

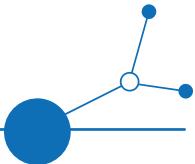
# Report on jointly implemented pilotaction in PL pilot area

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Period 5

Final Version

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## 1. Introduction

### 1.1. About this document

This document describes the jointly implemented pilot action in the Polish pilot area. The joint report on implemented pilot action is going to concentrate on finding solutions for improving accessible rural tourism, based on joint concept testing. It will include summaries of stakeholder workshops. The contents of this document will be used for finalisation of O2.6 and for planning uptake (WP3).

The deliverable was submitted in a draft version at the end of reporting period 4 to document the current status of activities. It was accordingly updated by the respective partners and is now available in its final version.

### 1.2. Accessibility definitions

All necessary accessibility definitions like “accessible tourism”, “accessible services and tools”, “accessible independent travel”, “rural tourism” can be found in the Compendium on Capacity Building on Territorial Planning for Accessible Tourism, which was prepared in August 2023 by the project partners BOKU and European Disability Forum (EDF). All detailed technical requirements for accessibility are collected in the Methodology for Data Collecting, which also has been prepared during the first reporting period of the CE-Spaces4All project and has been finished in August 2023.



## 2. Implementing the pilot action in the PL area

### 2.1. Summary of pilot implementation plan

Activities undertaken by the RRDA project team during the 4th reporting period consisted mainly of preparations for the implementation of the pilot program. During the months of October - December 2024, the project team conducted numerous consultations with selected stakeholders participating in the project, i.e. the Ulm Family Museum of Poles Saving Jews during World War II, the Łańcut Castle Museum and the MEDYNIA Pottery Center. The working meetings were in the nature of workshops and consultations as efforts were made to develop a model for the pilot program, taking into account the needs of each stakeholder. During the meetings, the pilot program, its goals, activities, etc. were discussed in detail. In the case of film production, the details of future films were mainly discussed. The consultations took the form of personal meetings, telephone conversations and email correspondence. Representatives of other stakeholders such as the Regional Center for Social Policy in Rzeszow, the Polish Association of the Blind and NGOs working for the benefit of people with disabilities, such as the Good House Association, also took part in the consultations. People with disabilities themselves also participated in the consultations.

In December 2024, a procurement procedure was launched, which lasted until February 2024 in the case of the Tour Guide Kits, while regarding the VR Goggles and 360-degree videos, the procedure lasted until mid-April 2025.

### 2.2. Final status of pilot activities in Poland

At present, most of the activities within the pilot action have been completed. Consultations and workshops with stakeholders enabled public procurement procedures to be carried out and, consequently, equipment to be purchased. The contractor who won the tender for the recording of 360-degree films fulfilled the terms of the contract and recorded all four films. The RRDA project team and relevant stakeholders participated in all film recordings, providing ongoing comments and corrections to the recordings. The Tour Guide sets were delivered to the Ulma Family Museum of Poles Saving Jews During World War II in April 2025, while the VR goggles with films were delivered to the Castle Museum in Łańcut and the Pottery Centre in Medynia Głogowska in June 2025. Since then, all three stakeholders have made the equipment available to visitors and collected feedback on the solution from users. In June 2025, the RRDA project team, together with stakeholders and people with disabilities, took part in testing the donated equipment. People with disabilities put on VR goggles with the assistance of employees of the respective institution, watched films and then expressed their opinions about the product and the solution.



**1. Consultations with the stakeholders.**



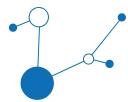
**2. Consultations with the stakeholders.**



3. Tour Guide System in use by Ulma Family Museum of Poles Saving Jews During WWII.



4. Recording of the film in Castle Baths in Łańcut



5. Ongoing consultations with a stakeholders during the recording



6. Recording of films in Pottery Centre in Medynia Głogowska



7. Testing of the tool in the Pottery Centre



8. Testing of the tool in Castle Museum in Łańcut



### Official handover of equipment purchased as part of the CE-Spaces4All project:

Although all the digital equipment purchased as part of the pilot activities has already been handed over to stakeholders and is currently used on a daily basis by tourists with disabilities, the project team of the Rzeszów Regional Development Agency S.A. decided to organize a formal, official handover to the cultural institutions participating in the CE-Spaces4All project: the Museum - Castle in Łącut, the MEDYNIA Pottery Center, and the Ulma Family Museum of Poles Saving Jews During World War II in Markowa.

The event took place on 18 August 2025, in one of the representative rooms of the Museum - Castle in Łącut. The equipment will be officially handed over by the President of RRDA, Mr. Mariusz Bednarz, and Member of the Board of the Podkarpackie Region, Mrs. Małgorzata Jarosińska-Jedynak.

The aim of the event was not only to formally hand over the equipment, but also to promote the CE-Spaces4All project, its pilot component, and the innovative tools and services that, thanks to the project, have been made available to people with disabilities visiting selected cultural institutions.

An additional goal of the event is to draw public attention to the needs of tourists with disabilities, in particular to the still widespread problem of many tourist facilities not being adapted to their needs. The meeting will be an opportunity to present and promote good practices in increasing accessibility, implemented by the institutions participating in the project.

During the event, each of the partner-investors presented their own activities and solutions implemented as part of the project, aimed at improving the accessibility of cultural offerings. In addition, Ms. Marszałek presented the activities of the Podkarpackie Region local government undertaken to increase accessibility in the region.

The meeting was attended by representatives of a wide range of stakeholders - local governments, municipalities, public institutions, offices, and non-governmental organizations working for the benefit of people with disabilities as well as local journalists (from Radio Rzeszów, local newspaper, czytajrzeszow.pl portal etc.) and Podkarpackie Marshalls Office marketing team.

### Promotion of accessibility equipment and services as part of the CE-Spaces4All project:

One of the next activities as part of the CE-Spaces4All pilot project was the widespread promotion of equipment donated to three cultural institutions - project partners.

In the first stage, information about the new service was made available on the websites and social media of all interested institutions. The next step was to organise a ceremonial handover of the equipment, which also served as an opportunity to promote the entire project, the pilot activities carried out, and the new tools and services currently available to



people with disabilities visiting museums.

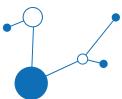
As part of the promotional activities, representatives of local media were invited to the event, including journalists from radio stations, television stations, newspapers, and news portals. In addition, the marketing departments of the Rzeszów Regional Development Agency and the Marshal's Office of the Podkarpackie Province were responsible for promoting the event.

These activities drew public attention to the need to adapt tourist facilities and cultural institutions to the needs of people with disabilities. Promoting the event and disseminating information about available services also contributed to increasing their visibility and reaching a wider audience, in particular people with disabilities who are looking for solutions to support their participation in cultural and social life.

### 3. Implemented awareness raising activities

These awareness-raising activities have been held in PL pilot area during reporting periods 4 and 5. The most important events are listed below and there is a short summary of these events in this chapter.

Date, place	Topic, title	Stakeholders involved
25 October 2025 Łańcut	Pilot action workshops, Involvement of stakeholders in the pilot action monitoring methods, results etc.	Municipality of Łańcut, Regional Centre of Social Policy in Rzeszów, Association of the Blind, Castle Museum, RRDA Team
28 October 2025 Medynia Głogowska	Pilot action workshops, Involvement of stakeholders in the pilot action monitoring methods, results etc.	Pottery Centre Medynia, Municipality of Czarna, Regional Centre of Social Policy in Rzeszów, Association of the Blind, RRDA Team
29 October 2025 Markowa	Pilot action workshops, Involvement of stakeholders in the pilot action monitoring methods, results etc.	Ulma Family Museum in Markowa, Municipality of Markowa, RRDA Team
May 2025, Łańcut	Film production for VR Goggles	Castle Museum, RRDA Team
May/June 2025 Medynia Głogowska	Film production for VR Goggles	Pottery Centre Medynia, RRDA Team
02 July 2025 Łańcut, Medynia Głogowska	Test of digital equipment by PWD	Castle Museum, Pottery Centre Medynia, RRDA Team, Regional Centre for Social Policy in



	Rzeszów
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### 3.1. Event summaries

#### Pilot action workshops:

Meetings with all stakeholders followed a uniform pattern and had a common goal - to actively engage participants in the process of creating and implementing a pilot action within the CE-Spaces4All project. We wanted to ensure that those directly affected by the project had a real impact on the shape and functionality of the solutions used.

First, we focused on building an atmosphere of openness and dialogue. A key element of the meetings was listening to the needs, expectations and experiences of the participants, because they are the ones who can best indicate what actually supports their accessibility and what may turn out to be a misguided expense.

The stakeholders shared many valuable and practical insights that will allow us to better tailor the tools tested in the pilot programme, both in technical and substantive terms. Among other things, they pointed out:

- What types of spaces and objects are worth recording using VR goggles - particular attention was paid to the interiors of monuments, galleries and places that are physically inaccessible to many people with disabilities,
- What elements should be included in the films so that they truly fulfil their informative and immersive function - this refers to voice-over narration, subtitles, audio description and adapting the pace and length of the recordings to different user groups,
- What are their expectations regarding the usability and ergonomics of sightseeing support equipment? They pointed to the need for ease of use, volume control and individual settings, as well as the durability of the devices.
- What, in their opinion, does not bring real benefits and may be perceived as an inefficient use of resources - the risk of excessive investment in solutions that do not match the actual needs of users was highlighted, among other things,
- What should the system for monitoring equipment use and methods for collecting user feedback on the tools look like? Proposals were made to create simple evaluation forms, field consultations and mechanisms for ongoing feedback.

Thanks to this formula for meetings, based on mutual respect and partnership, it was possible not only to obtain valuable information, but also to strengthen the sense of shared responsibility among stakeholders for the success of the pilot activities and the further development of available solutions.

#### Production of 360° videos as part of the CE-Spaces4All project:



One of the key activities carried out as part of the CE-Spaces4All project was the production of 360° videos for viewing with VR goggles. These recordings are intended to increase the accessibility of museum offerings for people with disabilities by enabling them to take virtual tours of selected cultural sites. The materials were created in two locations - the Castle in Łanicut and the Pottery Center in Medynia Głogowska.

The recordings involved representatives of the contractor responsible for film production, representatives of the Rzeszów Regional Development Agency S.A. - the project partner - and local partners: employees of the Łanicut Castle and the Pottery Center. The presence of a wide range of stakeholders allowed for a direct exchange of opinions and joint refinement of the details of the production.

Although the preparations for the recordings - including the scripts, set design, and schedule - were developed in advance, the production process was open and flexible. During the recordings, participants were able to provide their comments and suggestions regarding the course and content of the films on an ongoing basis. This made it possible to immediately introduce corrections and adapt the materials to the specific nature of the sites and the expectations of future audiences, including people with various types of disabilities.

Meetings during the recording process were also an important element of the project team's cooperation with local stakeholders. They provided an opportunity to deepen relationships, discuss the progress of the pilot project to date, and further plan activities related to making VR content available in museums. This activity showed how important it is to work closely together at every stage of implementing solutions that support access to culture.

#### **Testing VR goggles by people with disabilities - 2 July 2025:**

On July 2, 2025, another important activity took place as part of the CE-Spaces4All project, consisting of testing VR goggles with previously prepared 360° videos. The event was attended by members of the project team from the Rzeszów Regional Development Agency S.A. and people with disabilities, including people with physical disabilities, among them a person in a wheelchair.

The tests were carried out directly in the museums covered by the pilot program - in the Castle in Łanicut and in the Pottery Center in Medynia Głogowska. The aim of the activity was to check both the technical aspects of the equipment and to assess the usability of the entire solution from the perspective of users with mobility limitations. Participants had the opportunity to try out the VR goggles for themselves and view the prepared materials, and then share their observations and opinions.

The reception of the new form of sightseeing was overwhelmingly positive. Those participating in the tests emphasized the comfort of using the goggles and the intuitiveness of their operation. Although a brief introduction by a museum employee was necessary at the beginning, further use of the equipment was not difficult. Users also highly rated the quality of the films, both in terms of image and content.



The scenes from the pottery workshop made a particular impression on the testers, especially the process of firing clay products. Dynamic shots showing the lighting of the fire, placing the pots in the kiln, maintaining the temperature, and flames bursting from the openings created an extremely evocative and spectacular impression, unavailable in the traditional form of sightseeing. The participants noted that thanks to the goggles, they were able to see places and processes that are physically inaccessible on a daily basis, especially for people with limited mobility.

The testing was also an opportunity to exchange experiences and insights with museum staff, discuss the practical aspects of implementing this service in everyday work with visitors, and consider ways to further develop and use VR technology in the institution's offerings. The joint analysis of experiences deepened the cooperation between the project partners and opened up space for planning further joint activities for the accessibility of culture.

## 4. Key findings

### Conclusions from the pilot project

The pilot project carried out as part of the CE-Spaces4All project provided a number of important observations on the possibilities of increasing the accessibility of tourist attractions for people with disabilities in cultural heritage sites located in rural and suburban areas.

Firstly, the use of immersive technologies - in particular VR goggles with 360° videos - proved to be an effective tool for compensating for existing architectural barriers. This allowed people with disabilities (people with mobile impairments, wheelchair users etc.) to experience physically inaccessible places, which clearly influenced their sense of participation and inclusion. The audience expects not only accessibility, but also authenticity of experience - the positive reception of films featuring a real potter or actual ceramic firing shows that it is worth focusing on the quality and immersiveness of the materials.

Secondly, the involvement of stakeholders (cultural institution employees, educators, technicians, representatives of organizations supporting people with disabilities) at the planning and preparation stage of the pilot project was of significant importance. Jointly defining needs, expectations, and the method of implementation contributed to the accuracy of the solutions applied and their high level of acceptance.

In addition, testing the solutions with the actual target group provided valuable feedback and confirmed that the tools used not only increase accessibility but also constitute an attractive and inclusive form of contact with cultural heritage. Participants emphasized that they felt noticed and welcome.

Communication and promotion of the newly implemented tools also proved to be an important element. Information about the available services (VR, Tour Guide) was posted on the websites of the institutions and on social media, which made it possible to reach a wide range of people with disabilities and encouraged many of them to visit the facilities. Further



promotional activities, including publications in local media, news services, and official media, are planned to coincide with the official handover of the equipment by the Marshal of the Podkarpackie Region and the President of RRDA. The anticipated reach of these activities will significantly increase the visibility of the initiative and its social impact.

### Results of the pilot project and implemented solutions

As part of the CE-Spaces4All pilot project, specific measures were implemented in three locations, introducing solutions tailored to the needs of local institutions and visitors with disabilities:

- Łanicut Castle - a 360° film was developed and implemented, presenting the Castle Baths, located in the basement of the building, to which people with disabilities do not have physical access. The film was embedded in VR goggles, made available to visitors by the museum staff.
- Pottery Center in Medynia Głogowska - immersive VR materials were created presenting the Mrs Prucnal Gallery and a potter's workshop. The second and third films show the work of a craftsman and the firing of ceramics in a traditional kiln. This allows viewers to experience the creative process in a realistic way, without having to move around in difficult-to-access areas.
- Museum in Markowa - Tour Guide sets (transmitter, receivers - headphones, battery charging kit) were purchased and implemented to support the guide's commentary during the tour, especially for people with hearing impairments, seniors, and people with difficulty moving around in a group.

All implemented solutions are currently actively used by visitors with disabilities, and the feedback collected by the staff of the institutions is overwhelmingly positive. These tools not only increase the accessibility of museums, but also constitute an important element of their offer, building their image as open and inclusive institutions.

Another important result was the increased visibility and recognition of the services available thanks to promotional activities. Information about the implemented tools was published on museum websites and social media, which significantly facilitated reaching the target group with the message. Further promotional activities will be carried out on the occasion of the planned official handover of the equipment by the regional authorities, and information about this event will be disseminated in the local press, radio, news portals, and on the Marshal's Office website. This activity will further increase the impact of the project and raise awareness of the importance of accessibility in tourism.

### Proposal for integrating results within WP3 (“Joint Strategy - Territorial Planning for Accessible Tourism in Rural Regions of Central Europe”)

Based on pilot experiences, it will be possible to:

- Include VR solutions as a tool for accessibility planning: The WP3 strategy can identify VR goggles and 360° videos as a practical solution for cultural heritage sites in small towns where architectural barriers are difficult to remove.



- Propose a model for cooperation with local institutions: Conclusions from working with stakeholders (museums, cultural centers) can serve as a model for an effective process of planning accessible services.
- Highlighting the importance of testing services with target groups: The strategy should include a recommendation for mandatory piloting of solutions with people with disabilities before full implementation.
- Expanding the catalogue of tools supporting accessibility in rural tourism: In addition to physical amenities (ramps, elevators), the strategy may also include modern digital tools: VR, Tour Guide, video materials with audio description and sign language translation.
- Promotion of inclusive tourism as an element of rural development: The strategy emphasizes that accessibility not only levels the playing field, but can also be a competitive advantage for smaller towns.
- Based on the results of the pilot action, it is recommended that the WP3 joint strategy also include a communication component as part of territorial planning. The effective implementation of accessible services should be linked to their active promotion so that people with disabilities can learn about the new opportunities offered by cultural and tourism institutions. Therefore, the strategy may include:
  - taking into account communication channels that are friendly to people with disabilities (digitally accessible websites, social media, local media),
  - promoting services in partnership with local authorities and public institutions,
  - long-term planning of information activities as an integral part of projects to increase accessibility.