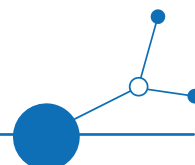


Report on jointly implemented pilot action in Polish pilot area



Period 5

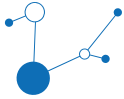
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1. Introduction

The pilot action was implemented in the Podkarpackie Region in south-eastern Poland as part of the CE-Spaces4All project. The region is characterised by many cultural heritage sites located in rural and small-town areas, including museums, historical buildings and traditional craft centres. While these sites play an important role in regional tourism, many of them face accessibility challenges resulting from historical building structures, conservation requirements and limited possibilities for removing architectural barriers.

To address these territorial challenges, the pilot action tested practical and transferable solutions aimed at improving access to cultural heritage for people with disabilities without affecting the historical character of the sites. The pilot combined innovative digital technologies with organisational solutions that can be replicated by other cultural institutions facing similar accessibility constraints.

The pilot included the production and implementation of immersive 360° VR films at the Castle Museum in Łańcut and the Pottery Centre in Medynia Głogowska, allowing visitors to experience areas that remain physically inaccessible. In addition, a Tour Guide System was introduced at the Ulma Family Museum in Markowa to improve access to guided tours for visitors with hearing impairments. The pilot also included stakeholder consultations, testing of the implemented solutions with people with disabilities and awareness-raising activities supporting the long-term use and promotion of the new accessibility services.

Although the pilot action was implemented in the Podkarpackie Region, it was jointly designed, discussed and evaluated within the CE-Spaces4All partnership. Project partners exchanged experiences, discussed pilot concepts during transnational meetings and study visits, and shared good practices related to accessible tourism. This cooperation supported the design of the Polish pilot while allowing the tested solutions and experiences to contribute to the wider exchange of knowledge among the participating regions.



2. Pilot action implementation

2.1. Summary of pilot implementation plan

Activities undertaken by the RRDA project team at the end of 2024 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 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. Pilot action implementation

All activities within the pilot action were successfully completed. Following stakeholder consultations and co-design workshops, the required equipment was procured and implemented at the participating cultural institutions. Four immersive 360° films were produced and integrated into VR goggles for use at the Castle Museum in Łańcut and the Pottery Centre in Medynia Głogowska, while the Tour Guide System was introduced at the Ulma Family Museum in Markowa. The solutions were tested with people with disabilities and validated through user feedback before becoming part of the regular visitor offer.



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



3. Awareness raising activities

Awareness-raising activities accompanied the implementation of the pilot action and supported stakeholder engagement, testing of the developed solutions and dissemination of accessible tourism practices within the Podkarpackie Region.

Date, place	Topic, title	Stakeholders involved
25 October 2024 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 2024 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 2024 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

3.1. Event summaries

3.1.1. 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 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.

3.1.2. 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 were 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 Łańcut 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 - the project partner - and local partners: employees of the Łańcut 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.

3.1.3. Testing VR goggles by persons with disabilities

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 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 Łańcut 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 and lessons learned

Conclusions from the pilot project



The pilot project carried out as part of the CE-Spaces4All project provided several 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 significant. 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 increased accessibility but also constituted 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. The official handover of the equipment was accompanied by promotional activities, including publications in local media, news portals and official communication channels of the project partners. These activities increased the visibility of the initiative, promoted the newly introduced accessibility services and contributed to raising public awareness of accessible tourism in the Podkarpackie Region.

Implemented solutions and results

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:

- Łańcut 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 showed the work of a craftsman and the firing of ceramics in a traditional kiln. This allowed 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.

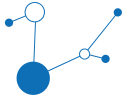
All implemented solutions are currently actively used by visitors with disabilities, and the feedback collected by the staff of the institutions was overwhelmingly positive. These tools not only increased the accessibility of museums, but also constitute an important element of their offer, building 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. The official handover of the equipment and the accompanying promotional campaign generated additional visibility for the pilot action through local media, radio, news portals and the communication channels of the Marshal's Office of the Podkarpackie Region. These activities further promoted the implemented accessibility solutions and increased public awareness of the importance of accessible tourism.

Recommendations for future strategic planning

Based on pilot experiences, it will be possible to:

- Include VR solutions as a tool for accessibility planning: The CE-Spaces4All Joint 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 CE-Spaces4All 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.



5. Final dissemination and follow-up activities

These activities were implemented by the end of August 2025:

5.1. Poland

5.1.1. Official handover of equipment purchased as part of the CE-Spaces4All project

Although all the digital equipment purchased as part of the pilot activities was handed over to stakeholders and has been used on a daily basis by tourists with disabilities, the project team of the Rzeszów Regional Development Agency decided to organize a formal, official handover to the cultural institutions participating in the CE-Spaces4All project: the Museum - Castle in Łańcut, 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 Łańcut. The equipment was officially handed over by the RRDA President of the Board 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 was 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 was 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. Jarosińska-Jedynak 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.



5.1.2. Promotion of accessibility equipment and services as part of the CE-Spaces4All project

One of the final 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 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.