



COME-IN!



COME-IN! Project Call for Label Application 2020

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Deadline for application submission: Tuesday 15 September 2020, 12 p.m. (midnight) CEST

Applicants need to carefully observe the criteria and obligations set by this Call before submitting their proposals. Rejection clauses will apply automatically as explained in the text.

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1. Background and Primary Objectives

The COME-IN! Label promotes accessibility and inclusion aiming at a museum experience for all. It is based on the COME-IN! Guidelines, including the United Nation-Convention on the Rights of People with Disabilities 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 the added value of inclusion as well as giving promising and reliable information to visitors with disabilities.

2. Who can apply?

Any Museum may apply for the label.

For COME-IN!, 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.

Other cultural activities, other non-cultural activities and individuals cannot apply to receive the label.

3. Submission Procedure

3.1. Format

The [Application form](#) (COME-IN! Label Call 2020 Application Form_TEMPLATE.docx) shall be downloaded from the CEI website. The language for application and communication is English. The **Application Package** to be submitted by email to the CEI-ES shall consist of:

- **Application Form in MS Word** strictly respecting the proposed format (character size, colours, paragraph structure etc. - no images nor photos are to be included in the template, but can be sent as annex)
- **PDF version of the Application** carrying the signature and stamp of the Applicant's institution on the last page

For technical reasons the Application Package shall not exceed the size limit of 6 MB

The Application Form shall be filled-in in all its parts: incomplete Applications will be automatically rejected. Any technical question or problem concerning the format of the Application Form shall be addressed in writing to comein@cei.int quoting as subject **COME- IN Label Call 2020 – Technical Info**

3.2. Deadline

Applications shall be submitted by 15 **Tuesday September 2020 12 p.m. (midnight) CEST** carrying as subject of the email **COME- IN Label Call 2020 – Name of Museum –** (to be filled-in as appropriate). Applications submitted after the established deadline will be automatically rejected.

3.3. Email Address

Applications shall be forwarded **exclusively by email** to comein@cei.int

4. Costs

The Label and its evaluation procedure are free of charge.

5. Eligibility Criteria

Following the accessibility criteria given in the COME-IN! material (Service Chain, Accessibility Matrix, Training handbook and Guidelines) 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:

A. 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.

B. Consultation and interactive exchange with people with disabilities:

Interaction with people with disabilities when planning activities, investments, and when organising the museum's contents (permanent collection and/or temporary exhibitions);

C. Staff training:

All staff members are to be trained on how to welcome all visitors and to organise accessible collections, exhibitions, services;

D. Willingness and commitment to invest into accessibility and inclusion:

Achievements in the past and action plan for the future regarding accessibility and inclusion.

6. Why 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;
- authorisation to use the label and its graphics;
- information on training and access to training material;
- 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 public;
- growing image and profit.

7. Duties

The duties of the awarded museum are:

- continuous development in improving accessibility;
- filling in the re-evaluation form every 5 years;
- fulfill the 4 criteria continuously;
- communicate the COME-IN! Label online and in publications.

8. Timeline

There will be an Annual Call for Applications:

- published and communicated on the Web (to be linked) on 15 June
- deadline for applicants to answer: 15 September
- answers to the applicants: 15 December
- awarding: 15 February

Note: The current timeline has been adapted to the exceptional conditions Europe is going through due to the Coronavirus pandemic. The second call is expected to be launched as initially foreseen in January 2021.

9. Amendments to the Call

Up to fifteen (15) days before the deadline for submission of Applications, the CEI-ES reserves the right to amend this Call for Proposals by issuing addenda and/or amendments. Any addendum or amendment will become an integral part of the Call for Proposals upon being published on the CEI website.

10. Questions

Any questions regarding the Call for Proposals shall be addressed – up to fifteen (15) days before the deadline for submission – exclusively in written form by email to comein@cei.int quoting as subject **COME-IN! Label-Call – Questions**. The Secretariat reserves the right to reply within a week's time.

11. Assessment Grids

In compliance with a criterion of full transparency and in order to help Applicants in an effective compilation of the Application Form, the assessment grids for evaluation of applications are provided below in Annex. 2 - Evaluation System.