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ONAT4ALL - OUTDOOR ACTIVITIES AND NATURE-ADVENTURE TOURISM FOR ALL

ACCESSIBLE DIGITAL MARKETING TOOLKIT

EMPOWERING TOURISM **SMEs** TO CREATE INCLUSIVE CAMPAIGNS

ACCESSIBLE LANGUAGE VERSION





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ONAT4ALL - OUTDOOR ACTIVITIES AND NATURE AND ADVENTURE TOURISM FOR ALL
Nr.2021-1-FR01-KA220-VET-000034670

Author:

Controvento SCS with the contribution of all Partners

Dissemination Level:

External

Version:

1.0

Delivery Date:

15.01.2024

Keywords:

Toolkit, accessible, introduction.



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ACCESSIBLE DIGITAL MARKETING TOOLKIT

INTRODUCTION

The UN Convention on the Rights of Persons with Disabilities talks about **independence** for people with disabilities.

Independence means being able to take care of oneself, having the chance to be a part of decision-making, and being able to enjoy the physical, social, economic, and cultural aspects of life.

For a person with a disability, feeling independent is important. It helps them be more confident, positive, and fulfilled in life. Spending time in nature has been proven to have many benefits for physical, emotional, and mental well-being.

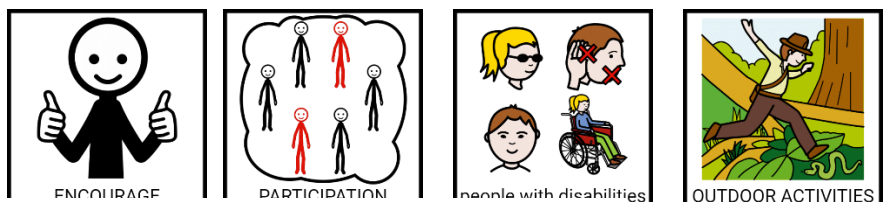
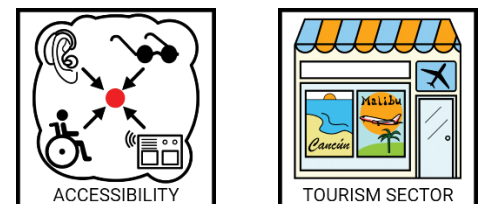
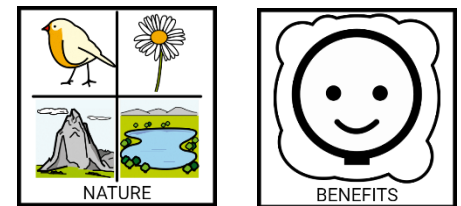
It can also create a sense of belonging.

Many people with disabilities are left out when it comes to enjoying these benefits of nature. The main challenges are the difficulties in reaching places and the lack of information and resources that are accessible.

The **ONAT4All** project is working to change this.

Project partners created **practical tools**, available in English, French, Spanish, and Italian, to raise awareness about accessibility in the tourism sector.

The goal is to encourage the participation of people with disabilities in outdoor activities.





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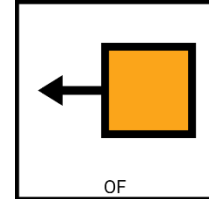
Project partners have developed these results:

- **Self- Assessment Tool**

This tool helps organizations check how good they are at making services accessible in outdoor and adventure tourism.



EVALUATION



OF



ACCESSIBILITY

- **Guidebook called "Accessible Horizons: A practical Guide to Outdoor Tourism for All"**

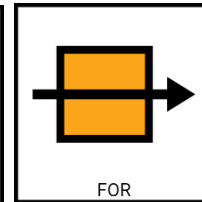
it gives important ideas for designing and doing outdoor activities with people who have disabilities.



DESIGN



OUTDOOR ACTIVITIES



FOR



people with disabilities

- **Online Training Course**

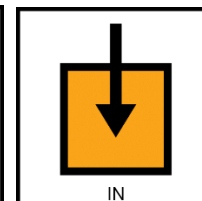
This is a course for people who work in tourism to help them better support customers with disabilities in outdoor, nature, and adventure activities.



SUPPORT



people with disabilities



IN



OUTDOOR ACTIVITIES



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• Accessible Digital Marketing Toolkit

This toolkit is designed for small and medium-sized businesses (SMEs) in the tourism industry.

It is especially for those who want to reach new markets and need help improving their skills in creating effective and accessible digital marketing campaigns.

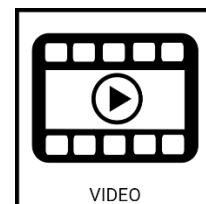
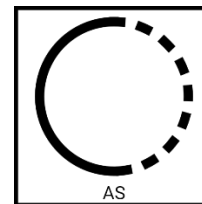
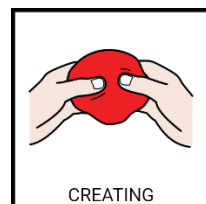
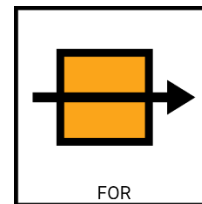
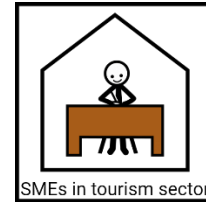
This toolkit encourages SMEs to use inclusive design practices. This means creating services, products, and processes with the target audience in mind.

When SMEs create content, like a website, a video, they should think about accessibility from the start.

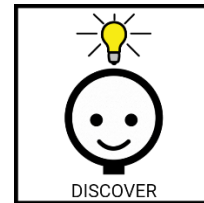
Inclusive design is not just good for people;

Inclusive design is good for business.

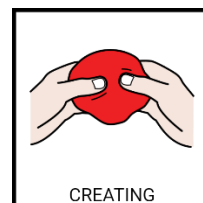
Inclusive design helps SMEs attract more customers and grow their business.



The toolkit provides tools to make it easier for people with disabilities to discover and access resources for adventure, nature tourism, and outdoor activities.



The toolkit aims to improve how businesses in the tourism industry promote themselves online, making their digital marketing more accessible.

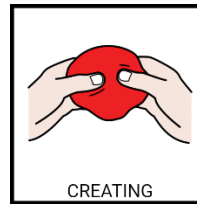




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In this toolkit you will find information on **how to make the content of a website accessible.**

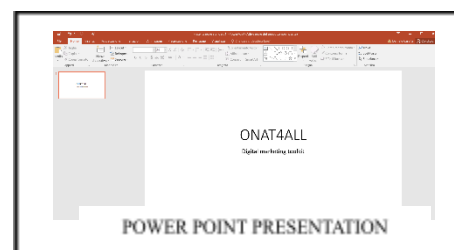


In this toolkit you will find information on what **strategies you can use to make your text easier to read.**



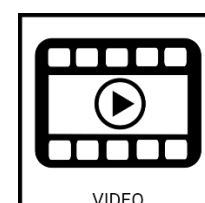
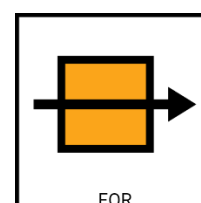
In this toolkit you will find information on **how to use the links and the keywords.**

In this toolkit you will find information on **how to create accessible files** like PowerPoint presentations.

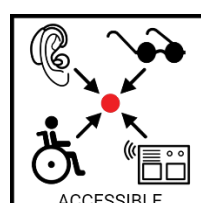


In this toolkit you will find information on **how to create accessible transcripts for audios and videos.**

You will also find suggestions on how to use images, colours, fonts correctly.



In this toolkit you will find information on how to **write accessible social media**



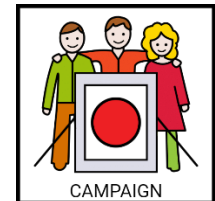
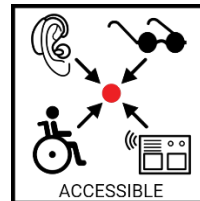


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posts, images, videos.

In this toolkit you will find information
to create an **accessible marketing campaign**.



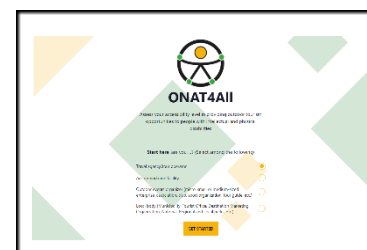
In this toolkit you will **find a lot of resources**
to explore the topic you prefer.



How can you make the most of the Accessible Digital Marketing Toolkit:

The Accessible Digital Marketing Toolkit works together
with other tools from the ONAT4All project.
Here is how you can make the most of it:

Start with the self-evaluation of the organization
using the ONAT4All Self-Assessment Tool (SAT)
This tool helps you understand the degree of accessibility of
your organisation.

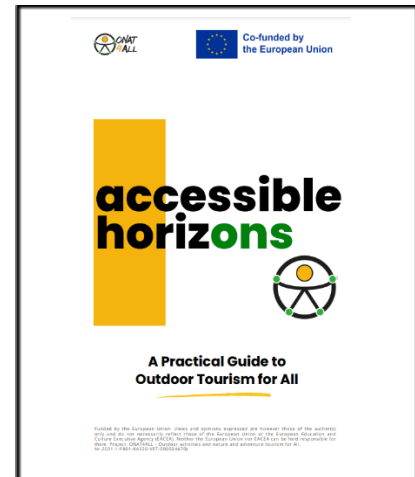




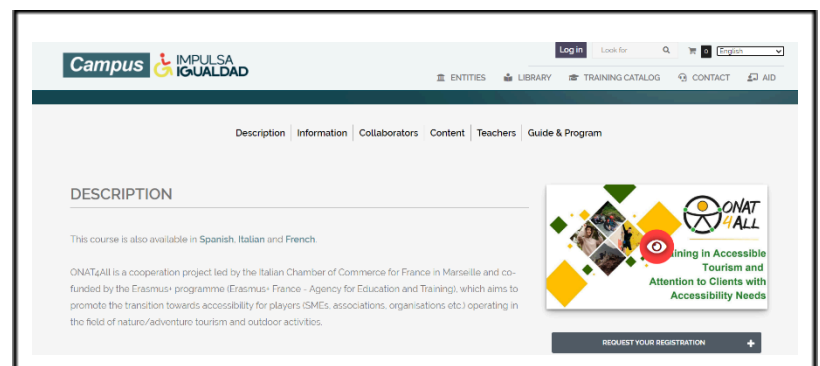
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After the self-evaluation, use the ONAT4ALL Guidebook and the online course to improve the skills of your staff. The Guidebook gives practical tips for planning and implementing accessible outdoor activities.



The online course focuses on improving how you address people with disabilities in outdoor tourism.



The project partners strongly encourage users to make the best use of all these resources combined. By combining the self-assessment, the Guidebook, the online training course and digital marketing toolkit, you can create a more accessible environment in the tourism sector.



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Why it is important:

The tourism industry has a vast market.

By using the ONAT4All Accessible Digital Marketing Toolkit,
we aim to make the tourism sector as accessible as possible!

Let's make the most of these tools to create
a more inclusive and accessible tourism experience!

