these cases the proportions of the width and length are not respected.



Incorrect logo usage_2

effects

The logo MUST be used flat as it was designed originally. Either shadow or adding a depth to the logo is not allowed.



colours

Do not use the logo in any other colour than the standard full colour version or in greyscale on monochrome applications.



text

Do not use the logo in body text.



background

Do not place the signature on a patterned background or apply graphic elements that could diminish or obscure its appearance.



Examples of the application on different media, gadgets, neon plate etc.





interreg
CENTRAL EUROPE
COME-IN!



Interreg
CENTRAL EUROPE
COME-IN!





Interreg
CENTRAL EUROPE



COME
-IN!





COME-IN!

COME-IN!
Label Visibility rules.

CENTRAL EUROPEAN INITIATIVE
Executive Secretariat
Ms. Anna Marconato, Project Manager
marconato@cei.int