

Bordeaux, destination for all

Presentation abstract

Bordeaux at present

In July 2014, Bordeaux obtained the State 'Destination Pour Tous' label for physical and mental disabilities, for a duration of five years

137 certified sites in the Gironde department

50 certified sites in Bordeaux

An aim to develop 8 additional sites per year within the municipality

Focus on hearing and visual impairments to obtain the Destination Pour Tous (Destination For all) label for the four disabilities in the new call for tender in 2019

An active municipal policy

A Deputy Mayor for Disability: j.solari@mairie-bordeaux.fr

A Deputy Mayor for Tourism: s.delaux@mairie-bordeaux.fr

Two Project Officers delegated to these areas

A City & Disability Council since 2000 bringing together over 60 non-profit disability organisations

A policy promoting the disabled around the theme of integration in city life, in line with work already underway

A Municipal Commission for Accessibility (CCA)

An Agenda 21 and a social project integrating municipal policy on disability

A City & Disability Charter, created in 2011, revised biennially in 2013, 2015 and latest revision in November 2017, with good practice guides signed by the Mayor.

A guideline in common with the Departmental Council: 'Bordeaux, My City'

Bordeaux city awarded

Creation of an application file (October 2010)

Bordeaux obtains the title 'Pilot City for the national "Destination Pour Tous" brand' (January 2011 to 2013) - Application file submitted on 31 December 2013

4 accessible discovery itineraries

Bordeaux became a national pilot city (2007) for the implementation of adapted discovery circuits for a clientele with special needs in an urban area.

4 itineraries were certified with the 'Tourisme et Handicap' label for physical and hearing disabilities:

- UNESCO historic centre- Palais Gallien- Botanical Garden – Bastide- The 4.5 km of left-bank quaysides

3 relief maps of historic districts

An initiative of the Bordeaux Tourist Office, in partnership with GIHP Aquitaine and UNADEV

In bronze, a figurative style, easy to read (Relief & Braille)

By local sculptor François Didier & Cyclopes metalworks in Libourne

3 districts: City Hall, Comédie and St Pierre (a 4th in progress). These tables are aimed at coach tours and primary & secondary-school pupils of the department

Cité du Vin

On 22 March 2017, Annette Masson, National President of the Tourisme & Handicaps Organisation, awarded the Brand plate for the four disabilities to the Mayor, Alain Juppé, and to Sylvie Cazes, President of the Fondation de la Culture et des Civilisations du Vin, in the presence of many representatives of the tourism sector and organisations for the disabled.

Lead speaker : Joel SOLARI

Organisation : lord mayor in charge of handicap

City (Country) : BORDEAUX(FRANCE)

Biography : Joël SOLARI, Adjoint au Maire Pour les Politiques en faveur des Personnes en situation de Handicap

Adjoint au Maire - Mairie de Bordeaux

Mars 2014 – aujourd’hui

Politique en faveur des personnes en situation de handicap

Handicap - Mairie de Bordeaux

2008 - 2014

Vice-Pdt National - Tourisme & Handicap

Mai 2001 – aujourd’hui

Président Conseil de Surveillance - Sas SYNERGIPH

Sept 1999 – aujourd’hui

Vice-Président - Association GIHP National

1997 – aujourd’hui

Gérant SARL Camping Maubuisson

1995 – aujourd’hui

2nd speaker :

Organisation :

City (Country) : ()

Biography :



World Summit on Accessible Tourism

Destinations for All

Brussels 1-2 October 2018