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# Multiplier Event

## Local Engagement: The Key Role of Public Space Managers

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# Engagement Experiences in Italy, Spain & Romania

Why is it important to involve Business Users?

- **Social and cultural accessibility**  
Public venues are essential spaces for socialization and cultural participation. Making them inclusive promotes the full integration of people with intellectual disabilities into everyday community life.
- **Promoting dignity and autonomy**  
A welcoming and understanding environment allows people with intellectual disabilities to have positive experiences independently, boosting self-esteem and well-being.
- **Creating a local support network and becoming a trusted point of reference for families**  
Managers can become safe and reliable points of contact for people with intellectual disabilities and their families, helping to build a more cohesive and supportive community.

# Engagement Experiences in Italy, Spain & Romania

**BUs, involved in three activities:**

- **Co-creation+Validation sessions**
- **Pilot Actions**

## **Engagement Goals**

- **Design training tools that are practical and easy for Business Users**
- **Validate the MOOC & support the diffusion of the MI 3.0 APP**
- **Promote a “culture” of inclusion of people with intellectual disabilities in public spaces**

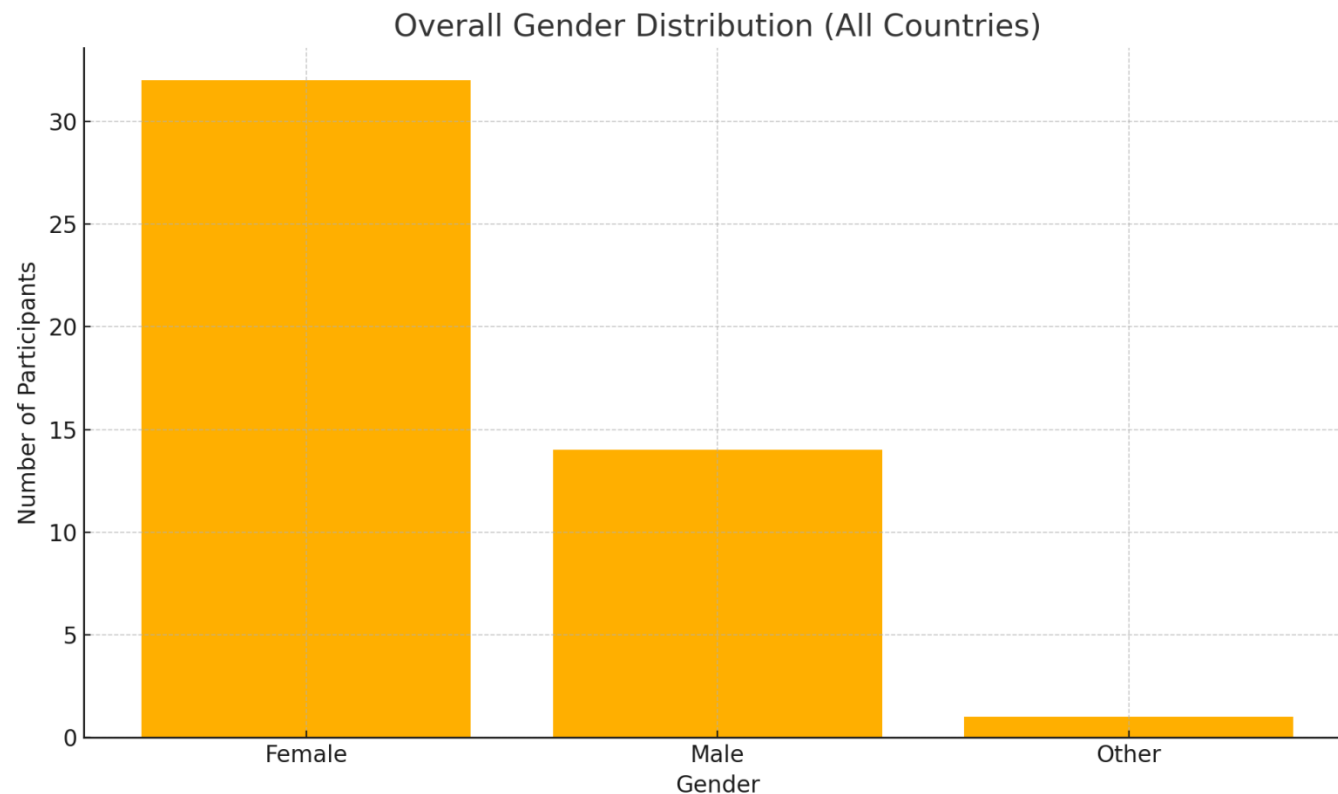
# Engagement Experiences in Italy, Spain & Romania

## Co-creation sessions, the Italian Experience

- ❖ Decision to organize online sessions to facilitate BUs participation
- ❖ Two co-creation sessions (~1.5 hours each)
- ❖ Focused on facilitation and understanding companies' training needs
- ❖ Explored learning requirements and most suitable tools/methods
- ❖ Participants: 15 people
- ❖ Company types involved: list includes bars, restaurants, bakery...

# Engagement Experiences in Italy, Spain & Romania

## Overall Participant Snapshot

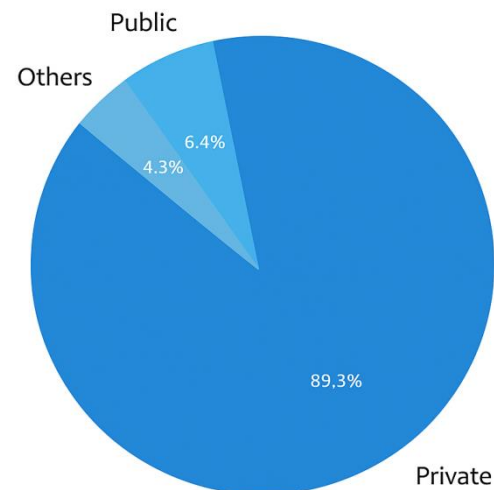


# Engagement Experiences in Italy, Spain & Romania

## Categories



## Private/public



MIND INCLUSION 3.0



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Multiplier Event, Venice, 7 of July 2025

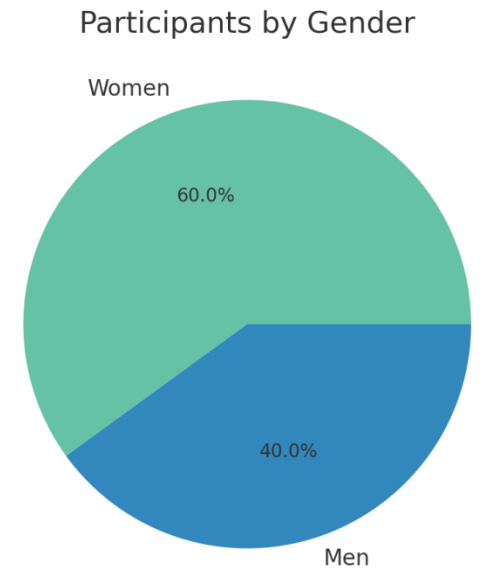
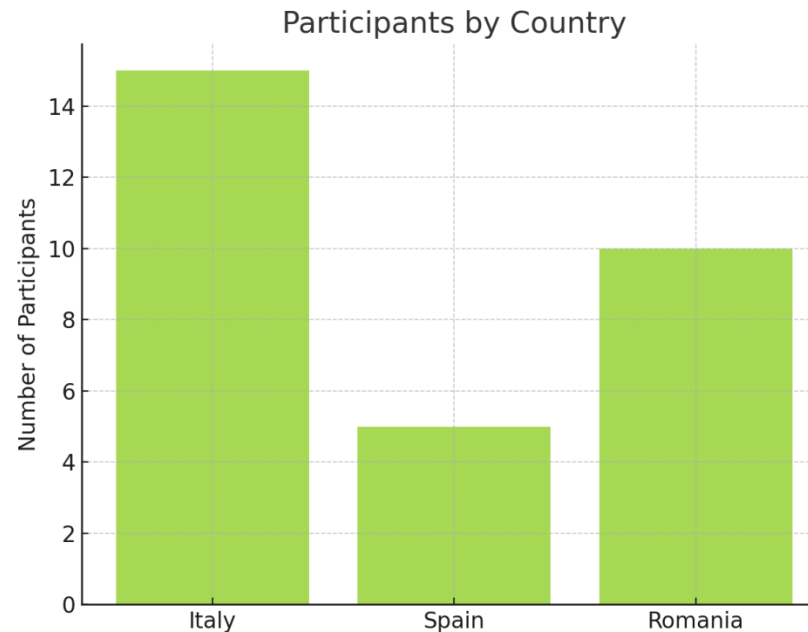
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# Engagement Experiences in Italy, Spain & Romania

**VALIDATION: Testing of the two platforms developed to host the MOOC**

## Participants:

- Italy: 15 participants;  
(10 women, 5 men)
- Spain: 5 participants;  
(3 women, 2 men)
- Romania: 10  
Participants;  
(5 women, 5 men)



# Engagement Experiences in Italy, Spain & Romania

## Pilot Action Implementation - Overview Across Three Countries

General Duration: 6-7 months, considering activities in each country

Country	Participants	App Registrations	MOOC Registrations
IT Italy	20	81 (69 locations)	47
ES Spain	21	16	32
RO Romania	24	20	28



# Engagement Experiences in Italy

## Engagement Methods-Confartigianato experience

- Newsletter
- Use of social media and Mobile Phone groups
- Presentation of the project during events
- Direct contact with selected entrepreneurs to explain the project

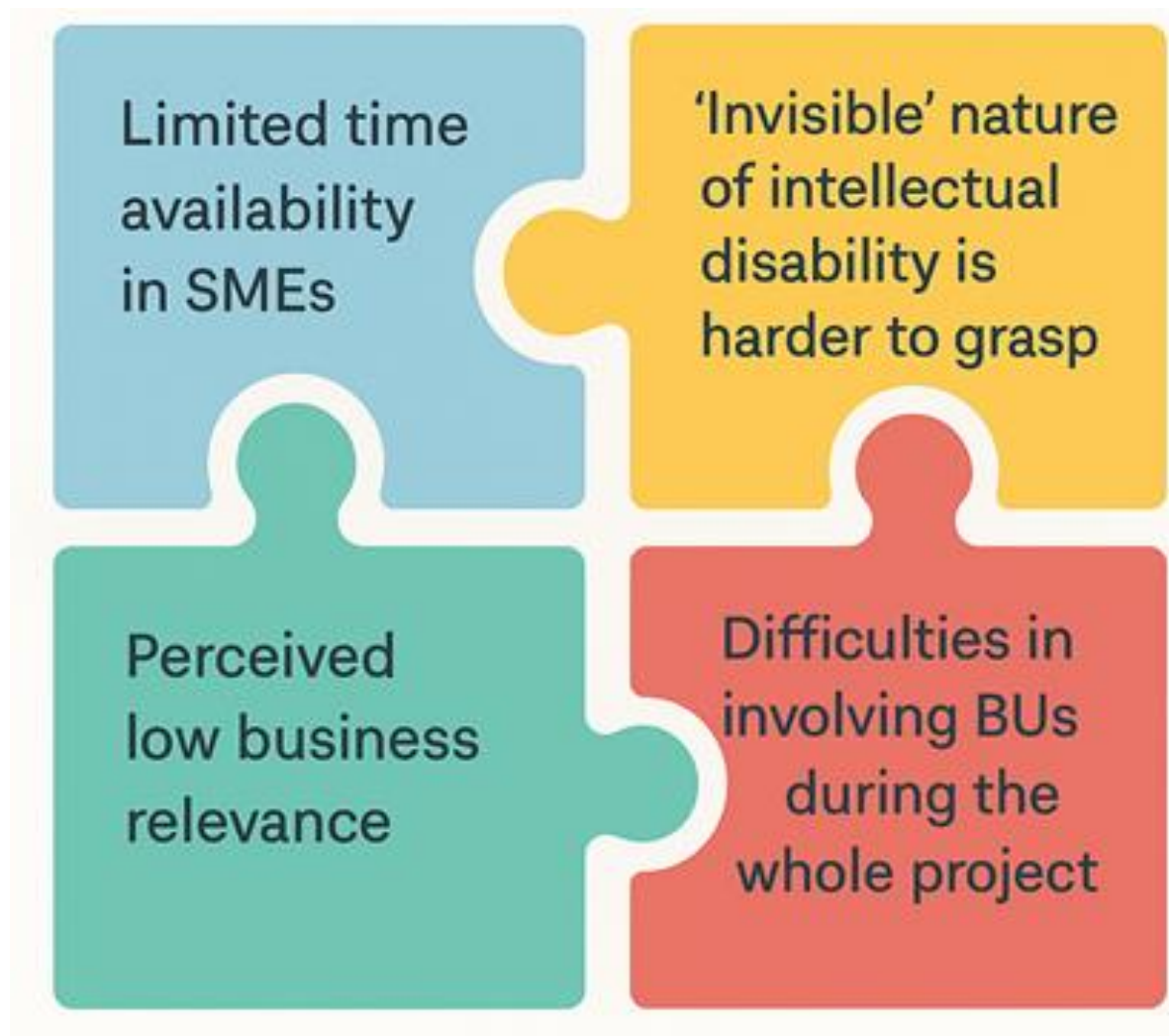
# Engagement Experiences in Italy

## Key Insights:

- Importance of knowing the local stakeholders and leveraging their characteristics;
- Most of the people involved were genuinely interested in the topic;
- Co-creation, validation and pilot activities led to meaningful exchanges with business users, who always interacted actively;
- Companies involved showed strong personal motivation or past experience;

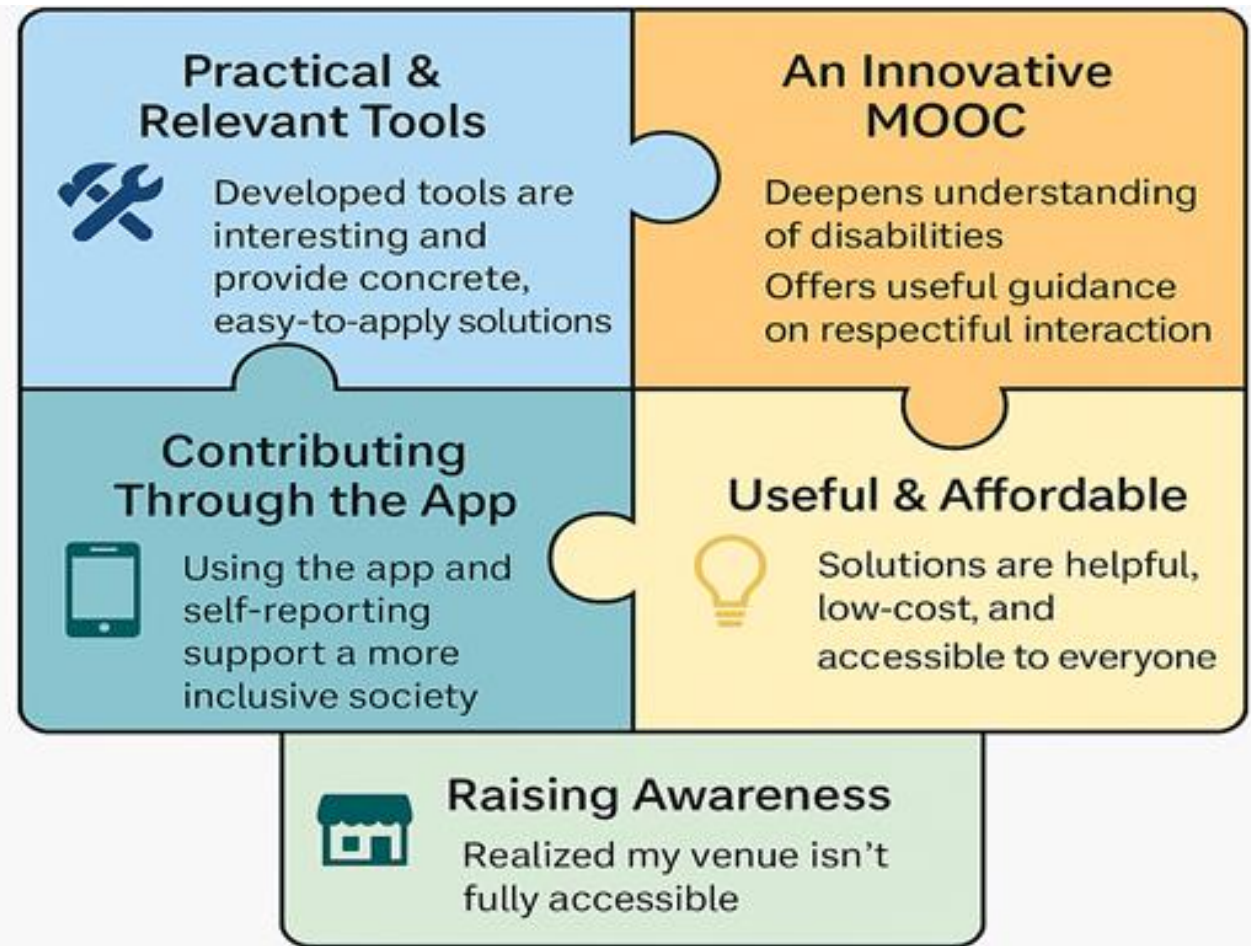
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## Key Challenges



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## Feedback and Insights from the BUs



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## Clio'experience



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## Take-Aways & Next Steps:

*“I recognize the need to find suitable and accessible venues, having personally experienced, the difficulty of visiting public places with a person with a disability”*

BU involved in the project from the beginning

**There is still a need for broad awareness-raising to highlight the value of including people with intellectual disabilities (PWID)**



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# THANK YOU!

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