

COME-IN! Label for accessible museums

1. INTRODUCTION

The COME-IN! Label promotes accessibility and inclusion aiming at a museum experience for all. It is based on the COME-IN! Guidelines, including UN-CRPD and European laws.

It aims at being a **worldwide label for museums engaged in accessibility**, promoting democracy, non-discrimination and equal opportunities, as well as accessible culture and equal cultural rights for all interested people. It also promotes new ways of thinking and accessing culture through multi-sensory experiences and innovative approaches.

Furthermore, it aims at raising awareness of various dimensions of added value of inclusion as well as giving promising and reliable information for visitors with disabilities.

2. WHO MAY GET IT?

Museums may get the label.

For the COME-IN! Label, a museum is :

- *«a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.»¹ ;*
- of any size;
- anywhere in the world.



3. CRITERIA USED FOR THE EVALUATION

Following the accessibility criteria given in the COME-IN ! material **four criteria** have to be fulfilled. The Museum willing to apply for the COME-IN ! label has to demonstrate all of them, and in particular :

- **Access statement:** information on accessibility based on the service chain, that has to be provided during the application period and has to be available to the public at least on the applicant's website;
- **Consultation and interactive exchange with people with disabilities :** interaction with people with disabilities when planning activities, investments, and when organising the museum's contents (on permanent collection and/or temporary exhibitions);
- **Staff training :** all staff members to be trained on how to welcome all visitors and to organise accessible collections, exhibitions, services;
- **Willingness and commitment to invest into accessibility and inclusion - Achievements in the past and action plan for the future regarding accessibility and inclusion.**

4. WHY TO APPLY?

For a period of 5 years, the awarded museums get the following benefits:

- access to a network of museums dealing with accessibility and inclusion ;
- autorisation to use the label and its graphics;
- information on training and access to training material ;



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- networking and exchange of experiences and good practices with other museums ;
 - a better chance to get funded ;
 - promotion and visibility through the COME-IN! Communication channels ;
 - pride to be « open to all » and inner growth of their trained operators ;
 - increase of frequentation and enlargement of a wider museum public ;
 - growing image and profit.