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FOR IMMEDIATE RELEASE

ENAT, the European Network for Accessible Tourism non-profit association working to promote Tourism for All, and Zero Project, the global initiative working for a world free of access barriers have established a cooperation agreement to bring greater attention to policies and practices which can serve visitors with disabilities and other travellers with specific access requirements.

In practical terms, the partners will develop a framework for gathering and sharing innovations and best practices in Accessible Tourism, combining the knowledge and information tools of both organisations.

ENAT curates an extensive collection of projects and good practices gathered over the past 15 years and works with a wide network of members and partners who are engaged in improving access to travel and tourism for visitors of all ages and abilities.

Zero Project has developed a global programme, database and annual conference showcasing models that improve the daily lives and legal rights of all persons with disabilities, with a strong focus on accessibility, including outstanding examples of accessible tourism practices.

The partners' recently signed Memorandum of Understanding includes making joint projects and publications on themes such as vocational training, labour inclusion of persons with disabilities in the tourism sector and promotion of each other's activities, extending outreach to tourism policy makers, businesses and non-governmental organisations around the world.

Signing the new **Memorandum of Understanding** (MoU) on behalf of Zero Project, Director Michael Fembek remarked: "For the Zero Project, accessible tourism is an important part of our work, with so many innovations being constantly developed around the whole value chain."

ENAT President, Anna Grazia Laura, welcoming the agreement, adds:

"...The accessible tourism market is worth €150 billion in Europe alone but many businesses mistakenly consider this as a 'niche' market with high outlays and little profit. In fact, good access and inclusive customer service should be everybody's business! We see that tourist destinations and suppliers who create inclusive, accessible offers are gaining more customers as a result."

Laura concludes: "We are really excited to be working with Zero Project. This is a great opportunity for bringing a fresh and innovative spirit to the tourism sector. With our cooperation agreement we aim to fulfil our mission to make all destinations accessible for everyone."

The new MoU will be formally presented to an international audience of Zero Project Awardees at the United Nations building in Vienna in February 2022 at the annual [Zero Project Conference](#).

To Editors:

The European Network for Accessible Tourism (ENAT) is a non-governmental association established under Belgian law, with the aim of promoting accessible tourism on a non-profit basis.

- ENAT's mission is to make European tourism destinations, products and services accessible to all visitors and to help promote Accessible Tourism around the world.
- ENAT seeks to further the development of accessible tourism at an international level, meaning to make travel and tourism everywhere possible, safe and comfortable for all, including people with disabilities, seniors, families with small children and others who have specific access requirements.
- ENAT members include over 250 member organisations in more than 30 countries in Europe and overseas.

The Zero Project was initiated by the Essl Foundation in 2008, with its mission centred around the implementation of the Convention on the Rights of Persons with Disabilities (CRPD) of the United Nations and its commitment to a world with zero barriers. The approach of the Zero Project is research-driven and aims to identify, curate, and share Innovative Practices and Policies as intended and encouraged by Article 32 of the UN CRPD.

The Zero Project:

- engages with a worldwide cross-sectoral network of innovators, decision-makers, and opinion leaders. More than 9,000 experts, with and without disabilities, in over 180 countries, have been actively contributing to the Zero Project in the past decades.
- researches Innovative Practices and Policies worldwide, that support people with disabilities in a four-year-cycle, the Zero Project research process focuses on one of these four topics; (1) Employment; (2) Accessibility; (3) Independent Living; and (4) Political Participation/Education.
- promotes Innovative Practices and Policies via different channels (Web Search Portal – planned for early 2022, Website, social media, annual Zero Project Report)
- organises the annual Zero Project Conference hosted within the premises of the United Nations in Vienna.

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