



CREAIT: CO-CREATING RECIPES FOR ACCESSIBLE AND INCLUSIVE TOURISM

FINAL REPORT OF TRAINING SESSIONS ON CO- CREATION

DELIVERABLE
D1.3.2

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1. Introduction on CReAIT project

CReAIT is a small-scale project that involves two not for profit organisations (COOSS and CEDRA) and two local municipalities (Fermo and Trogir); the thinking behind it is the strong orientation to implement an exemplary action of collaboration leading to local advancement, place-based innovation and field impact. The partners have the willingness to implement strongly concrete and consistent action, then orienting the co-creation and experimentation of the recipes in a restricted number of touristic sites and with the involvement of local resources; such an approach is preferred in order to ensure the capacity to answer to local needs always remaining in a cross-border cooperation environment. CReAIT aims to co-create touristic experiences and itineraries based on Accessible and Inclusive (AI) tourism, bringing together voices from tourism operators, tourists with special needs and local communities of Fermo and Trogir.

CReAIT engages these key stakeholders in the:

- co-design of a set of AI “recipes” to integrate the touristic offer with additional contents and services;
- organization of a set of AI “ingredients” as assets (digital, tangible, intangible, etc.) to implement the recipes on the selected sites.
- Definition of Action Plan supporting policy makers to achieve a wider diffusion of AI tourism.

CReAIT produces outputs targeting the key stakeholders: joint awareness and engagement campaign, training sessions on AI and co-creation, tested set of recipes of Ai tourism, Cross-Border Action Plan.

1.1 Scope of the deliverable

This deliverable, entitled D.1.3.2. - FINAL REPORT OF TRAINING SESSIONS IN CO-CREATION in Fermo aims at collecting the experiences and results of the n. **3 WORKSHOPS on TRAINING SESSIONS ON CO-CREATION** process, implemented in Fermo on 15th , 22nd APRIL



2024 and the last one on 9th MAY. It includes list of trainees, training programme, list of trainers /lecturers, venues, etc. It provides insights about evaluation based on Self-assessment on knowledge gained on co-creation processes completed by participants. The present deliverable (D.1.3.2) is subsequent of deliverable 1.2.2. related to A1.2. After provided participants with skills and knowledge on accessibility and inclusion thanks to training sessions on AI Tourism that empowered participants with the necessary tools to create innovative and customized services, A1.3 contributes to focus on the process of co-creation approach useful for co-design and co-implement “recipes” on accessible and inclusive tourism. The present deliverable (**D.1.3.2**) is based upon main findings from other A.1.3 deliverable: · **D.1.3.1**: Trainer toolkit for Co-creation and Co-development for accessible and inclusive tourism workshop. It aims to provide project partners with the relevant tools, methods and knowledge base, representing a clear roadmap in implementation of the stakeholder engagement activities in order to achieve optimal outcomes and impact of their efforts. The toolkit is thus foreseen to be a set of guidelines, outlines and tips and tricks for all project stakeholders involved in the process of co-design, co-creation, co-development and co-management of the project “recipes”.

A1.3 Workshops are organized based on outlines of D.1.3.1 but it is not only for knowledge transfer but as well as to initiate all the relevant co-creation processes crucial for the development of micro-projects/recipes of accessible tourism in the cities of Fermo and Trogir. These workshops provide a platform for sharing insights, exploring different perspectives, and collectively designing strategies for enhancing accessibility in tourism. It empowers also participants by promoting collaboration, adaptability, and hands-on learning approaches. Hence, development of a proper co-creation projects target to stakeholder engagement is crucial not only for success of these activities but also for the project itself. This is the reason why this activity is foreseen as the part of the first project implementation phase. These Workshops organized in collaboration with *Comete*, *Social Enterprise*, the present deliverable provides final considerations to be used in accordance with **TRAINER TOOLKIT** (D.1.3.1) to contribute to continue the process started with A1.2



(Training Sessions) and following on co-creation and implementation of *recipes* of AI Tourism (A.2.1).

2. Description of the training sessions on Co-creation

<p>Objectives of the Training Sessions on Co-creation</p>	<ul style="list-style-type: none"> ○ Presentation of the main methodologies of co-design /co-creation process ○ Mapping and analysis territorial needs and resources. Involvement of stakeholders in a co-design team with the design-for-all approach to guide them in co-creation process approach ○ Co- development & co- design of 4 recipes to implement
<p>Focus and topics</p>	<ol style="list-style-type: none"> 1. The main theory of co-design approach and the importance of collaboration and exchange of knowledge and skills: co-creation and co-development principles, contents and tools to co - participate and co-manage AI initiatives 2. The context of the stakeholder involvement (project, partners, objectives, issues) 3. Presentation of the main methodologies of co-design through practical activities of analysis, mapping and analysis of the target territory. Knowledge on inclusive tourism acquired though training workshops on Accessible and Inclusive Tourism that will be applied to the specific places and needs of the territory.
<p>Engagement strategies</p>	<p>Focus group, circle time, design thinking, brainstorming, collaborative practice, first- hand experience; participatory and collaborative methods; strategies for reuse and adaptation; role-playing and simulation techniques.</p>



Setting / venue	15 April 2024; 22 April 2024 ; 9 May 2024 COOSS ASSISTIVE TECH, AUSILIOTECA - Via Pompeiana, 381, 63900 Fermo FM.
Duration Total number of hours	The duration of WORKSHOPS, TRAINING SESSIONS ON CO-CREATION is 8 hours total. They were then divided into N.3 appointments lasting N.2 and N.4 hours.
Monitoring, Reporting and Evaluation	Continuously monitor progress against predetermined benchmarks outlined in the action plan using appropriate metrics agreed upon by all stakeholders involved. Regularly assess effectiveness while making adjustments, if necessary, throughout the implementation phase to ensure continuous improvement towards achieving accessible and inclusive tourism goals.

3. Training programme

CONTENTS	TYPE OF TRAINING	DURATION	DATE
Theoretical-laboratory workshops for mapping and analysis territorial needs and resources. The group identified the main themes for the recipes: training, communication, experiences and spaces and places for the network's future	1 st Workshop	2 hours	15 APRIL



Stakeholders were involved in a co-design team with the design-for-all approach. The group defined at least n.2 projects for recipes, related to training and communication issues , identifying the network actors and specific needs to be met.	2 nd Workshop	4 hours	22 APRIL
Initial macro-definition of the four recipes.	3 rd Workshop	3 hours	9 MAY
TOTAL		8 hours	

4. List of trainers involved in the training sessions on Co-creation

Name/SURNAME	Short CV
Roberto Paoletti	Social innovator, expert in Third Sector co-design and disability arts mediation.
Fabiana Pellegrino	Social entrepreneur, consultant in cultural and creative design and community storytelling.

5. List of participants involved in the training sessions on Co-creation

No.	Name/SURNAME	Organization	Typology
1	MARINA BONAZZI	CENTRO VACANZE CAMPING “SPINNAKER”	SME - Touristic Enterprise
2	ANASTASIA NICU	DISCOVER MARCHE	SME - Destination Management
3	GIUSEPPE VERDONI	PSICHE2000	Interest groups including NGOs
4	PAOLO SENESI	FERMO TECH	Education/training center and school - University



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5	SILVIA CATALINO	FATTORIA SOCIALE “MONTEPACINI”	Interest groups including NGOs
6	FRANCESCA PELOSI	HOTEL “ROYAL”	SME - Touristic Enterprise
7	SILVIA COTECHINI & MICHELLE MENADEO	OSSMED	Education/training center and school - University
8	VISSIA LUCARELLI	MAGGIOLI CULTURA	SME - Cultural Enterprise
9	MARIA CHIARA MICHETTI	MUSEI DI FERMO	SME - Cultural Enterprise

6. Evaluation

To collect data and investigate the opinions of the Stakeholders involved in the series of Training Sessions on co-creation on Accessible and Inclusive Tourism (AIT) an evaluation phase was prepared that included the administration of a *survey of satisfaction* addressed to **8 participants** and the observation through *cahier de bord* by the trainers. This tool was useful for observing the goals achieved, highlighting strengths and weaknesses. About that, trainers that in this phase had the role of facilitators, noticed that level of participation was good and have highlighted the following as *strengths*: opportunity to discuss local needs, requirements and expectations; genuine adherence and willingness; effective collaboration between public, private, third sector for future network/team building. Related to weaknesses it's possible evidence the initial industriousness and difficulty related to the creation and constancy of participation of such a heterogeneous group. Main intent of these workshops was, however, to assess the quality of the Training Sessions on CO-CREATION on AIT, the content on the process of co-design explored in depth, and the degree of satisfaction in general with some of the criteria for conducting the course. The questionnaire helped us understand what the most general opinions and perceptions were, evaluation based on Self-assessment on knowledge gained on co-creation processes completed by participants *via google forms*. The questionnaire allowed us to investigate some aspects related to how Stakeholder participants, in a co-design



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process, perceived the active experience. Specifically, n.8 responses are collected. The questionnaire consisted of:

-n.6 **short questions** of which n.2 **variables** (QUALITY and UTILITY) investigated by likert (1-5) and n.4 **YES or NO closed questions**. The last question included an optional open-ended question. The questionnaire administered at the end of the workshops of activity 2.1 so n.2 **closed-ended questions** and n.1 **question** are evaluative of next activity. About these questions, relate to the overall assessment of the *increase in awareness* with respect to the three issues addressed: *tourism, accessibility and inclusion*. **6/8** users say they have increased awareness with respect to the topic on TOURISM, **7/8** say they have increased awareness with respect to accessibility and d inclusion.

The suggestion we were given to help us improve the experience related to the workshops is related to the use of concrete experiences. It can be assumed that the suggestion is related to the type of conducting the workshops since the activity itself involves the next phase of making "recipes" on the territory. While with regard to the activity at hand, the collection of responses, related to **activity 1.3** showed that:

-the average rating of the **QUALITY** of the workshops is **4.13/5**

-the average rating of the **UTILITY** of the workshops is **3.88/5**

From these *data*, it is possible to infer that Stakeholders were definitely satisfied with the features/properties of the co-design process but did not find it very useful, only slightly above average. While from the closed questions it is possible to see that all responded positively to the answers related to network building and the benefit that these experiences can bring to the area. Therefore, it could be hypothesized that benefits related to building a group/social network that can collaborate to discuss and subsequently make improvements regarding a service were definitely evident. This can also be noticed through active participation at workshops. Everyone, both those belonging to the social sector and the tourism/economic sector highlighted the importance of promoting a mixed territorial network, which can allow the exchange of professionalism in order to ensure better welfare for those who use territorial services. Analysing **future expectations** **8/8** state that they would like to be part of a network to work together on other issues/dynamics.



7. Summary description of the implemented training sessions, explaining the specific goal(s), target groups and transnational added value

In recent years, the tourism industry has witnessed a paradigm shift towards inclusivity and accessibility, recognizing the diverse needs and preferences of travellers worldwide. Central to this transformation is the concept of co-creation and co-development, which emphasizes collaborative efforts among stakeholders to design and implement tourism experiences that cater to a broad spectrum of visitors. At the heart of co-creation lies the principle of active engagement and partnership between various stakeholders, including tourists, local communities, businesses, and governmental organizations, and it was the CREaIT approach that it was intended to adopt. By involving these diverse voices in the tourism development process, co-creation fosters a sense of ownership, empowerment, and mutual respect, leading to the creation of more authentic and sustainable tourism experiences. Moreover, co-development goes hand in hand with co-creation, emphasizing the collaborative effort to enhance the overall tourism infrastructure and services, thereby ensuring accessibility for all individuals, regardless of their abilities or limitations. Co-creation design is used usually as an umbrella term for participatory creativity, design, co-design and open design. It means actively involving end-users and other relevant stakeholders in a development process; connects all relevant parties affected by a challenge while building on equal cooperation. A key concept of co-creation is that *users are experts of their own experience*. For this reason, co-creation means mutual learning between all relevant parties. It is particularly useful in connecting end-users and creative professionals while developing new products, services and systems. To put it differently, co-creation process is built on the concept that the project and design work is NOT done ON BEHALF OF the user, but WITH the user. Co-design is a similar participatory approach applied to design attempting to actively involve all stakeholders in the design process to help ensure the result meets their needs. It enables a wide range of people to make a creative contribution in the formulation and solution of a problem. It means developing processes for understanding, developing and supporting mutual learning between multiple participants in collective decision-making and collective design; a transparent process of value creation with end-users playing a central role. Based on these assumptions and on the importance of



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collaboration and participation principles, co-creation and co-development principles, A1.3 Workshops are organized not only for knowledge transfer but as well as to initiate all the relevant co-creation processes crucial for the development of micro-projects/recipes of accessible tourism in the cities of Fermo and Trogir. This process being on-demand brings with it many challenge. The first concerns on the assiduous and continuous participation of Stakeholders to all process of co-creation, in terms of laying the foundation for building a network/team that can then go on to implement the work. It is essential because collaboration and pro-active attitude is crucial to the continuum of the entire process and to implement recipes. This means that their inclusion in the processes, related to analysis of the challenges, strategic options and solutions, and finally defining optimal intervention strategies, is important not only for a proper understanding of challenges but to find best solutions to adequately cope with them. Constant participation is of greatest importance for the solution(s) feasibility, efficiency, cost-effectiveness and sustainability. This design phase also brings with it other important challenges. One example would be setting as a goal the decrease of local vulnerability to tourism. Through the engagement of local stakeholders in the co-creation of accessible and inclusive tourism assets and territorial campaigning, a greater uptake of alternative and special interest tourism and thus wider access to the cultural heritage of vulnerable people is achieved, stimulating the development of Design4All-inspired services and initiatives. However, the difficulties of collaborative design are undoubted:

- -Involvement of many stakeholders can result with size, as well as social complexity
- the social style and the differences of culture and knowledge of stakeholders could counteract collaboration.
- Collaborative design can be a very slow process because collaboration requires transparency and a lot of communication.

These challenges are clearly of universal global nature but have different appearances in the different parts of the Europe, including in Italy and Croatia. However, all of them are affecting multiple stakeholders in the target communities. It is also possible to define some challenges related to the participation and methodology (workshop) adopted. Specifically, the limitations of workshops could be related to:



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1. Resource Intensive: Co-creation processes can be time-consuming and resource-intensive.
2. Conflict Management: Managing differing opinions among stakeholders can be challenging.
3. Power Dynamics: Addressing power imbalances among participants is essential for an effective process.
4. Communication: Ensuring clear communication channels throughout is crucial for success are maintained.

Other key challenges linked to participatory methods used in this kind of process, some examples could be:

1. Barriers to Participation: individuals with disabilities may face physical barriers that limit their ability to participate fully in discussions or activities related to tourism planning.
2. Lack of Awareness: there may be a lack of awareness among stakeholders about the importance of including individuals with disabilities in decision-making processes.
3. Communication Issues: communication barriers such as inaccessible information formats or language differences can hinder effective participation
4. Power Dynamics: power imbalances within groups can marginalize certain voices and experiences, leading to decisions that do not fully reflect the needs of all participants
5. Resource Constraints: limited budgets or staff capacity may restrict opportunities for meaningful engagement with diverse groups. Some solutions related to the challenges illustrated could be:
 1. Accessibility Measures: ensure that meeting spaces are physically accessible provide sign language interpreters or alternative communication aids as needed.
 2. Education and Training: offer-training sessions to raise awareness about the importance of inclusivity and provide guidance on how to effectively engage with individuals with disabilities
 3. Alternative Communication Methods: Utilize easy-to-read materials, braille documents, or digital resources that cater to different communication preferences.
 4. Facilitated Discussions: Employ skilled facilitators who can manage group dynamics effectively and ensure everyone has an opportunity to contribute.
 5. Collaborative partnerships: engage with disability organizations or advocacy groups to leverage expertise and resources for participatory projects.



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There are many methods used in co-design, but most commonly used are qualitative methods such as individual interviews, group interviews, brainstorming, workshops and prototyping. To conduct these activities the method used is Workshop. The main objective of it, it is provide a platform for sharing insights, exploring different perspectives, and collectively designing strategies for enhancing accessibility in tourism. Co-creation Workshops have as their strengths that of bringing together tourists with disabilities, service providers, and destination managers to collaboratively design inclusive tourism experiences. These activities include in fact as main task the exploration of the principles of co-development and co-creation and during these 8 hours of intensive Workshops, Stakeholders guided by the experienced facilitators have been able to do first user analysis and identify needs, requirements, and additional elements to improve the visitor experience, providing insights for the next activity. A1.3, welcomed challenges and hypothetical solutions related to processes of collaboration and active participation provides participants with skills and knowledge on co-creation process, in order to contribute in the process of co-creation and implementation of recipes of AI tourism (WP2). These training workshop are implemented as starting step of the co-creation process, moreover they are not only for knowledge transfer but as well as to initiate all the relevant co-creation processes crucial for the development of micro-projects. The user analysis conducted focus on: communication access, taking into consideration persons who have difficulty with the written word, vision, speech and hearing impairments when doing tourism; sensory access, focusing on people hearing or sight impairments when doing tourism; physical access, involving persons with physical disabilities requiring the use of wheelchairs or walking aids when doing tourism. They empower also participants by promoting collaboration, adaptability, and hands-on learning approaches. Hence, development of a proper co-creation projects target to stakeholder engagement is crucial not only for success of these activities but for the project itself. This is the reason why this activity is foreseen as the part of the first project implementation phase. Co-design will thus be not only a method to be acquired conceptually but also a procedure and working philosophy for the entire project journey. These training on Co-creation activities are achieved through **three workshops** during the months of



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April/May 2024. A first training part regards fully on practical and laboratory session with the aim of creating a fertile substrate in which participants can directly experience exchanges and relationships with each other, share their own experiences, evaluate collaborations and future planning, getting involved and actively experimenting with the skills acquired. It is imperative to guide participants in sharing ideas and best practices that have already been tried and tested, which are the basis for effective mapping and analysis territorial needs and resources. During the second Workshop, the group identified the main themes for the recipes: training, communication, experiences and spaces and places for the network's future as a social innovation service. At the end of this phase, the group has all the necessary elements and roadmap for building and implementing recipes. It concerns about communication issues, identifying the network actors and specific needs to be met. To conduct Workshops used methods related to the participation process such as focus group, circle time, design thinking, brainstorming, collaborative practice, first-hand experience; participatory and collaborative methods; strategies for reuse and adaptation; role playing and simulation techniques. Participatory methods are approaches utilized to actively engage individuals or communities in the design, development, and decision-making processes of projects and initiatives. These methods aim to ensure that all stakeholders have a voice in shaping outcomes to be more inclusive, accessible, and sustainable. In co-design workshops, stakeholders collaborate actively in the design process by sharing their expertise, ideas, and feedback on creating inclusive tourism solutions together. In the realm of accessible and inclusive tourism, participatory methods play a crucial role in ensuring that the needs and voices of all stakeholders are considered and integrated into decision-making processes. They involve active engagement, collaboration, and empowerment of various individuals, including persons with disabilities, older adults, caregivers, industry representatives, policymakers, and other community members. So transnational added value could be involvement of Stakeholders from various backgrounds that could bring valuable insights into how different stakeholders come together to create innovative solutions for more accessible and inclusive travel experiences. Moreover, these diverse groups can actually build a network that can collaborate also in future and



everywhere to build new cultural routes and break down behavioural barriers. Target group involved are so heterogeneous and specifically involves actors working in the social field, in tourism sector but also public university and no profit training institution. All together with a Great Spirit and constancy gathered around the same table and guided by the facilitators began to co-design the micro projects that will be defined and implemented in the next phases.

8. Impact and benefits of the trainings for the concerned territories and target groups

Co-creation has recently gained popularity in planning due to its expected benefits not only in terms of innovation and creativity but also in terms of creating a fairer, sustainable and socially connected society. Those Training Workshops on co-creation are intended to be useful not only for knowledge transfer but as well as to initiate all the relevant co-creation processes crucial for the development of micro-projects of accessible tourism in the cities of Fermo and Trogir. The aim is to generate rich insights through interactive discussions. In co-design workshops, stakeholders collaborate actively in the design process by sharing their expertise, ideas, and feedback on creating inclusive tourism solutions together. Participatory and collaborative methods aim to involve all stakeholders in the development, implementation, and evaluation of tourism initiatives to ensure that they are truly inclusive and address the diverse needs of visitors. They serve as foundational tools within accessible tourism frameworks by promoting inclusivity, empowerment, co-creation, accessibility integration from inception onwards while being adaptable to diverse contexts with measurable results through active community engagement efforts. **A1.3** in fact, through participatory methods, provides insights for the creation of the CReAIT recipes (A2.1), widening participants with skills and knowledge on co-creation process, in order to contribute in the process of co-creation useful for next activities. Benefits of Participatory Methods could be:

1. Enhanced Solutions: by involving various stakeholders in the process, participatory methods often lead to more innovative and effective solutions



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2. Ownership: Participants feel a sense of ownership over the outcomes, leading to increased commitment and sustainability

3. Capacity Building: The process provides opportunities for learning new skills and building social capital within communities.

A1.3 is crucial to provide Stakeholders with mind-set and capacity building needed to co-design, co-develop initiative on AI Tourism. Awareness raising, thanks to these workshops, target group could explore their self in a group dynamic facilitated by participatory methods that involves them in the decision-making processes related to tourism development. These approaches aim to ensure that planning and implementation are inclusive and account for diverse perspectives and needs promoting sustainability and social responsibility. Involvement in co-development processes helps build their capacity for creating sustainable, inclusive tourism solutions. The sharing of knowledge, best practices and resources contribute to long-term improvements in infrastructure, policies and services. Dynamics emerge from the sum of individual interactions and are driven by factors such as power, roles, communication and norms that govern group identity and behaviour. Group dynamics are crucial because they shape group effectiveness, cohesion, conflict, and productivity, serving as catalysts for both individual and collective change and evolution. Through understanding these dynamics, we can facilitate more functional and positive collaborative environments by understanding not only "what" happens within groups, but also "why" these events occur. The ability to work effectively with others in this context is highly dependent on our ability to interpret and deal with the group dynamics at play. Greater sensitivity to and knowledge of group dynamics and specific group dynamics can greatly improve the way we experience and participate in groups. This approach not only facilitates a more fluid and less stressful collaborative work environment but also enhances our personal growth within these complex social contexts. Group dynamics, then, are not only something to be monitored to avoid discomfort but also a key to unlocking unexplored potentials for personal and interpersonal development.



9. Sustainability of the training(s) and developed training material(s) and their transferability to other cities/territories and stakeholders

Regarding the concept of sustainability of this process, it is possible notice that network creation, in such a context, represents sustainable value. In fact, stakeholders took advantage of the co-creation process, which offers an effective, agile and highly interactive approach that helps to create value together with stakeholders in a progressive and incremental way. Solutions developed through co-creation tend to be more sustainable due to broader support from involved parties. Sustainability creates long-lasting solutions that benefit both current and future generations, consider environmental impacts when designing accessible infrastructure and services. By involving, various stakeholders in planning for accessible tourism solutions collaboratively enhance long-term sustainability efforts by ensuring that environmental social economic factors considered holistically.

10. References to relevant annexes and web-links (materials, pictures etc.)

[CReAIT_A1.3 TRAINING MATERIAL & PHOTOS](#)

