



Deliverable D.3.1.2

Video content about the Hackathon in Trieste

28 February 2026

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I. DELIVERABLE OVERVIEW

This document collects the video content produced in relation to the Hackathon event organised within the SITE project. The materials were developed to document the main highlights of the event and to support its dissemination across the project communication channels.

The video production includes two complementary formats:

- **short video pills**, conceived for social media communication and immediate audience engagement;
- **longer video recordings**, focused on speakers' contributions and thematic insights, intended for publication on the SITE website and YouTube channel.

Together, these materials contribute to increasing the visibility of the event, strengthening the dissemination of project activities, and making the Hackathon outcomes more accessible to different target audiences.



II. AIM OF THE VIDEO PRODUCTION

The video content was created to capture the atmosphere, participation, and key messages emerging from the Hackathon, while also ensuring long-term visibility of the event and its results.

More specifically, the videos aim to:

- showcase the main moments and highlights of the event;
- valorise the contributions of speakers, experts, participants and stakeholders;
- provide engaging communication assets for social media dissemination;

- make selected thematic content available in a longer and more informative format through the website and YouTube channel;
- support the external communication of the SITE project and enhance the visibility of its activities.



III. STRUCTURE OF THE COLLECTED CONTENTS

The video materials are organised into the following sections:

- Section A – Longer thematic videos
- Section B – Social media video pills

In the following sections, you will find evidence for each piece of content on the video cover, the description or copy in the case of social media posts, and links to the various platforms.

The videos are presented according to their publication sequence, which was defined in line with the communication logic adopted for the event coverage. In particular, the order follows the original presentation flow and the editorial choice to conclude with the podium teams, presented from third to first place as a final reveal.

Longer thematic videos

1. Video summary of the entire event



Video title: “Inclusive Tourism for Everyone” Hackathon – SITE Project • Trieste | 26–27 November 2025

Type: Thematic video

Channel: YouTube



Duration: 05:43

Link: <https://youtu.be/eq6OHTiQ2R4>

Text:

In this video, we relive the highlights of the “Inclusive Tourism for Everyone” hackathon, part of the SITE – Shaping Inclusive Tourist Experiences project funded by the Interreg Italy–Croatia 2021–2027 programme.

🌟 Over two days at the Urban Center in Trieste, multidisciplinary teams of students and young professionals came together to design innovative solutions that make tourism more accessible, inclusive and welcoming. From architectural design to digital tools, inclusive communication and tailored tourism experiences—creative ideas and prototypes came to life!

🧑‍🤝‍🧑 With mentorship and guidance from experts, participants worked collaboratively to turn their ideas into real concepts, addressing real-world challenges in accessibility and universal design.

🏆 Watch the best moments, final presentations, and the most inspiring solutions chosen by the jury. An exciting journey of innovation, cross-border cooperation, and tourism for all!

2. Video presentation of Team 5 work



Video title: "All Ways" – A Smart Travel Assistant for Inclusive Tourism - SITE Hackathon Project Presentation



Italy – Croatia



Type: Thematic video

Channel: YouTube

Duration: 05:52

Link: <https://youtu.be/H0KpScimKiQ>

Text:

Meet Team 5 from the SITE Project Hackathon! 

In this presentation they introduces All Ways, an innovative AI-based mobile application designed to enhance travel accessibility for everyone — with a special focus on people with disabilities, allergies, or other specific needs.

 Key Features:

-  A personalized, AI-powered interactive map that updates in real time based on user preferences, social media activity, and accessibility needs.
-  Integration of Universal Design principles to ensure usability for all, regardless of ability.
-  A dynamic rating system based on both AI filtering and user feedback to help users make safe, informed choices.

 The project addresses key challenges:

- Lack of reliable and inclusive travel information.
- High travel anxiety among people with disabilities.
- The need for a single, unified tool that works for all users.

➔  Potential applications include: Restaurants, local shops, tourist attractions, hotels, and even allergy-safe travel.

 Future vision includes partnerships with tourism operators and an in-app booking system with a sustainable business model!

This presentation is part of the SITE – Shaping Inclusive Tourist Experiences project, co-funded by the Interreg Italy–Croatia Programme. SITE promotes sustainable and inclusive tourism using Universal Design and cross-border collaboration to reduce barriers in travel and public spaces.



3. Video presentation of Team 1 work



Type: Thematic video

Channel: YouTube

Duration: 10:48

Link: <https://youtu.be/H0KpScimKiQ>

Text:

Imagine you're a tourist with a newborn or a wheelchair user visiting a city like Trieste — where do you go when you need to rest, breastfeed, or find an accessible bathroom?

At the SITE Hackathon, Team 1 introduced an innovative urban solution: Your Pod Stop – a compact, autonomous, and inclusive structure designed to support diverse needs in real-life tourism scenarios.

✚ What is Your Pod Stop?

A modular 14 m² pod with two distinct halves:

- ◆ Pod 1 – Care Space: Accessible bathroom, baby-care room, heating plugs, and privacy.
- 📍 Pod 2 – Navigation Hub: Seating, touchscreen with voice-over, easy-read content, and customizable tourist routes.

✨ Features include:



- Solar power and full autonomy
- Open 6AM–8PM for safety and access
- Real-time feedback system (emoji-based + written)
- Integration with a mobile app for navigation and user reviews
- Designed using Universal Design principles

👂 Feedback and data from users help improve the service and support future development.

📍 Whether you're a tourist, a parent, or a person with a disability — Your Pod Stop is there to welcome you.

📺 Watch the full pitch to learn how tourism and accessibility can go hand in hand

4. Video presentation of Team 2 work



Type: Thematic video

Channel: YouTube

Duration: 09:27

Link: <https://youtu.be/rjvkliszS4-c>

Text:

What if inclusive tourism was a brand — clearly visible, verifiable, and reassuring for every traveler?



At the SITE Hackathon, Team 2 presented a powerful and scalable idea: a universal badge system that certifies and promotes accessible, inclusive tourism services and destinations.

The Concept:

-  A set of 10 universal badges covering accessibility for people with disabilities, families, LGBTQIA+ travelers, dietary needs, and more.
-  A self-assessment checklist verified by a board + enhanced by user feedback.
-  Community-powered textboxes, reviews and AI chatbot to ensure transparency.
-  A progressive web app (PWA) for seamless mobile and desktop access.
-  Future integration with Google Maps and other major platforms.

 With strong branding, user rewards, and marketing via social media, airports, and hospitals, the project bridges inclusive design, tech, and tourism impact.

5. Video presentation of Team 4 work



Type: Thematic video

Channel: YouTube

Duration: 08:21

Link: <https://youtu.be/v71HZNkRB58>

Text:

What if asking for help in a city was as easy as pressing one button?



Italy – Croatia



At the SITE Hackathon, team 4 introduced "Help", an inclusive urban support app designed to make every journey possible — for residents, visitors, families, elderly people, and people with visible or hidden disabilities.

🌻 Inspired by the sunflower symbol for hidden disabilities, the app connects people in need with local volunteers in real time — just like Uber, but for human assistance.

● Instant Help

Press a universal “Help” button

Request guidance, physical assistance, translation, or street crossing support

Volunteers nearby receive a notification and can accept the request

🗺️ Explore the City Accessibly

Augmented city guide

Easy language option

Filtered reviews (e.g. feedback from people with disabilities)

Color-coded accessible routes (green, orange, red)

Help Help is more than an app — it’s a social infrastructure for accessible tourism and everyday life.

👤 Watch the full pitch and discover how cities can become more human, connected, and inclusive

6. Video presentation of Team 3 work



Type: Thematic video



Italy – Croatia



Channel: YouTube

Duration: 09:47

Link: https://youtu.be/o3A_lhabYCM

Text:

“If design is accessible for people with special needs, it is going to be accessible for everyone.”

Inspired by this principle, Team 3 presents Tourable, developed a digital solution that makes navigating cities easier, safer, and more inclusive.

 What is Tourable? A smart accessibility app that helps users:
Filter venues based on personal accessibility needs
Plan AI-powered adaptive routes
Access real-time, community-powered updates
Customize tours for different cognitive and physical needs

 Key Features

 Smart Accessibility Map Color-coded venues (red, yellow, green) with customizable filters (wheelchair access, toilets, flat pavements, lighting, etc.)

 AI Route Companion Natural-language assistant that avoids cobblestones, analyzes surface bumps and elevation, Suggests rest stops

 Specialized Tour Modes, Visual Impairment Mode, ADHD Cognitive Mode, Family Kids Mode

 Emergency Support

 Offline capability

 Watch the full pitch and discover how adaptive tourism technology can empower every traveler

7. Video presentation of Team 6 work





Type: Thematic video

Channel: YouTube

Duration: 09:47

Link: <https://youtu.be/5cJxY-Q5bx4>

Text:

“What if the problem became the solution?”

At the SITE Hackathon, Team 6 presented a powerful community-based approach to inclusive tourism.

APO addresses one of the biggest barriers in travel:

! the lack of clear, reliable and accessible information.

Their solution?

A QR-code-based system integrated directly into transport tickets (airplane, train, bus) and brochures that connects tourists with disabilities to local experts who share the same lived experience.

How It Works

Scan the QR code on your ticket

Access a digital brochure tailored to your accessibility needs

Connect with local “Experts in Experience” – people with disabilities who:

Accessible design features:

- Simple layout & universal font



Italy – Croatia



- High-contrast color palette
- AI audio reader
- Physical brochures in Braille

-  Economic – Destination promotion & competitive advantage
-  Social – Job creation & community empowerment
-  Environmental – Digital-first approach, reduced paper waste

APO transforms passive tourists into active participants.
It makes people with disabilities protagonists of their own stories.

 Watch the full pitch and discover how inclusion can become opportunity 

8. Video presentation of Team 7 work



Type: Thematic video

Channel: YouTube

Duration: 08:55

Link: <https://youtu.be/BE9KWcfpwrk>

Text:

“Path Mate turns every route into a shared opportunity. So wherever you go, you never go alone.”

At the SITE Hackathon, this team 7 presented PathMate, an inclusive navigation app designed to provide equal travel experiences for everyone — especially people with diverse accessibility needs.



Italy – Croatia



Built on the principles of equal experience, simplicity, and inclusion, Pathmate adapts routes and city exploration based on real accessibility requirements.

What Pathmate Offers

 Accessibility Map with Smart Rating

 AI Adaptive Navigation

 Routes customized for: Wheelchair users, Visually impaired users, Autistic users, Cognitive diversity and more

 Safe Route Algorithm

 Customizable Voice & Haptic Feedback

 AI Camera Scanner

 Travel Planner

Pathmate is not just navigation.
It's autonomy, clarity, and confidence in every step.

 Watch the full pitch and discover how inclusive design transforms the way we move through cities!

9. Video about the Award Ceremony



Type: Thematic video

Channel: YouTube

Duration: 06:22



Italy – Croatia



Link: <https://youtu.be/1naBhIK6o7E>

Text:

Two intense days.

Bold ideas.

Sleepless nights.

One shared vision: a more accessible world.

The SITE Hackathon concludes with a moment of recognition and celebration — the Award Ceremony honoring the teams who transformed creativity, technology, and Universal Design into real, impactful solutions for inclusive tourism.

From special mentions celebrating the spirit of the hackathon, to the third, second, and first prizes — each team demonstrated innovation, collaboration, and a deep commitment to accessibility for all.

🏆 The winning team will also take part in the final SITE Conference in Opatija, continuing their journey beyond the hackathon stage.

But beyond the awards, this ceremony celebrates something bigger:

- ✨ New skills gained
- ✨ Comfort zones challenged
- ✨ Communities strengthened
- ✨ A renewed awareness of what accessibility truly means

Every participant contributed ideas that may shape the future of inclusive tourism within the SITE project and beyond.

Thank you to all teams, partners, jury members, and supporters who made this event possible.

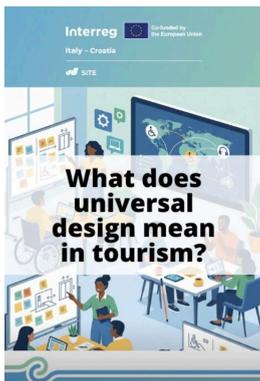
Let's continue building a world where accessibility is not an afterthought — but the starting point.

📍 Follow SITE for upcoming initiatives and stay connected with our journey toward inclusive tourism.



Social media video pills

Video Pill 1 - What does Universal Design mean in tourism?



Format: Reel/Short

Main channel: Instagram

Duration: 0:26

Links:

[Facebook](#)

[Instagram](#)

[YouTube](#)

Description:

"🎯 We design for everyone, because everyone deserve to enjoy tourism — and that's exactly what we did at the SITE Hackathon! 🧠🌍

Students, researchers, designers and stakeholders joined forces to co-create inclusive solutions that rethink tourism through the lens of Universal Design.

🚀 Ideas turned into prototypes, and accessibility became a shared mission.

🔄 Now it's time to test, refine, and bring these ideas to life in our pilot destinations.

#UniversalDesign #Hackathon #SITEproject #InclusiveTourism #TourismForAll
#AccessibilityMatters #CoDesign #SocialInnovation #SustainableTourism #InterregItalyCroatia"



Video Pill 2 - Inclusive travel is a right



Format: Reel/Short

Main channel: Instagram

Duration: 0:20

Links:

[Facebook](#)

[Instagram](#)

[Yuoutbe](#)

Description:

Inclusive travel isn't a luxury it's a right! #inclusivetourism #accessibletourism #inclusionmatter

SITE Project is transforming tourism by embracing Universal Design, ensuring accessibility for people with disabilities, elderly travelers, families with children, and more.

 From easier navigation to barrier-free experiences, learn how tourism can truly become for everyone.

 Join the movement for inclusive destinations that welcome all.

#InclusiveTourism #SITEProject #interregitalycroatia  



Video Pill 3 - Short About Team 5 Project Presentation



Format: Reel/Short

Main channel: Instagram

Duration: 0:20

Links:

[Instagram](#)

Description:

"We wanted to create just one app for everyone — not only for people with disabilities."

🎤 At the SITE Hackathon, Team 5 introduced Always – a smart, AI-powered app designed to make travel more inclusive and personalized for everyone. 🌍♿

From food allergies to mobility challenges, Always creates a live, tailored map that adapts to your unique needs — turning accessibility into a shared benefit, not a niche feature.

💡 In the full video presentation you can find:

- ◆ How the smart map works
- ◆ What makes the app inclusive by design
- ◆ Why Universal Design matters for the future of tourism

👤 Watch the full project pitch now on YouTube and get inspired 🙌

<https://www.youtube.com/watch?v=H0KpScimKiQ>



Italy – Croatia



#AllWaysApp #SITEproject #InclusiveTourism #UniversalDesign #TravelForAll #Hackathon2025
#InterregItalyCroatia #AccessibleTourism #AIforGood #DigitalInclusion #TourismInnovation
#SmartTourism #YouthInnovation #SITEHackathon"

Video Pill 4 - Travel in Safety



Format: Reel/Short

Main channel: Instagram

Duration: 0:11

Links:

[Instagram](#)

[Yuoutbe](#)

[Facebook](#)

Description:

"" ✈️ Everyone deserves to travel, explore, and feel welcome! #inclusivetourism #travelsafety
#travel

With Universal Design, tourism becomes a journey for all — safe, accessible, unforgettable. 🌍 ✈️

Let's shape a world where no one is left behind. 🌐 💡

#TravelForAll #UniversalDesign #InclusionMatters #SITEproject #tourismforall #universaldesign""



Video Pill 5 - Short About Team 1 Project Presentation



Format: Reel/Short

Main channel: Instagram

Duration: 0:20

Links:

[Facebook](#)

[Instagram](#)

Description:

“🟢 “Imagine you're a tourist with a baby... or a wheelchair user in Trieste. Where do you go when you need a safe, accessible space?”

Meet Your Pod Stop – the smart urban pod designed by Team 1 during the SITE Hackathon 🌍♿️

These cozy, solar-powered mini-structures offer:

- ♿️ Accessible restrooms and baby-care areas
- 📍 Navigation tools with easy-read and audio guides
- 💬 Real-time feedback to improve user experience
- 🌀 Space to pause, rest, and feel safe – for everyone

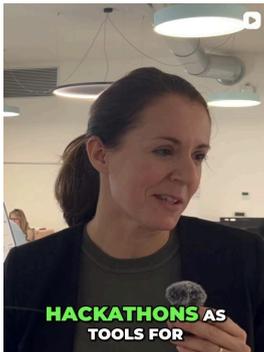
From inclusive design to real-world usability, Your Pod Stop is made to support all kinds of travelers — from parents to people with disabilities, or anyone needing a moment of calm.

🎥 Watch the full video and discover how Team 1 is shaping the cities of tomorrow 🖱️



<https://www.youtube.com/watch?v=5usvCTRq4Lg>

Video Pill 6 - Inclusive travel is a right



Format: Reel/Short

Main channel: Instagram

Duration: 0:15

Links:

[Facebook](#)

[Instagram](#)

[Yuoutbe](#)

Description:

"💡 Innovation starts with people. Hackathon is a powerful way! #inclusivetourism
#socialinnovation

Hackathons bring together diverse minds to co-create solutions — and in doing so, they raise awareness, spark empathy, and drive real change. 🌍🤝

When we collaborate across differences, we build smarter, fairer, more inclusive futures.

#SocialInnovation #HackathonForChange #InclusiveSolutions #DiversityInAction #SITEProject
#tourismforall "



Video Pill 7 - Short About Team 2 Project Presentation



Format: Reel/Short

Main channel: Instagram

Duration: 0:20

Links:

[Facebook](#)

[Instagram](#)

Description:

"🗣️ ""When we think of luxury, we think Abu Dhabi. When we think of wellness, we think Opatija. But what destination comes to mind for inclusive tourism?""

That's the question Team 2 asked during the SITE Hackathon — and their answer is bold:

👉 Let's rebrand destinations with certified inclusivity.

Their solution?

- ✅ A universal badge system for tourism services
- 💬 Transparent community feedback
- 🧠 Based on Universal Design principles
- 🌐 Easy to access via web and mobile (no app needed!)



Italy – Croatia



By transforming existing services, not building from scratch, this solution is sustainable, scalable, and ready to empower every traveler — from families to people with disabilities, from the elderly to LGBTQIA+ communities.

 Watch the full video and discover how certified information can lead the future of accessible travel 

<https://www.youtube.com/watch?v=rjvklszS4-c>

#InclusiveTourism #SITEproject #UniversalDesign #Hackathon2025 #AccessibleDestinations
#TravelForAll #DigitalInclusion #TourismBadges #CertifiedInclusion #TourismRebranding"

Video Pill 8 - Accessible tourism



Format: Reel/Short

Main channel: Instagram

Duration: 0:24

Links:

[Facebook](#)

[Instagram](#)

[YouTube](#)

Description:

 Everyone has the right to explore the world! #inclusivetourism #accessibletourism

Accessible tourism means designing a future where no one is excluded — regardless of age, ability, or circumstance.  



Italy – Croatia



Let's build a world where access isn't a privilege, but a standard.
Because inclusion is not optional — it's essential. ❤️

#AccessibleTourism #InclusionMatters #TravelForEveryone #UniversalDesign #EqualAccess
#siteproject #interregitalycroatia"

Video Pill 9 - Short About Team 4 Project Presentation



Format: Reel/Short

Main channel: Instagram

Duration: 0:20

Links:

[Facebook](#)

[Instagram](#)

Description:

"🌻 "You press one button... and someone comes to help."

At the SITE Hackathon, team 4 presented ""Help"", an app that connects people who need assistance with local volunteers in real time.



Italy – Croatia



Whether you're:

-  An elderly person crossing the street
-  A parent with a stroller
-  A wheelchair user
-  A tourist in a new city

Help is just one tap away:

-  Accessible routes
-  Easy language information
-  Filtered community reviews
-  Physical help totems across the city

Because inclusion isn't only about infrastructure — it's about people helping people.

 Watch the full presentation and discover how technology can build more human cities 
<https://www.youtube.com/watch?v=v71HZNkRB58>

Twitter adaptation:

 You press one button. You say "help".
And someone nearby comes to support you.
Meet the app connecting citizens and visitors for real-time assistance.
Because every journey is possible.
 Watch the full pitch 
<https://www.youtube.com/watch?v=v71HZNkRB58>
#SITEproject #InclusiveTourism "

Video Pill 10 - Inclusive travel is a right



Italy – Croatia



Format: Reel/Short

Main channel: Instagram

Duration: 0:20

Links:

[Facebook](#)

[Instagram](#)

[Yuoutbe](#)

Description:

🗨️ Inclusive tourism isn't just about disability — it's about everyone: families, kids, pet owners, even those facing temporary challenges. 🗑️ 👤 🐾

When we design with everyone in mind, we don't just improve travel — we improve humanity. ❤️🌍

Let's open the world to all! 👥

#InclusiveTourism #TourismForAll #UniversalDesign #AccessibleTravel #HumanCenteredDesign

Video Pill 11 - Short About Team 3 Project Presentation



Format: Reel/Short

Main channel: Instagram

Duration: 0:20



Italy – Croatia

**Links:**[Facebook](#)[Instagram](#)**Description:**

"🌍 "If design is accessible for people with special needs, it is going to be accessible for everyone."

That's the principle behind Tourable, the smart accessibility app presented by Team 3 at the SITE Hackathon.

- 🗺️ Smart Accessibility Map with color-coded venues
- 🤖 AI Route Companion that adapts paths to your needs
- 🎧 Specialized tour modes (Visual, ADHD, Family)
- 🚨 One-tap emergency support
- 🌐 Offline access for worry-free travel

Tourable doesn't just show you the shortest route.
It shows you the right route for you.

Because inclusive tourism means adapting the city to people — not the other way around.

👤 Watch the full pitch and discover how adaptive tourism technology can empower every traveler
👉

#Tourable #SITEproject #InclusiveTourism #UniversalDesign #SmartTourism #TravelForAll
#AccessibilityInnovation #Hackathon2025 #DigitalInclusion #InterregItalyCroatia"



Video Pill 12 - Short About Team 6 Project Presentation



Format: Reel/Short

Main channel: Instagram

Duration: 0:20

Links:

[Facebook](#)

[Instagram](#)

Description:

"🔑 "The key that opens all paths is a QR code."

At the SITE Hackathon, Team 6 introduced a simple yet powerful idea:
Connect tourists with disabilities to local people who share the same lived experience.

- 📱 Scan a QR code on your ticket
- 👥 Meet a local "Expert in Experience"
- 🌍 Discover the city through someone who truly understands your needs

With accessible design, AI audio reading, Braille brochures and real job opportunities for people with disabilities, APO turns inclusion into empowerment.

✅ Because the best travel companion is someone who understands you.



Italy – Croatia

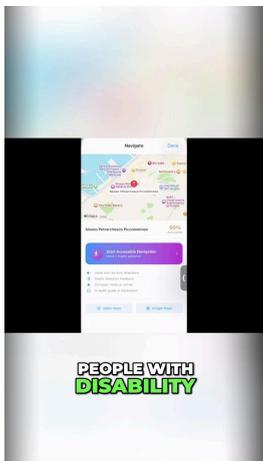


 Watch the full pitch 

<https://www.youtube.com/watch?v=5cjxY-Q5bx4>

#AllPathsOpen #InclusiveTourism #SITEproject #UniversalDesign #TravelForAll
#CommunityInclusion #AccessibilityMatters #Hackathon2025"

Video Pill 13 - Short About Team 7 Project Presentation



Format: Reel/Short

Main channel: Instagram

Duration: 0:20

Links:

[Facebook](#)

[Instagram](#)

Description:

" "Path Mate turns every route into a shared opportunity. So wherever you go, you never go alone."

At the SITE Hackathon, this team 7 introduced PathMate, an AI-powered navigation app built to ensure equal travel experiences for everyone.

-  Adaptive routes for wheelchair users
-  High-safety routes for visually impaired users
-  Focus modes for autistic users



Italy – Croatia



-  AI camera accessibility scanning
-  Voice & haptic navigation
-  Smart accessibility ratings

PathMate doesn't just give you directions.
It adapts the city to your needs.

Because wherever you go — you never go alone.

 Watch the full pitch 

<https://www.youtube.com/watch?v=BE9KWcfpwrk>

#Pathmate #InclusiveTourism #SITEproject #UniversalDesign #AccessibilityMatters #TravelForAll
#Hackathon2025 #SmartTourism #AIforGood"

