INNOVATIVE PRODUCTS AND SERVICES FOR
INCLUSIVE TOURISM

Technological solutions for fitness, wellness, health sectors, digital services, innovative nutrition and food models, projects related to wellness tourism.

Interreg

Co-funded by
the European Union

Italy – Croatia

ADRINCLUSIVE

in collaboration with

CLUST-ER HEALTH
SALUTE E BENESSERE

ADRINCLUSIVE

ADRINCLUSIVE is a project aiming to foster innovative, sustainable, and inclusive tourism in the Adriatic region for people with dementia and cognitive decline.

This includes:
- enhancing innovation and technology transfer,
- creating tailored services and solutions,
- establishing a network of tourist and welfare institutions to promote inclusive cross-border tourism activities.

Novigrad

Cesena

Split

Macerata

Brindisi

ADRINCLUSIVE
Products and Services catalogue

This catalogue features a selection of innovative proposals submitted by startups, companies, and organizations that responded to the ADRINCLUSIVE Project call.

The initiatives range from assistive technologies to inclusive tourism services, from artificial intelligence to the use of art as tools to enhance the inclusion of the experiences proposed by Adrinclusive.

Objective:

- highlight concrete and replicable solutions to make tourism more accessible, sustainable, and attentive to the needs of people with dementia and cognitive frailty;
- creation of a tourism ecosystem and organizational network that is genuinely welcoming and stimulating for all.

Innovative product and services for inclusive tourism ecosystems

ERIDANO COOPERATIVA SOCIALE

website: *www.cooperidano.it*

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Eridano promotes the Dementia Friendly Community as an innovative and sustainable tool for caring for people with dementia and their caregivers.

Description of activities and technology

The aim is to build a social space where people with dementia are respected, understood and supported; in which the main objective is to increase knowledge of the disease as a tool to reduce social prejudice towards patients and their families, in order to allow them to participate in community life and improve their quality of life. The scalability of the project is demonstrated by the fact that the friendly communities project is dated and already extremely widespread in Northern Europe. Sustainability is its strong point as it leverages the community and institutions, services, social but also entrepreneurial activities and anything else the community itself expresses. Furthermore, the friendly communities, through the Alzheimer Federation, are a privileged interlocutor for the experimentation of wearables and other technological and IT tools.

Social Impact

Promoting a community friendly to people with dementia means acquiring empowerment and social responsibility as transversal principles for the management of the patient and support for caregivers. This becomes an acquired asset that the community will be able to spend, with awareness and effectiveness, with respect to taking charge of other social emergencies.

INNOVATIVE ASPECTS

The innovative aspect is to shift the response to the need from the concept of service, which in the case of dementia as well as other frailties would be extremely fragmented and diversified, to that of community care which, working on the awareness and response capacity of a significant number of citizens, organizations and institutions, offers greater guarantees, also in terms of effectiveness. For this reason, also from the point of view of professionalism, in addition to project managers, psychologists and social workers in charge of the cooperative and who manage its dynamics, it draws on the large pool of professionals that the community has and in particular those in charge of public health and social services.

S.O.F.I.A. - Sostenere Ogni Famiglia In Autonomia Srl

website: *sofiaperlafamiglia.it*

S.O.F.I.A.
Sostenere Ogni
Famiglia in
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ADRINCLUSIVE

S.O.F.I.A. is an Innovative inclusive hotel, removing both physical and cognitive barriers. This hotel has limited number of rooms designed for families traveling with loved ones with dementia, featuring color-coded environments, intuitive signage, accessible bathrooms, and calming lighting.

Description of activities and technology

The inclusive hotel leverages technological innovation to enhance safety and autonomy for guests with dementia. Smart room design includes color-coded cues, adaptive lighting, and voice-assisted navigation. GPS trackers and sensor-equipped mats prevent wandering, ensuring peace of mind for families. Scalable across tourist destinations, this model taps into the growing accessible travel market. Socially, it fosters dignity and inclusion; economically, it meets rising demand for dementia-friendly services. Sustainability is key, with energy-efficient systems, eco-friendly materials, and digital solutions minimizing waste. By integrating assistive technology, staff training, and tailored activities, the hotel ensures meaningful experiences while supporting caregivers.

Social Impact

The model promotes awareness of cognitive disabilities, inspiring a more inclusive society. Affordable and scalable, it sets a new standard for dementia-friendly tourism, creating real social change.

INNOVATIVE ASPECTS

The inclusive hotel redefines accessible tourism by combining assistive technology, expert care, and a dementia-friendly environment. Smart design—color-coded spaces, adaptive lighting, intuitive signage—minimizes disorientation, while GPS trackers and sensor-equipped mats ensure safety. Highly trained staff and specialized professionals provide cognitive stimulation through tailored activities, allowing caregivers to truly relax. Families who haven't traveled in years can enjoy a stress-free, affordable seaside vacation, knowing every detail is designed for ease and security. The seamless integration of technology and human expertise creates a supportive, stimulating space where change feels natural, not overwhelming.

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GRID+

website: *www.gridplus.it*

ULISSE is an AI-powered virtual concierge designed to enhance the travel experience by providing seamless access to personalized services. It enables tourists to book restaurants, purchase tickets, explore cultural events, and interact with hosts for real-time assistance.

Description of activities and technology

ULISSE is an AI-driven virtual concierge that transforms the travel experience by providing real-time, personalized assistance. Leveraging advanced AI, geolocation, and multimodal interaction, it helps tourists access tailored recommendations, book restaurants and attractions, purchase tickets, and communicate with hosts seamlessly. It is highly scalable, designed for seamless integration with hotels, B&Bs, and short-term rentals. The market potential is vast, with growing demand for AI-driven hospitality solutions. It enhances accessibility, reduces friction in travel planning, and optimizes local business engagement. Its sustainability focus lies in reducing paper-based interactions and optimizing travel choices. Led by a team of AI researchers and industry experts, ULISSE combines scientific rigor with practical deployment, ensuring innovation and continuous improvement.
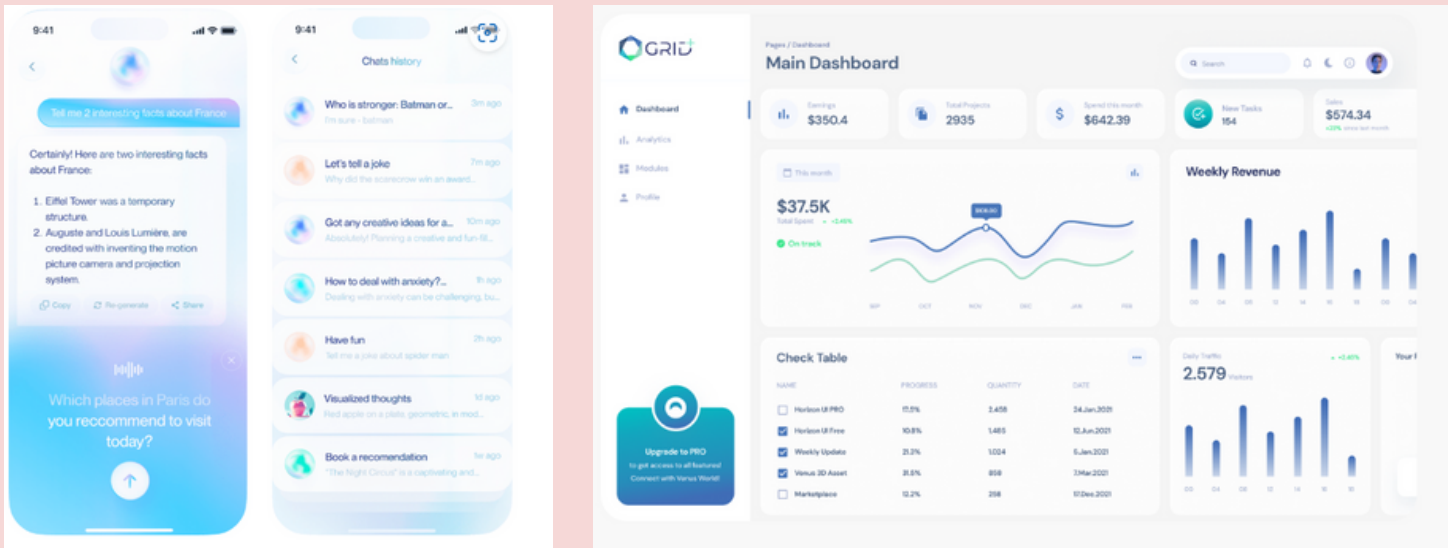
Social Impact

ULISSE enhances accessibility and inclusivity in tourism by removing language barriers and simplifying service access for all travelers, including those with disabilities or special needs.

INNOVATIVE ASPECTS

ULISSE redefines the travel experience by combining AI-driven concierge services with real-time, context-aware assistance. Unlike traditional virtual concierges, ULISSE seamlessly integrates geolocation-based recommendations, multimodal interaction, real-time environmental awareness, and smart automation. Tourists can instantly access hyper-personalized services, book experiences, control smart home devices, and communicate with hosts without friction. The innovation lies in its ability to merge conversational AI, real-time data processing, and smart hospitality features into a single, intuitive platform. ULISSE's scalability and modular design allow easy deployment across hotels, B&Bs, and short-term rentals, setting a new standard for seamless, AI-enhanced travel experiences.

INTELLICA

website: https://www.intellica.it

COOSS Marche's INTELLICA PLATFORM, is a Digital Assistive Technology, which supports people with cognitive fragility, autism and dementia, promoting autonomy, communication and social participation through innovative digital technologies.
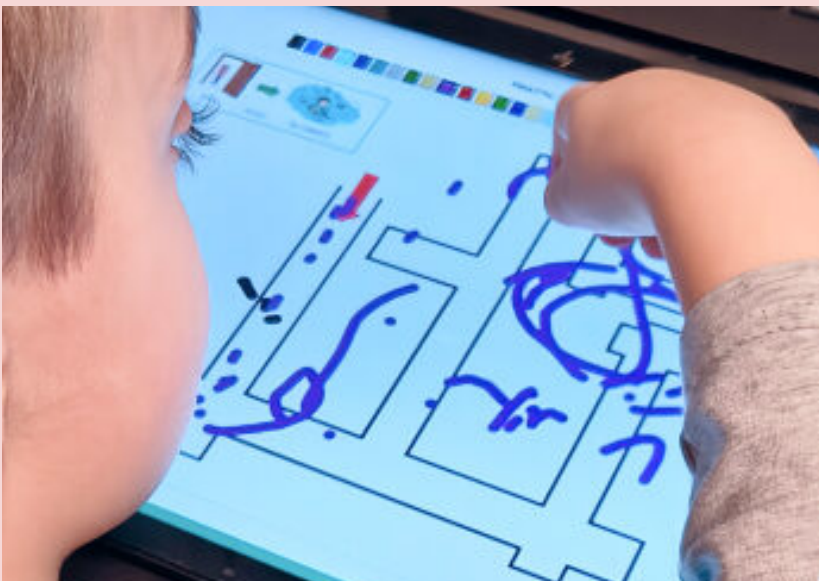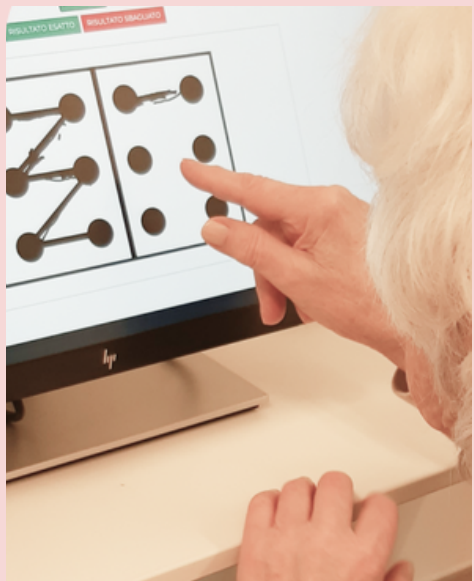
Description of activities and technology

It provides for several EXERCISES, brought together in a cognitive gymnasium and some WORK TOOLS useful for enhancing autonomy and self-determination of the beneficiaries. INTELLICA platform, based on Digital Assistive Technology, targets people with different frailties and ages. It provides a platform for educators and therapists to create personalized pathways for people with cognitive disabilities, autism spectrum disorders and dementia. It aids in the development of cognitive and communication skills and slows down skill loss. Thanks to digital technologies, exercises can be customized according to responses and time. INTELLICA is under continuous development, thanks to the feedback the team receives from users; it is active in almost 60 private services, facilities and beneficiaries and is widespread in six Italian regions.

Social Impact

The primary social impact is a highest possible level of participation by promoting all possible actions that can ensure the maintenance of a good cognitive level by which the person can feel engaged.

INNOVATIVE ASPECTS

"The main innovation is the USE of DIGITAL in CREATION and OPERATION of COGNITIVE STIMULATION PATHWAYS. T Practitioners using the platform will have the ability to record results and feedback, providing objective data to promote educational and rehabilitation work in a scientific context. Moreover, innovation lies in: INTELLICA's multiplayer mode: in fact it can be use simultaneously by multiple users with the same account, allowing individuals and facilities or services to use its features, freeing hardware from software and the purchase of multiple user licenses. INTELLICA's smart design: no installation is required, the platform is accessed through the use of credentials .INTELLICA's universal multiplatform: it can be used on any device Pc, tablet, smartphone with any operating system."

MOVE-mentis s.r.l.

website: *www.move-mentis.it*

MOVE-mentis arises from the belief that lifestyle is key to ensuring citizens enjoy good health, lead active lives, and fully engage in their communities.

Description of activities and technology

Focusing on physical activity as our area of intervention, they united researchers from the National Research Council of Italy and computer scientists from eResult srl. IT system supports postural and movement analysis, exercise planning, remote monitoring, and long-term progress tracking via advanced sensors and 3D visualization. A posture and motion visualization web app integrates with data platforms via JSON calls for 3D body movement representations. It features a real-time motion detection system using BLE sensors with low power 9-DoF IMUs. The app is scalable across healthcare, fitness, and workplace ergonomics; adaptable for clinics and gyms, as well as remote locations; and flexible based on the number/type of sensors. Its remote capabilities expand access for those unable to move daily, while low operating costs, reduced operator time, and enhanced analysis and tracking yield significant benefits for cost-effective applications.
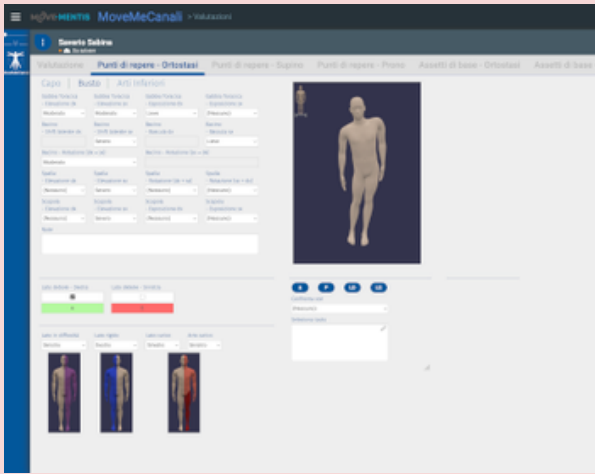
Social Impact

Its remote capabilities expand access for those unable to travel daily, reducing barriers to physical activity. Its low operating costs, optimized operator time, and advanced analysis tools improve efficiency, enabling cost-effective and high-quality applications in healthcare, fitness, and social care.

INNOVATIVE ASPECTS

The MOVE-Me system digitizes postural assessment, translating anatomical alterations into spatial representations based on physiatric and kinesiological evaluation methodologies. Its key innovation lies in formalizing biomechanical analysis within a 3D graphic environment, improving accuracy and objectivity. The system also integrates motion-tracking sensors to deliver real-time feedback, ensuring precise exercise execution aligned with personalized professional guidance. It enhances safety by detecting fatigue, cardiovascular distress, and fall risks. With its scalability, remote adaptability, and ability to optimize intervention planning, the platform represents a cutting-edge solution for professionals in healthcare, fitness, and workplace ergonomics.

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Ludotechnic

website: *www.ludotechnic.com*

Ludotechnic is a start-up that designs new hardware interfaces for digital disability support services. They have created two different teaching benches suitable for the children's group and primary and secondary school. On both it is possible to use software designed for learning deficits or for the detection of pathologies, through the use of serious games.

Description of activities and technology

Ludotechnic develops interactive teaching benches with innovative hardware and serious game software, supporting the learning process of children with cognitive difficulties. The benches can integrate advanced sensors to personalize educational experiences and analyze progress in real time. The product is scalable, suitable for schools, therapy centers, and inclusive educational environments. They can also be used to create inclusive spaces for people with cognitive disabilities in tourist centers. The social impact is significant: it facilitates inclusion and improves early diagnosis of disorders such as dyslexia and ADHD. Sustainability is ensured through recyclable materials and software updates that extend the product's lifespan. The multidisciplinary team brings together experts from various fields and collaborates with professionals in software development.

Social Impact

This approach enhances early intervention for learning disorders, improves social interactions, and supports inclusive education in schools, therapy centers, and even public spaces such as tourist facilities.

INNOVATIVE ASPECTS

Our idea focuses on designing new hardware interfaces with a different ergonomics of use to enhance software interaction and create a shared environment. The innovative aspect lies in the integration of adaptive physical interfaces that foster collaboration, engagement, and inclusivity in educational and therapeutic settings. By redefining the way assistive software is accessed and experienced, we provide a more immersive, user-friendly, and socially interactive learning environment.

GAIA

website: https://gaia.srl/about/?lang

Spinoff startup from the University of Macerata, GAIA was founded to mitigate ethical-legal risks throughout the AI lifecycle.

Description of activities and technology

In the AI era, ethic compliances are crucial. Integrating social considerations from the design phase ensures responsible use in compliance with regulations. Solutions capable of assessing ethical risks and legal compliance of Artificial Intelligence systems, ensuring their compliance with the latest standards and regulations, including at the European level, and functionality for proper management of data governance processes. Assistance and support for public and private entitiesworking in the field of developing products and services based on artificial intelligence systems. Innovative products and services with high technological value harnessing the potential of artificial intelligence and inspired by the principles of sustainable AI, for good and for society.

Social Impact

Bias and Discrimination: GAIA is committed to identifying and correcting for flaws and biases in data and algorithms that can lead to discriminatory decisions, ensuring that AI solutions are accurate and fair, and do not perpetuate existing biases.; Privacy and Data Protection; Transparency and Explainability; Human and environmental sustainability; FRIA - Fundamental Rights impact Assessment.

INNOVATIVE ASPECTS

Cloud Assessment System for AI Risk Management
We offer a platform that enables companies to effectively monitor, assess and manage the potential risks associated with their AI solutions. Ethics & Governance Consulting and Training: We offer customized training on AI ethics and governance. These events are designed to raise awareness and show what crucial aspects to consider. Ethical, social and fundamental rights impact assessment/audit: We not only analyze the technology and data used, but also focus on the goals and values it promotes, as well as whether or not it respects fundamental rights.
Ethics and Privacy by Design: We use innovative ethics by design ad privacy by design approaches such as "value-sensitive design" or "fairness" metrics, ensuring reliable technology design: robust, ethical and legal.

APS LE COMPAGNIE MALVISTE ETS

website: *www.lecompagniemalviste.org*

Teatro-a-mare is an artistic residence that brings together young people, adults and the elderly, in particular people with Alzheimer's, family members and caregivers. The project offers a "fragile" theatre workshop conducted by a team of expert artists.

Description of activities and technology

Teatro-a-mare is not a traditional residence. It's an innovative model that integrates art, care and experiential tourism. With the use of digital tools, the project expands the theatrical experience and can be replicated in different cultural and tourist contexts, responding to the growing demand for travel that combines assistance, sociality and relaxation. The format promotes social inclusion, stimulates the creativity of the elderly and reduces isolation. The initiative also creates job opportunities for artists, educators and cultural operators, generating an economic spin-off for the host locations. It promotes sustainable tourism, enhancing the territory without damaging the environment. The team of Le Compagnie Malviste has a solid experience in combining art and care, ensuring a high-quality project that can adapt to the different needs of people.

Social Impact

The model promotes awareness of cognitive disabilities, inspiring a more inclusive society. Affordable and scalable, it sets a new standard for dementia-friendly tourism, creating real social change.
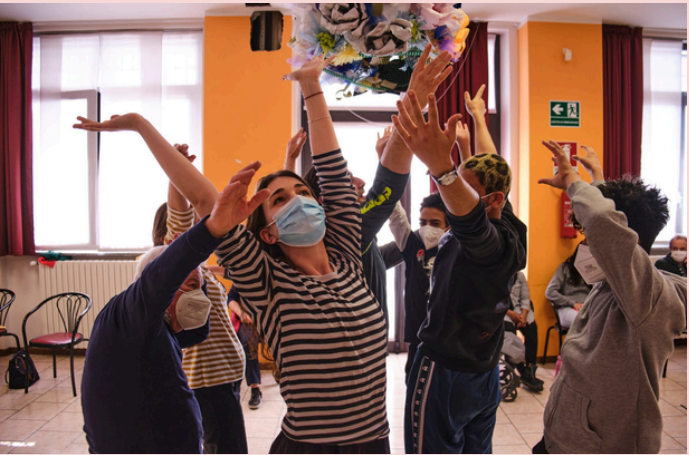
INNOVATIVE ASPECTS

The main innovations are: 1. Integration between art and care - using the Fragile Theatre, Handle with Care method, the project creates an inclusive space for people with Alzheimer's, family members and caregivers. 2. Experiential and cultural tourism - the project responds to the growing demand for tourist experiences that combine well-being, care and participation, transforming tourism into an opportunity for inclusion. . Sustainability and enhancement of the territory - it is rooted in local communities, creating a sustainable tourism model with low environmental impact.
4. Technology and theatrical languages - the use of digital technologies amplifies the theatrical experience.

Katarina Tours - Get to know your City

website: *www.historic-tours-split.com*

Croatian project about to getting to know our city of Split, as well as its area, and becoming aware of how to improve our conditions from the perspective of workers in tourism. Our team of tourist guides covers all cultural areas.

Description of activities and technology

Our team will contribute in education of citizens of city of Split and every senior interested to apply to this project. Our goal would be to include elderly people in social and cultural activities. We believe that inclusion of people with needs who are not any more so active in society is very necessary and fulfulling for everybody who wants to participate.

The walking tours (accompanied by our team of assistants) will enable seniors to learn more about the city, and workshops will give them more interactive time. We will organise free tours and workshops for seniors in order to help them understand this area, and what it really means to live in the city of such a rich history. We will blend history, economy, ecology and culture together, having unique output. The free tours are of various topics.

Social Impact

We expect the impact will be fruitful for both seniors and our team. The main satisfaction will be in the pleasure of our seniors finally getting the service and having interaction with our team members. We are looking forward to participate in this project.

INNOVATIVE ASPECTS

Working with elderly people, enabling them to have approach to thematic tours not available otherwise, giving them access to knowledge by our highly specialized touris guides. Perhaps the innpvative aspect lies in blending walking tours, history lessons, interactive approach, correlation of present trends to historic periods and service to seniors altogether.

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