



OK:GO Initiative
Accessible Switzerland Association

Communication manual

Valued partner,

We are delighted by your participation in the OK:GO Initiative.

This communication manual helps you to communicate your participation in the project and spread the initiative through your channels. You can make use of the text blocks for your communication through the various channels (websites, newsletters, social media, publications, events, etc.).

Publication of the project and the visibility of the OK:GO emblem is essential for the success of the initiative in order to thus achieve a broad impact. In the future, the emblem should be recognized as a symbol for accessibility information in tourism and in the industry. Communication of accessibility should be a matter of course in the future just like the communication of opening times.

Thank you for participating in OK:GO!



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1. OK:GO emblem and images

The OK:GO emblem is used in connection with participation in the initiative for the publication of accessibility information. The emblem can be used on various background colors and is available in the file formats JPEG and EPS.

Within the context of the initiative, images are provided to the participants for any use on the communication channels.

The OK:GO emblem and some images can be found on the OK:GO website:

en.ok-go.org/mitmachen

2. Use of the OK:GO emblem

The OK:GO emblem is used in two ways.

2.1 Accessibility information

The emblem is primarily used as the symbol for accessibility information. The direct link to the ginto entry for the service provider (restaurant, hotel, mountain railway, tourist office, etc.) is established through the emblem. More information in the Participation Manual.

2.2 Communication of the OK:GO Initiative

But the OK:GO emblem should also be used for publication of the initiative. The emblem can be used in connection with communication for broad impact and awareness-raising in the industry. This requires the use of an associated text in order to explain the initiative. This can be used for numerous communication channels (newsletters, press releases, an article on the website, social media, etc.).



3. Text blocks for communication through various channels

These text blocks are used to communicate participation in the project. The text can be directly used as it is or modified. Participation can thus be communicated and the OK:GO Initiative can achieve the necessary recognition.

Website

Long version

The accessibility information for a tourism service is made available to the public through the OK:GO Initiative. The aim is to meet the individual needs of a heterogeneous society and include disabled people. In addition, target audiences which are continuing to grow, such as senior citizens and families with small children, can also be autonomous while out and about. Learn more about the initiative [here \(link to the OK:GO website\)](#).

Short version

Version 1

The OK:GO Initiative aims for every tourism service provider in Switzerland to make information about accessibility at their offering available to the public. Learn more about the initiative [here \(link to the OK:GO website\)](#).

Version 2

The OK:GO Initiative helps tourism service providers in Switzerland to gather and publish information about the accessibility of their offerings and services. This makes it easier for disabled people and senior citizens to make travel plans. Everyone benefits! Learn more about the initiative [here \(link to the OK:GO website\)](#).



Social media

The OK:GO Initiative aims for every tourism service provider in Switzerland to make information about accessibility at their offering available to the public. Disabled people and senior citizens can thus plan their trip themselves! en.ok-go.org

Aim of the OK:GO Initiative: Every tourism service provider in Switzerland makes accessibility information about their offering available to the public. en.ok-go.org

Newsletter

The Accessible Switzerland Association manages the OK:GO Initiative. Aim: Every tourism service provider in Switzerland publishes accessibility information about their offering. Disabled people and senior citizens can thus plan their trip themselves! en.ok-go.org

Tourist office screen

OK:GO Initiative by Accessible Switzerland Association: Every tourism service provider in Switzerland makes accessibility information about their offering available to the public. en.ok-go.org



4. Contacting service providers (*for destinations*)

The destinations take a disseminator role to motivate the service providers in their region to participate in the initiative. First, the tourist office is entered in ginto. Then, other service providers such as hotels, mountain railways, museums etc., are encouraged to participate. Each destination can use the channels that are suitable for them, e.g. intranet, mail delivery, newsletter.

The destinations can send the following message to the service providers in their region:

Dear Sir or Madam,

Company name is now part of the [OK:GO Initiative](#) by [Accessible Switzerland](#) Association.

The aim of the initiative is for tourist operations to provide information about the accessibility of their offerings in order to make travel planning easier for disabled people and senior citizens. OK:GO provides the necessary systems for recording and communication of this. There are no costly modifications and no need for existing accessible infrastructure.

What is new about the OK:GO approach is that all service providers can participate, even those which are “not 100% accessible” according to the conventional understanding. In general, it’s all about engagement with the topic of “inclusion for disabled people” and a self-declaration of concrete and relevant information for this target audience. The systems (recording & communication) for this are provided by OK:GO through the partner platform “[ginto](#)”.

Company name is part of the OK:GO Initiative because, on the one hand, we welcome the user-friendly approach of the idea and because, on the other, we have observed that the target audience of people with specific needs is changing and growing. This includes people in wheelchairs as well as families with strollers or older travelers. In addition, we are convinced that, in this extraordinary situation in which the tourism industry currently finds itself, this is a chance for tourism to develop other potential segments and position itself to thrive in the future.

We have chosen you because we know that sustainability is important to you and because we want to gain additional service providers for this initial phase of the pilot project.

We would like to ask you today whether you are interested in the topic and would like to learn more about it.

We look forward to hearing from you.

Yours sincerely,

First name Surname, role, company name



5. Other key information

Other opportunities for development of offerings with regard to the topic of “disabled people” can be found in collaboration with the member organizations of the Accessible Switzerland Association.

Some organizations also offer training courses for employees on dealing with disabled people. These training courses help to break down fears of contact and uncertainties in hospitality in relation to this target audience.

- **Pro Infirmis**
Point of contact for certified entry of accessibility information using the ZUERST digital platform
<https://www.proinfirmis.ch/ueber-uns/digitale-zugaenglichkeitsdaten.html>
- **Procap Reisen**
Organizes holidays for disabled people in Switzerland and abroad.
www.procap.ch
- **PluSport - Disabled Sports Switzerland**
Dedicated to disabled people and their sport.
www.plusport.ch/en/
- **Cerebral Foundation**
Has a broad offering in leisure tourism. Cerebral offers kayaking, cycling, dual ski skiing, car hire and all-terrain wheelchairs for people with a cerebral movement impairment.
www.cerebral.ch/en/
- **Denk an mich Foundation**
Facilitates holidays and relaxation stays for disabled people and their relatives.
www.denkanmich.ch

Information about design and certification for an accessible website can be found here:

- **“Access for All” Foundation**
www.access-for-all.ch/en/

Here, you can find information about the seal of approval for sustainability in the accommodation industry:

- **Ibex Fairstay**
www.ibexfairstay.ch