

The project “Accessibility and inclusion for all to public tourism assets & services” (acronym ‘TX4ALL’, MIS code 6007137), was approved for funding within the framework of the INTERREG IPA Cross Border Cooperation Programme “Greece – North Macedonia 2021-2027” (CP CODE: 628), and is implemented under the Subsidy Contract No. 24438 which was signed on **10.10.2025** between the Managing Authority of the Programme and the Institute of National Confederation of Disabled People of Greece (IN-ESAmA), the Lead Beneficiary of the TX4ALL Project.

TX4ALL falls under the **Specific Objective** “*4.6 Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation*” of the **Priority Axis** “*3. Support and upgrade of health & social services*”.

The Project has a total budget of **€1.385.108,68** and an implementation period from **10.10.2025** to **10.10.2027** (duration 24 months).

The TX4ALL project is implemented within the framework of the Interreg VI-A IPA Programme ‘Greece – North Macedonia 2021-2027’ and is co-financed by the European Union at 80% and by national funds at 20% (EU Funds: 1.108.086,94€; National Funds: 277.021,74€).

Project Beneficiaries

The project, with the *Institute of National Confederation of Disabled People of Greece* as Lead Partner, has in total **three (3) Partners**:



Lead Partner

[Institute of National Confederation of Disabled People of Greece / IN-ESAmA](#)



[Region of Central Macedonia / RCM](#)



[Centre for development of the South-East planning region / RDC](#)

Hashtags

#GreeceNorthMacedonia #interregIPA #interreg #EUproject #HealthSocialUpgrade
#CohesionPolicy

Short description

TX4ALL - Accessibility and inclusion for all to public tourism assets & services is a cross-border initiative aimed at transforming the tourism sector into a more inclusive and accessible experience for all. Responding to persistent challenges of social exclusion and limited access, particularly for **elderly** individuals and **people with disabilities**, the project proposes a comprehensive model of **inclusive tourism development**.

The project focuses on two key regions: **Thessaloniki** in Central Macedonia, Greece, and the broader **Southeastern Planning Region** in North Macedonia, including **Strumica** and **the Doiran Lake** area. These locations will serve as focal points for physical interventions, technological upgrades and training programmes designed to ensure full accessibility to public tourism assets and services.

TX4ALL targets a wide range of **beneficiaries**. These include elderly tourists, people with disabilities or chronic conditions, and their families and companions. Additionally, tourism professionals, local businesses, public authorities, and unemployed individuals in the region are also expected to benefit, particularly through new training opportunities, capacity building, and job creation.

A major component of the project is the installation of innovative accessibility infrastructure. In Thessaloniki, over **200 smart pedestrian crossings** will be equipped with audio-enabled systems to assist visually impaired individuals. Public buildings will be fitted with **navigation systems** for users with limited mobility or vision, while new, universally **accessible signage** will be installed in tourism sites across both countries. In the Doiran Lake area, a **fully inclusive beach** will be developed, complete with adapted infrastructure and mobility support. Meanwhile, Strumica will see the introduction of **ramps, lifts and electric mobility vehicles** to enable full participation in cultural and recreational activities.

To support independent travel planning and better information dissemination, TX4ALL will conduct extensive accessibility audits and create a **multilingual Visitors Guide**. This will help tourists identify and navigate inclusive routes and points of interest before and during their visit.

Beyond infrastructure, the project places strong emphasis on **awareness** and **capacity building**. It will provide specialized training for tourism professionals to improve their understanding of accessibility needs and launch a **pilot consulting program** to support businesses entering the accessible tourism sector. These efforts are designed to foster entrepreneurship and promote **job opportunities**, particularly for people with disabilities.

Finally, TX4ALL will implement a **joint branding and international promotion strategy**, positioning the cross-border region as a leading destination for inclusive tourism. Through coordinated campaigns and digital tools, the project aims to reach emerging global markets, attract new visitor segments and extend tourism activity into lesser-known areas and off-peak seasons.

In doing so, TX4ALL not only enhances the accessibility of the tourism offer but also contributes to sustainable economic development, regional cooperation, and social inclusion across the Greece–North Macedonia border region.

The involvement/contribution of IN-ESAmA

The *Institute of National Confederation of Disabled People of Greece (IN-ESAmA)* participates as the Lead Beneficiary of the Project, based on the **Partnership Agreement** that was signed among the partners on 18.07.2025, with an approved total budget for the Institute of **€338.311,68**.

IN-ESAmA, backed-up by the [National Confederation of Disabled People in Greece](#), constitutes a strategic partner for this project as it actually brings on board the target users (through its member organisations) and state-of-the-art know-how (through its involvement and leading role in the European and international disability movement) needed for the design and implementation of various aspects and activities of the project. In other words, IN-ESAmA sets the basis for an all-inclusive cross-border development approach to realise the “co-design for all” project vision.

In TX4ALL, IN-ESAmA:

- will undertake the project leadership responsibility and will coordinate, supervise and manage the whole project, both at operational and financial levels (D1.2).
- will organize, host and chair regular meetings of the project partners (D1.3).
- will organize one (1) open conference in Thessaloniki at the early stages of the project for introducing the Project (partners, goals, objectives, work plan and expected outcomes and results) to the public and stakeholders (municipalities, culture and tourism authorities and businesses, academia, associations of disabled people, etc.) (D2.1).
- will produce and manage the development of various accessible communication and promotion material of the Project (D2.2).
- will develop an accessible communication and promotion website for the Project, in full compliance with the WCAG 2.1 guidelines, at least at AA level (D2.3).
- will be responsible for the coordination and supervision of implementation of a proper communication strategy for the Project (D2.4).
- will establish a team of experts that will work on data collection and mapping related to the accessibility conditions of the areas of interventions (Thessaloniki and Strumica/Doiran areas) and will design in detail the mobility, wayfinding, signage and navigation aids, foreseen in the project by RCM and RDC (D3.1, D3.2, D3.3, D3.4 and D3.5).
- will guide and supervise the selection and installation of all the accessibility and mobility equipment foreseen by RDC (WP4).
- will lead the project’s awareness, participation and capacity building actions in both sides of the borders, especially the trainings for businesses and professionals of the tourism sector, the implementation of the “inclusive tourism toolkit”, the organisation of the pilot consulting service for businesses and the establishment of pilot mechanisms to generate new job opportunities in fields of accessible tourism (D5.1, D5.2 and D5.3).
- will supervise the development of the joint branding and promotion activities of the project and shall foster the capitalization of the project outcomes and results (D5.4).

About the Programme

The [Interreg VI-A IPA Programme “Greece - North Macedonia 2021 – 2027”](#) is a cross-border cooperation Programme co-financed by the European Union under the Instrument for Pre-Accession Assistance (IPA III). This joint Programme empowers public authorities, private non-profit organizations and other institutions to work together on common challenges and problems, seeking for smarter solutions in the areas of Thessaloniki, Kilkis, Pella, Serres, Florina, Kozani and Vardar, Pelagonia, Southeast and Southwest. The strategy statement of the Programme is *“to enhance territorial cohesion by improving living standards and employment opportunities holding respect to the environment and by using the natural resources for tourism”*. The total budget of the Programme for the period 2021-2027 is 33.3 million €.



Figure. Map of eligible areas of the Programme

(Source: [Official website of the Programme](#))

Disclaimer: The contents of the webpage are the sole responsibility of the [Institute of National Confederation of Disabled People of Greece \(IN-ESAmA\)](#) and the TX4ALL project partners and can in no way be taken to reflect the views of the [European Union](#), the participating countries and the [Managing Authority](#).