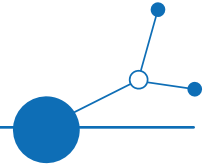




Action plan for improving accessibility of tourism in the transborder region (CZ, AT)



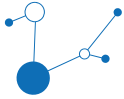
February 2026





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1. Introduction and scope of the Action Plan

This deliverable presents **two regional Action Plans** developed within of the CE-Spaces4All project, covering the pilot regions of:

- **Lower Austria Weinviertel (Austria),**
- **Southern Moravia Znojmo region (Czech Republic).**

This Action Plan operationalises the CE-Spaces4All Joint Strategy at local, regional or national level. It translates the strategic objectives, priorities, and recommendations of the Joint Strategy into concrete, region-specific actions for improving the accessibility of tourism. The overall aim of the activity is to build future new partnerships and prepare follow-up projects for long term cooperation of cross sectoral stakeholders in the 2 project regions for further joint development of accessible tourism.

The Action Plan builds explicitly on the barriers identified within the CE-Spaces4All project (Accessibility Catalogue).

Optimally, the Action Plan should be taken up by PPs and APs and integrated into municipal, regional and national-level strategic documents.

The Action Plans were developed through a participatory, bottom-up process:

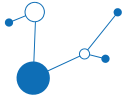
- persons with disabilities and their representative organisations,
- local and regional authorities,
- tourism organisations and service providers,
- development agencies and sectoral stakeholders.

The participatory methodology was designed to ensure that Action Plans are grounded in real needs, local capacities, and institutional responsibilities. The process combined structured stakeholder workshops, targeted consultations with persons with disabilities and service providers, and interactive feedback loops to co-design measures that are both inclusive and implementable. By aligning lived experience with policy and planning perspectives, the methodology aimed to translate accessibility principles into concrete, territorially adapted actions.

This approach ensures:

- meaningful involvement of PWD as **drivers of change**,
- cross-sectoral integration of accessibility into **territorial development planning**, and
- strengthened **multi-level and cross-border governance**.

The Action Plan provides a **practical roadmap** for integrating accessibility into tourism and territorial development in the Lower Austria Weinviertel - Southern Moravia cross border region. By strengthening governance, fostering inclusive participation, and leveraging tourism as a driver of accessibility investments, the Action Plans contributes to **balanced, sustainable, and inclusive development** of Central European rural border regions.



2. List of Actions

2.1. Austria

Name of the action

Training for tourism providers on how to provide accessibility information.

Description of the action

Educating tourism providers, explaining how and why to create an Accessibility Guide - a summary of essential accessibility information.

Main target group(s)

- Tourism providers,
- Destination Tourism Management Organizations,
- Regional Tourism Management Organization,
- National Tourism Management Organization
- Organizations of persons with disabilities and persons with disabilities.

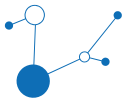
Related barrier(s)

- SOFT barriers - lack of publishing information about accessibility on tourism provider websites (source: [Web Accessibility Viewer](#)),
- Informational barriers related to real customer needs

Related pilot action / lesson learned

There is a clear need for reliable and easy-to-understand information on the accessibility of tourism facilities for persons with disabilities. Today, most travellers research destinations on providers' websites before visiting. However, tourism providers are often not aware of the specific accessibility information that persons with disabilities need to plan their trips effectively. As a result, many tourism facilities do not provide sufficient accessibility information online.

As part of the project, an online webinar was developed explaining, step by step, the reasons and benefits of creating and publishing an Accessibility Guide. It also introduces the individual sections of the Accessibility Guide and shows tourism providers how to create it independently and free of charge using the Accessibility Information Toolkit for Service Providers (see next action).



Stakeholders involved

Lead organisation:

- Weinviertel Tourismus GmbH., reg. assoc. - webinars published on the project [YouTube](#) and Accessibility Guides on website [Weinviertel Tourismus](#)

Supporting stakeholders:

- Tourism providers,
- RetzRegion (Retzerland)
- City of Retz - Committee for Culture and Tourism,
- Tourism Authority Low Austria and other regional tourism management organizations in the Austria
- Niederösterreich Werbung,
- ÖZIV, reg. assoc.
- Bildung hat Wert, reg. assoc.

Alignment with existing strategies and policies

- Spaces4All Joint Strategy - Territorial planning for accessible tourism in rural regions of central Europe
- Convention on the Rights of Persons with Disabilities
- Strategy for the rights of persons with disabilities 2021-2030
- European Accessibility Act
- Transition pathway for tourism
- European agenda for tourism 2030

Timeframe

Short term (2026): Use of existing training materials developed in the Spaces4All project and dissemination across the country.

Long term (from 2027 onwards): Update educational materials in line with current needs and any changes in the system for collecting and publishing accessibility data in tourism.

Estimated cost

Low - use of existing educational materials developed within the project.



Potential funding sources

- Municipal/regional/national tourism budgets,
- Interreg and other EU cooperation programmes (as follow-up projects).

Expected impacts

- Increased ability for persons with disabilities to plan visits independently,
- Reduced “surprises on site” and complaints,
- Improved provider competence and consistent service quality,
- Stronger regional reputation and market reach for accessible tourism.

Monitoring and evaluation

- # providers trained,
- # published Accessibility Guides,
- Persons with disabilities user satisfaction score (survey),
- Website analytics: visits/clicks on accessibility info.

Name of the action

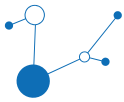
Establishment of a governance and monitoring framework for accessible tourisms

Description of the action

Improve the way accessible tourism is planned, coordinated, and managed. It builds on outcomes from the Spaces4All project, including the Web Accessibility Viewer and related pilot activities, and aims to embed accessibility more firmly into the frameworks guiding tourism development in Austria.

Key activities include:

- Setting up a national training programme for accessible tourism,
- Creating, testing and adapting accessibility indicators in tourism,
- Embedding accessibility aspects in national tourism planning processes,
- Introducing Accessibility Consultants to ensure the implementation of accessibility principles at all levels of public administration,
- Development of follow-up initiatives and project proposals drawing on the results of Spaces4All project.



Main target group(s)

- National, regional and local authorities,
- National Tourism Management Organization (Niederösterreich Werbung),
- Regional Tourism Management Organization,
- Destination Tourism Management Organizations,
- Tourism service providers,
- Organizations of persons with disabilities.

Related barrier(s)

- Information-related and physical barriers,
- Attitudinal barriers,
- Weaknesses in governance and coordination structures,
- Lack of data on accessibility,
- Insufficient number of staff trained in barrier-free building design.

Related pilot action / lesson learned

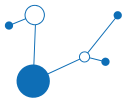
Experience from the Spaces4All project shows that there is a lack of effective coordination between different levels of administration when it comes to ensuring the accessibility of public services. As part of the project, we tested consultancy services for providers, where a trained expert (wheelchair user) advised service providers on accessibility attributes when creating the Accessibility Guides. It turned out that not only tourism service providers, but also responsible staff from municipal and regional asset management departments do not have sufficient knowledge of barrier-free built environment.

Stakeholders involved

- National/regional/local development and tourism governance structures,
- Municipalities,
- Tourism service providers,
- Organizations of persons with disabilities.

Alignment with existing strategies and policies

- Spaces4All Joint Strategy - Territorial planning for accessible tourism in rural regions of central Europe
- National and regional tourism development strategies of the Austria
- EU policies on inclusive, sustainable and accessible tourism



- Regional development and spatial planning frameworks applicable in the Austria pilot region

Timeframe

Medium to long term (2026 - 2030)

Estimated cost

Low - medium. The main expenses are associated with coordination activities, capacity-building measures, expert input, and stakeholder engagement, rather than with infrastructure investments.

Potential funding sources

- regional and national public funding
- Interreg and other EU cooperation programmes (as follow-up projects).

Expected impacts

- Stronger governance and coordination of accessible tourism across national, regional, and local levels,
- More consistent integration of accessibility into tourism planning and policy frameworks,
- Improved skills and awareness among public authorities and tourism stakeholders through structured training,
- Better evidence-based decision-making thanks to the development and use of accessibility indicators.

Monitoring and evaluation

- # accessibility training programmes developed and delivered,
- # trained stakeholders,
- # institutions using Accessibility Consultants,
- Existing accessibility indicators,
- Perceived improvement in accessibility of tourism services.



2.2. Czech Republic

Name of the action

Training for tourism providers on how to provide accessibility information.

Description of the action

Educating tourism providers, explaining how and why to create an Accessibility Guide - a summary of essential accessibility information.

Main target group(s)

- Tourism providers,
- Destination Tourism Management Organizations,
- Regional Tourism Management Organization,
- National Tourism Management Organization (CzechTourism),
- Organizations of persons with disabilities and persons with disabilities.

Related barrier(s)

- SOFT barriers - lack of publishing information about accessibility on tourism provider websites (source: [Web Accessibility Viewer](#)),
- Informational barriers related to real customer needs

Related pilot action / lesson learned

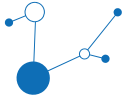
There is a clear need for reliable and easy-to-understand information on the accessibility of tourism facilities for persons with disabilities. Today, most travellers research destinations on providers' websites before visiting. However, tourism providers are often not aware of the specific accessibility information that persons with disabilities need to plan their trips effectively. As a result, many tourism facilities do not provide sufficient accessibility information online.

As part of the project, an online [webinar](#) was developed explaining, step by step, the reasons and benefits of creating and publishing an Accessibility Guide. It also introduces the individual sections of the Accessibility Guide and shows tourism providers how to create it independently and free of charge using the Accessibility Information Toolkit for Service Providers (see next action).

Stakeholders involved

Lead organisation:

- Czech paraplegic association - CZEPA, reg. assoc. - webinars published on the YouTube channel VozejkMap, operated by the Czech paraplegic association.



Supporting stakeholders:

- Tourism providers,
- ZnojmoRegion,
- City of Znojmo - Committee for Culture and Tourism,
- Tourism Authority South Moravia and other regional tourism management organizations in the Czech Republic,
- CzechTourism,
- Síť bez bariér, reg. assoc.

Alignment with existing strategies and policies

- Spaces4All Joint Strategy - Territorial planning for accessible tourism in rural regions of central Europe
- Convention on the Rights of Persons with Disabilities
- Strategy for the rights of persons with disabilities 2021-2030
- European Accessibility Act
- Transition pathway for tourism
- European agenda for tourism 2030
- Czech Act No. 424/2023 Coll., on Accessibility Requirements for Certain Products and Services (Zákon č. 424/2023 Sb. O požadavcích na přístupnost některých výrobků a služeb)
- Tourism Development Strategy of the Czech Republic 2021 - 2030 (Strategie rozvoje cestovního ruchu 2021 - 2030)

Timeframe

Short term (2026): Use of existing training materials developed in the Spaces4All project and dissemination across the country.

Long term (from 2027 onwards): Update educational materials in line with current needs and any changes in the system for collecting and publishing accessibility data in tourism. The planned national accessibility data repository might include a more user-friendly data-entry system for accessibility information collection (see below).

Estimated cost

Low - use of existing educational materials developed within the project - webinar recordings are freely available [online](#).

Potential funding sources

- Municipal/regional/national tourism budgets,



- Interreg CZ - Sasko related project “Cestování bez bariér/Barrier-free travel” (project application approved in March 2026),
- Interreg and other EU cooperation programmes (as follow-up projects).

Expected impacts

- Increased ability for persons with disabilities to plan visits independently,
- Reduced “surprises on site” and complaints,
- Improved provider competence and consistent service quality,
- Stronger regional reputation and market reach for accessible tourism.

Monitoring and evaluation

- # providers trained,
- # published Accessibility Guides,
- Persons with disabilities user satisfaction score (survey),
- Website analytics: visits/clicks on accessibility info.

Name of the action

[Accessibility Information Toolkit for Service Providers](#)

Description of the action

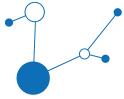
Accessibility Information Toolkit for Service Providers to support tourism providers in developing Accessibility Guides.

Main target group(s)

- Tourism providers,
- Destination Tourism Management Organizations,
- Regional Tourism Management Organization,
- National Tourism Management Organization (CzechTourism),
- Organizations of persons with disabilities.

Related barrier(s)

- SOFT barriers - lack of publishing information about accessibility on tourism provider websites (source: [Web Accessibility Viewer](#)),
- Informational barriers related to real customer needs



Related pilot action / lesson learned

Tourism service providers often do not know what information customers with disabilities need before setting out on a trip. This platform offers providers a simple guide with instructions on how to create the Accessibility Guide that contains relevant accessibility information. Experience from the project has shown that when providers have clear instructions on how to proceed, they are willing to publish the Accessibility Guide on their websites.

In the Czech Republic, there are plans to establish a national accessibility data repository that will streamline how accessibility information is collected and maintained. Unlike the current system - where service providers create an Accessibility Guide manually in a text editor in accordance with the Manuals available in the online Accessibility Information Toolkit for Service Providers - the new repository is expected to introduce a more user-friendly data-entry process. This may include selecting predefined attributes (e.g. by clicking relevant options), making it significantly easier and more efficient for providers to supply accurate information. The development of this national repository is planned as part of the Interreg CZ-Saxony co-financed project “Barrier-free travel/Cestování bez bariér” (project application approved in March 2026). The design of the new tool builds on experience gained from the Spaces4All project, with the aim of improving usability for data providers while ensuring consistency and quality of accessibility data. Once the national repository is developed within the Barrier-free travel project, the national organisation Sít' bez bariér, reg. assoc. has agreed to take it over and operate it, ensuring its nationwide use and long-term sustainability beyond the duration of the project. Czech paraplegic association is one of the key founding and driving members of this collaborative platform.

Stakeholders involved

Lead organisation:

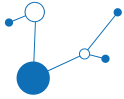
- Czech paraplegic association - CZEPA, reg. assoc. - Accessibility Information Toolkit for Service Providers hosted on the VozejkMap website, operated and maintained by the Czech paraplegic association.

Supporting stakeholders:

- Sít' bez bariér, reg. assoc.
- Tourism providers,
- ZnojmoRegion,
- Tourism Authority South Moravia and other regional tourism management organizations in the Czech Republic,
- CzechTourism,

Alignment with existing strategies and policies

- Spaces4All Joint Strategy - Territorial planning for accessible tourism in rural regions of central Europe
- Convention on the Rights of Persons with Disabilities



- Strategy for the rights of persons with disabilities 2021-2030
- European Accessibility Act
- Transition pathway for tourism
- European agenda for tourism 2030
- Czech Act No. 424/2023 Coll., on Accessibility Requirements for Certain Products and Services (Zákon č. 424/2023 Sb. O požadavcích na přístupnost některých výrobků a služeb)
- Tourism Development Strategy of the Czech Republic 2021 - 2030 (Strategie rozvoje cestovního ruchu 2021 - 2030)

Timeframe

Short term (2026): Use of existing toolkit and disseminating it across the country.

Long term (from 2027 onwards): Once a national accessibility data repository is established in the Czech Republic, the plan is to simplify the creation of Accessibility Guides. The repository is expected to include a “data entry tool” - a simple interface that allows providers to select accessibility features, upload photos, and add descriptions. This information would then be automatically compiled into an Accessibility Guide, which providers could easily embed on their websites via a link.

Estimated cost

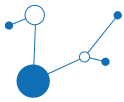
Low-medium: Use of existing toolkit developed within the project. Planned Czech national accessibility data repository with user-friendly data-entry tool co-financed by Interreg Czech Republic-Saxony and Disway, reg. assoc.

Potential funding sources

- Regional and national public funding - grand applications via Czech paraplegic association - CZEPA, reg. assoc., and/or Síť bez bariér, reg. assoc.
- Interreg CZ - Sasko related project “Cestování bez bariér/Barrier-free travel” (project application approved in March 2026),
- Interreg and other EU cooperation programmes (as follow-up projects).

Expected impacts

- Improved clarity and communication of accessibility information in tourism,
- Increased credibility and professionalism through transparent, structured information,
- Increased ability for persons with disabilities to plan visits independently,
- Improved provider competence and consistent service quality,
- Stronger regional reputation and market reach for accessible tourism.



Monitoring and evaluation

- Website analytics: visits/clicks on Toolkit,
- # published Accessibility Guides,
- Persons with disabilities user satisfaction score (survey),

Name of the action

Establishment of a governance and monitoring framework for accessible tourism

Description of the action

Improve the way accessible tourism is planned, coordinated, and managed. It builds on outcomes from the Spaces4All project, including the Web Accessibility Viewer and related pilot activities, and aims to embed accessibility more firmly into the frameworks guiding tourism development in the Czech Republic.

Key activities include:

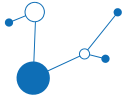
- Setting up a national training programme for accessible tourism,
- Creating, testing and adapting accessibility indicators in tourism,
- Embedding accessibility aspects in national tourism planning processes,
- Introducing Accessibility Consultants to ensure the implementation of accessibility principles at all levels of public administration,
- Development of follow-up initiatives and project proposals drawing on the results of Spaces4All project.

Main target group(s)

- National, regional and local authorities,
- National Tourism Management Organization (CzechTourism),
- Regional Tourism Management Organization,
- Destination Tourism Management Organizations,
- Tourism service providers,
- Organizations of persons with disabilities.

Related barrier(s)

- Information-related and physical barriers,
- Attitudinal barriers,
- Weaknesses in governance and coordination structures,
- Lack of data on accessibility,



- Insufficient number of staff trained in barrier-free building design.

Related pilot action / lesson learned

Experience from the Spaces4All project shows that there is a lack of effective coordination between different levels of administration when it comes to ensuring the accessibility of public services. As part of the project, we tested consultancy services for providers, where a trained expert (wheelchair user) advised service providers on accessibility attributes when creating the Accessibility Guides. It turned out that not only tourism service providers, but also responsible staff from municipal and regional asset management departments do not have sufficient knowledge of barrier-free built environment.

Stakeholders involved

- National/regional/local development and tourism governance structures,
- Municipalities,
- Tourism service providers,
- Organizations of persons with disabilities.

Alignment with existing strategies and policies

- Spaces4All Joint Strategy - Territorial planning for accessible tourism in rural regions of central Europe
- National and regional tourism development strategies of the Czech Republic
- EU policies on inclusive, sustainable and accessible tourism
- Regional development and spatial planning frameworks applicable in the Czech pilot region

Timeframe

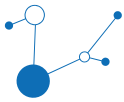
Medium to long term (2026 - 2030)

Estimated cost

Low - medium. The main expenses are associated with coordination activities, capacity-building measures, expert input, and stakeholder engagement, rather than with infrastructure investments.

Potential funding sources

- regional and national public funding
- Interreg and other EU cooperation programmes (as follow-up projects).



Expected impacts

- Stronger governance and coordination of accessible tourism across national, regional, and local levels,
- More consistent integration of accessibility into tourism planning and policy frameworks,
- Improved skills and awareness among public authorities and tourism stakeholders through structured training,
- Better evidence-based decision-making thanks to the development and use of accessibility indicators.

Monitoring and evaluation

- # accessibility training programmes developed and delivered,
- # trained stakeholders,
- # institutions using Accessibility Consultants,
- Existing accessibility indicators,
- Perceived improvement in accessibility of tourism services.

3. Integration of results

To ensure the Action Plans continue to deliver value after the project concludes, this chapter outlines strategies for long-term collaboration. The recommended approaches below focus on promoting mutual learning and harmonizing efforts to improve accessible tourism in the cross-border pilot region.

3.1. Common priorities across regions and expected impact

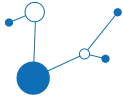
By combining methodology development, pilot testing, education, consultation, and awareness-raising, the project created a solid base for a sustainable cross-border accessible tourism. Joint cross-border project activities were the basis for the following **future initiatives**:

A joint cross-border standardised format for publishing accessibility information for customers with disabilities

Use of the Accessibility Guides as a framework for publishing accessibility information across Czech and Austrian border regions (Znojmo - Weinviertel).

Key outcomes:

- Harmonised structure of the Accessibility Guide based on the type of tourism, facility: accommodation, gastronomy, tourist attractions,
- Standardised accessibility attributes for persons with reduced mobility and visual impairment that are included in the Accessibility Guide,



- Unified Accessibility Guide web icon for consistent online presentation,
- Replicable model adaptable to other disability groups and regions.

Cross-border impact:

- Ensures consistency and comparability of accessibility information across borders,
- Builds trust and predictability for visitors travelling between Czechia and Austria,
- Establishes a shared standard aligned with broader European accessibility practices.

Support tourism providers in publishing accessibility information

Training tourism providers on how to develop Accessibility Guides, e.g. using and build on the tools developed in the Spaces4All project.

Key outcomes:

- Contribution to a more inclusive and competitive tourism destination,
- Greater alignment with accessibility standards and best practices in accessible tourism,
- Better compliance with legal and tourism policy requirements,
- Increased trust and confidence among travellers with disabilities,
- Improved quality and consistency of accessibility information.

Cross-border impact:

- Promotes the region as a joint accessible tourism destination,
- Encourages longer stays and cross-border visitor flows,
- Reduces informational barriers for persons with disabilities travelling between both countries.

Capacity building and knowledge transfer

Improving accessibility relies on knowledge, effective communication, and the ability to collaborate. Ongoing sharing of training methods and tools can help maintain a consistent quality of services across the cross-border region.

Key outcomes:

- Stronger knowledge and skills among stakeholders,
- More consistent and higher-quality services across the cross-border region,
- Progress toward a more inclusive and competitive regional tourism offer
- Increased collaboration and exchange between stakeholders on both sides of the border.



Cross-border impact:

- Greater cross-border cohesion and cooperation in tourism development,
- Increased number of visitors with disabilities in the rural cross-border region,
- Reduced inequalities in access to tourism experiences,
- Stronger reputation of the region as an accessible destination.

3.2. Long-term cooperation and follow-up actions

Building on the joint cross-border activities, several follow-up initiatives can help ensure that the project results remain active, relevant, and impactful over time. These initiatives focus on sustaining collaboration, expanding the use of developed tools, and continuously improving the quality of accessible tourism services in the region.

Continuous development and maintenance of the Accessibility Guides

Partners can jointly ensure the regular updating and expansion of Accessibility Guides across the region. This includes refining accessibility attributes and extending the methodology to cover additional types of disabilities. A shared responsibility model can help maintain consistency while allowing for regional adaptation.

Ongoing training and support for tourism providers

Regular training activities - such as webinars, workshops, and peer-learning sessions - can be organized to support both new and existing providers. This ensures that knowledge remains up to date and that more stakeholders are equipped to publish high-quality accessibility information. Refresher sessions can also help maintain standards over time.

Cross-border knowledge exchange platform

Establishing a structured platform for sharing experiences, tools, and good practices can strengthen cooperation between stakeholders. This could take the form of regular meetings, an online community, or joint working groups focused on specific topics such as digital accessibility or inclusive customer service.

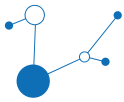
Partners may organise occasional cross-border meetings (for example once per year or aligned with existing events) to:

- review progress,
- share encountered barriers,
- exchange tested solutions.

These meetings could remain informal and rotate among regions.

Joint promotion of accessible tourism

Partners can collaborate on marketing and communication activities that present the region as a unified accessible tourism destination. This may include joint campaigns, shared branding, and



coordinated participation in tourism fairs or events, highlighting the availability of reliable accessibility information.

Monitoring, evaluation, and quality assurance

A joint mechanism for monitoring the quality and use of Accessibility Guides can support continuous improvement. Collecting feedback from users, including persons with disabilities, can help identify gaps and guide future updates. Periodic evaluations can ensure that agreed standards are consistently applied across the region.

Expansion to new regions and stakeholders

The established approach can be gradually extended beyond the pilot area to include additional regions and partners. This scaling-up can strengthen the overall impact and contribute to wider harmonisation of accessibility practices at national and European levels.

Integration into regional and national tourism strategies

To ensure long-term sustainability, project results can be embedded into existing tourism policies and development plans.

Preparation of follow-up projects

Co-financing:	Interreg Czechia-Saxony 2021-2027
Priority:	3 - Education, culture and tourism
Project name:	“Cestování bez bariér/Barrier-free travel”
Project application:	Approved March 2026
Project territory:	Ústí and Liberec Region (CZ), Bautzen and Görlitz District (DE)
Project partners:	Disway, reg. assoc., Technical University Liberec, Marketing-Gesellschaft Oberlausitz-Niederschlesien mbH, Tourismuszentrum Naturpark Zittauer Gebirge GmbH, Windmühle Seifhennersdorf e.V., Naturschutzzentrum Zittauer Gebirge gGmbH, Kurort Jonsdorf

Creation of a cross-border pilot region in tourism focused on ensuring accessibility for tourists with disabilities, including educational activities, and the development of a national accessibility data repository that would enable tourism providers to easily enter accessibility information and create the Accessibility Guides publishable online.

Co-financing:	Interreg Austria - Czechia
Priority:	4 - Cross-border governance
Project name:	“Accessibility 4 All”
Project application:	September 2026
Project territory:	Czech regions - South Moravia, Vysočina, South Bohemia, Austria - Upper and Lower Austria.
Project partners:	Czech Environmental Information Agency (CENIA), Sít' bez bariér, z.s., Weinviertel Tourism, Euroregion Pomoraví, Tut Gut, BhW Niederösterreich, Österreichischer Behindertenrat

The project aims to improve governance of accessibility principles in a cross-border Czech Austrian regions by creating a joint knowledge base, adopting closer cross-sector cooperation, and



enhancing communication and PR through campaigns, podcasts, and outreach to municipalities and service providers. It seeks to develop barrier-free online tools, introduce a “Travel for All” brand to promote accessibility as a competitive advantage, and systematically share best practices from EU pilot regions.