MANUAL

January 2024

Recording and publishing accessibility information

Dear service providers,

Thank you for your interest and participation in the OK:GO initiative.

The first step is to enter the accessibility information relating to your services in the ginto app. This manual provides step-by-step instructions on how to do this.

The second step is to create a link to your organisation's accessibility information and integrate it into your website.

We look forward to working with you to make Switzerland even more accessible for everyone.

If you have any questions or comments about the OK:GO initiative, please do not hesitate to contact us: okgo@stv-fst.ch.

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Conditions of participation

The OK:GO initiative is currently supported by the Innotour tourism funding programme. Participation is free of charge for the duration of the Innotour-financed project. Companies can terminate their participation at any time; there is no cancellation period.

Companies participating in the OK:GO initiative agree to the OK:GO conditions of participation:
➔ They record accessibility information relating to their services in the registration tool.
➔ They fill in all mandatory fields in the registration tool.
➔ They publish their accessibility information (OK:GO logo and link) in a prominent place on their website.
➔ They keep their accessibility information up to date.

Swisstainable sustainability programme

OK:GO certification is recognised within the Swisstainable sustainability programme. In combination with another recognised certificate in this category, companies can apply for Level II – engaged status.

Once you have completed and published your OK:GO entry, we will be happy to issue your verification document. Simply send the link to your website displaying the OK:GO logo and link to your accessibility information to okgo@stv-fst.ch.

Pro Infirmis and OK:GO

In addition to the self-assessment with OK:GO, companies have the option of being assessed and certified by an external auditor from Pro Infirmis. The accessibility information recorded by Pro Infirmis can also entered into the ginto app.

If the accessibility information for your organisation has already been recorded by Pro Infirmis, you do not need to record it again. To participate in the OK:GO initiative, you can link the entry created by Pro Infirmis in the ginto app to your website together with the OK:GO logo. More information on the relationship between the two information recording approaches can be found in the FAQs (in german).

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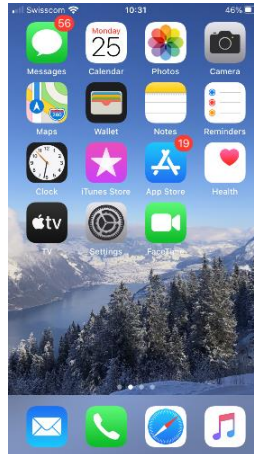
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Recording accessibility information
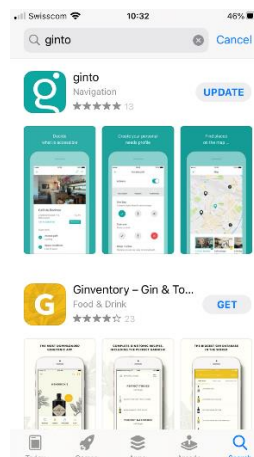## Downloading the ginto app

Download the ginto app via the App Store or Google Play Store.

1. Open the App Store or Google Play Store on your smartphone or tablet:

2. Search for "ginto" and download the app.

    Alternatively, scan the QR code to go directly to the ginto app in the App Store or Google Play Store:
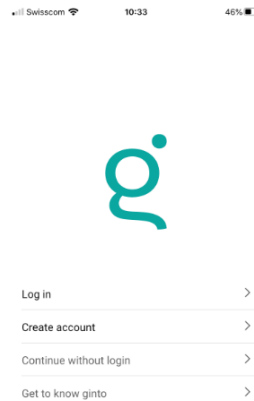
3. Once downloaded, open the ginto app. You can now start the registration process.

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Registration

Register your company in the ginto app.

1. Select "Create account".

2. Fill in the relevant fields.

Email address
We recommend using your company's general info address and not an employee's personal email address. This way, you will still have access to your entry even in the event of personnel changes.
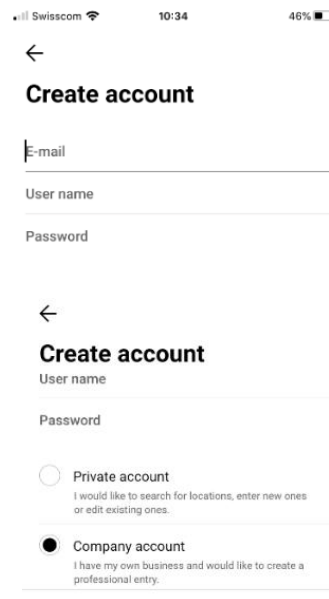→ Example: info@hotelschweizerhof.ch

Display name
Your display name should correspond to the name of your company/organisation.
→ Example: Hotel Schweizerhof

Password
You are free to choose any password you like.

→ Select "Company account".
→ Accept the terms and conditions and the licence agreement.
→ Select "Continue".

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3. Your account has been successfully created.

4. You will receive confirmation by email. Select "Start ginto" to begin the data entry process.

Welcome to ginto

You have created a company account and can now create an entry for your business or assign it to your account.

Start ginto

Creating an entry

Different entries can be entered to refer to different locations for each company account. If there are several locations and/or businesses belonging to the same company, a separate entry can be recorded for each location/business.

→ Example 1: a mountain railway company has one company account and enters a separate entry for both the mountain railway station (entry 1) and the mountain restaurant (entry 2).

→ Example 2: a hotel with a restaurant open to the public in the same building creates a separate entry for both the hotel (entry 1) and the restaurant (entry 2).
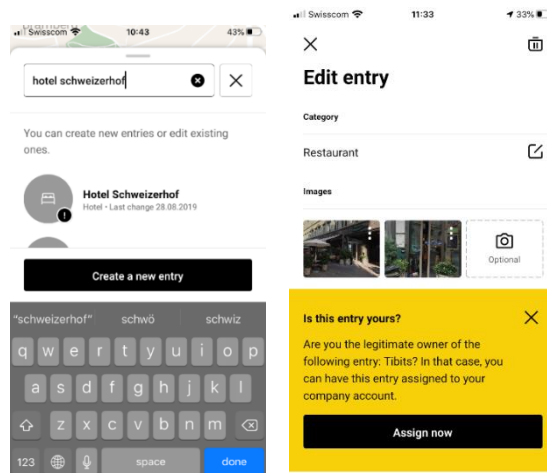
How many entries you create for which businesses and at which locations depends on the services you offer.

1. Use the search function to check whether there is already an entry for your company. If so, add it to your account. This prevents multiple entries for the same business.

    → Search for your business using the search function.
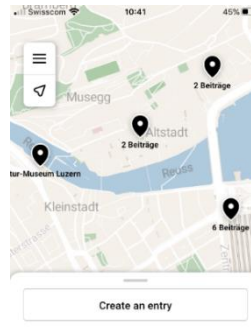   → If an entry already exists, edit it by selecting the following icon: ☑
    → You will be asked whether the entry belongs to you. By selecting "Assign now", the entry will be added to your company account.

hotel schweizerhof

You can create new entries or edit existing ones.

Hotel Schweizerhof
Hotel · Last change 28.08.2019

Create a new entry

Edit entry

Category

Restaurant

Images

Optional

Is this entry yours?

Are you the legitimate owner of the following entry: Tibits? In that case, you can have this entry assigned to your company account.

Assign now

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2. If there is no entry for your company yet, you can create a new one. Select "Create an entry"

→ A separate entry is created for each company. All entries can be created and managed via the same company account.
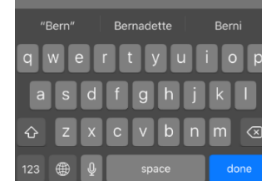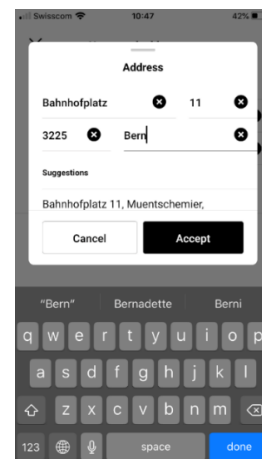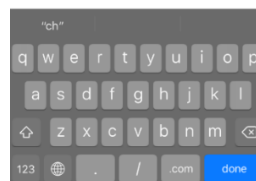
3. Select a category for your business. This simplifies the entry process. Select one category for each entry.
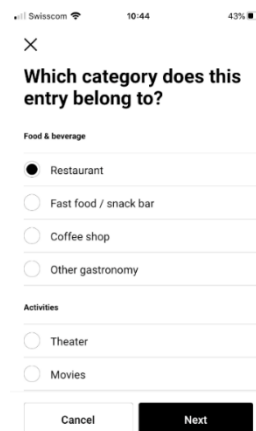
4. Enter general information about the business in "Name and addresses". To enter the address, select the following symbol: ☑

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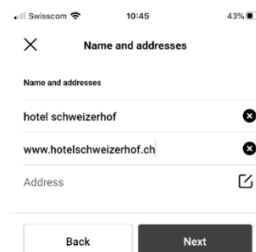
5. Add pictures of your business. These can be changed later at any time under "My entries". To select the main image, click on the three dots at the top right of your chosen image.

→ Add images that represent your business.
→ Add images that show the accessibility on site (e.g. an image of the entrance area).

6. Now you can enter the accessibility information for your business. Select "Ok".

→ **Important: enter all mandatory fields!** Otherwise, the information will be incomplete. This is the only way you can link the OK:GO logo on your website and receive the sustainability certificate.
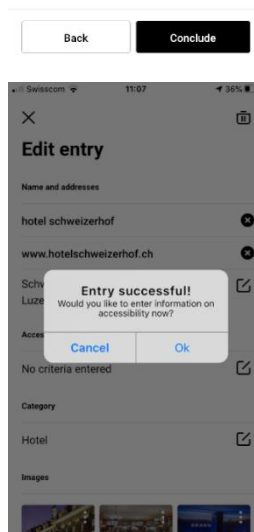
7. Record accessibility: "Paths"
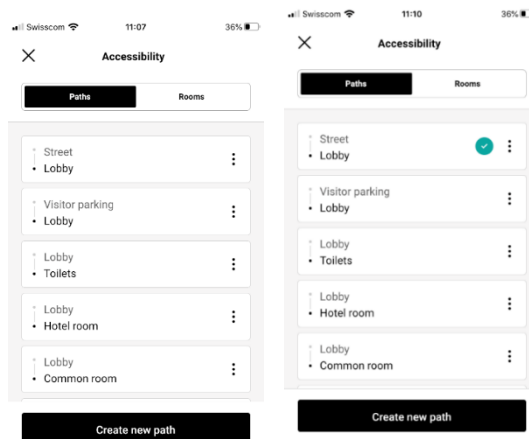Enter all paths to and within the company premises in "Paths".

→ Select one of the suggested paths (e.g. "Street – Hotel room") to record the accessibility information in detail.
→ Once a path has been fully recorded, a blue tick will appear (see image on the right).
→ Under "Create new path" you can enter as many additional paths as you like.
→ A path can be deleted using the three dots on the right.
→ **Important: delete all suggested paths and rooms that are not relevant to your company. Otherwise, your entry will not be displayed as complete**

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8. "Paths": detailed recording
Each individual path can be recorded in detail.

→ Click through the instructions and record all information in as much detail as possible (doors, landings, step, etc.)
→ Make sure that the numbers (in cm) are entered correctly.
→ Important: in order for your entry to be displayed as complete, all mandatory fields (see yellow exclamation mark) must be filled in.

9. Enter accessibility: "Rooms"
Enter all the rooms in your company under "Rooms".

→ Select one of the suggested rooms to record the accessibility information in detail (e.g. "Hotel room").
→ Under "Create new room" you can enter as many additional rooms as you like.
→ Once a room has been fully entered, a blue tick will appear (see image).
→ The room can be deleted using the three dots on the right.
→ **Important: delete all suggested paths and rooms that are not relevant to your company. Otherwise, your entry will not be displayed as complete**.

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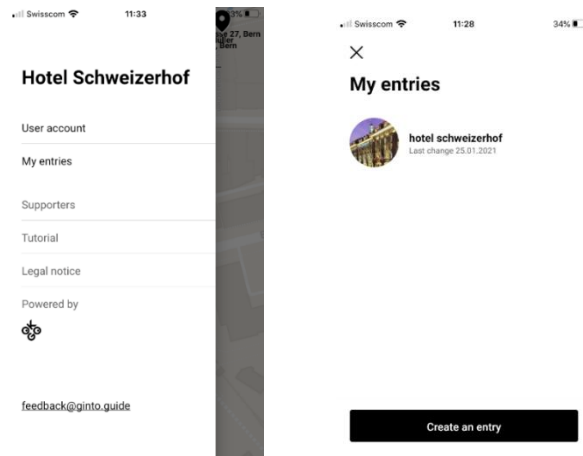
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10. "Rooms": detailed recording

→ Click through the instructions and record all information in as much detail as possible (doors, landings, steps, etc.)
→ Make sure that the numbers (in cm) are entered correctly.
→ Important: in order for your entry to be displayed as complete, all mandatory fields (see yellow exclamation mark) must be filled in.

Manage entries

1. You can edit your entry at any time. To do this, open your entry and click on the icon in the top right-hand corner.

2. You can add or adjust the accessibility information under "Accessibility".

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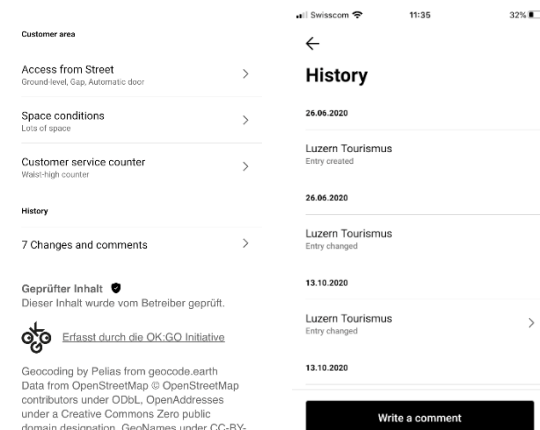3. In "My entries" you can see all the entries you have created.

4. Your entries are also displayed on the map.

5. Self-declaration: your entry shows that the entry was entered by you, the company itself.

→ Third parties may edit your entry and suggest changes to you.
→ You will automatically receive an email notification when third parties make changes.
→ Check the proposed changes.
→ You can accept or reject the changes.
→ Changes to the entry can be tracked in the history section.

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Publishing your accessibility information

Once you have entered the relevant accessibility information in the ginto app, you must publish this on your company's website. Place the OK:GO logo on your website, preferably in a prominent position (e.g. in the footer or with the travel information). The aim is to allow even those visitors who do not know about or use the ginto app to quickly find information about your company's accessibility credentials.

Generating a link

1. After you have entered your company's accessibility information in ginto, you can create a link.

   → Open your entry in the ginto app.
   → Click on the icon at the top right to share the entry.
   → Select "Copy" or send the link to your company's email address.

2. Integrate the OK:GO logo on your website and set the previously generated link as a hyperlink. Now, when visitors click on the OK:GO logo, they will be taken directly to the accessibility information for your business.

   → IMPORTANT: place the logo in an area that is easy to find, for example in the footer of the website. Your visitors should be able to find your accessibility information quickly.
   → If you use the logo without text, we recommend including a sentence to indicate what it refers to, i.e. accessibility information.

Click here for accessibility information

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OK:GO logo: format and placement

The OK:GO logo is used to publish accessibility information. This is important because the logo is advertised to visitors as a means of recognising accessibility information. The logo can be used on various background colours and is available in JPEG, EPS and SVG file formats. We recommend using the SVG format for the most accessible presentation possible. The OK:GO logo should be displayed prominently on your website. We recommend placing the logo in the footer, on the travel information/contact page, in the accessibility section or on the details page for your range of services.

Important: to ensure that people with visual impairments can also benefit from the accessibility information, please include alt text in the backend. For example, you can use the following alt text: "OK:GO – Get accessibility information here".

This inserted text is read aloud to users with visual impairments so that they can consume the content of a website despite visual limitations.

You can find the OK:GO logo in the [toolbox](#) on our website.

OK:GO logo: examples

The OK:GO logo can be positioned in different ways depending on the structure of your website, the type of tourism services you offer and the number of entries recorded in ginto. A few examples are listed below.

1. [Lorzensaal Cham](#): placement in the footer

Lorzensaal Cham has integrated the OK:GO logo in the footer of its website. Clicking on the logo takes you to the "Arrival" subpage. The accessibility information for the individual entries is linked separately in "Arrival".

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2. [Lorzensaal Cham](): multiple entries

Lorzensaal Cham has several entries. Accessibility information for the individual rooms is linked separately on the "Arrival" page.

3. [Toggenburger Bergbahnen AG]()

Toggenburger Bergbahnen summarises the accessibility information for its various entries under "Directions and contact". Each entry also links to the detailed information on ginto.

4. [Kinderregion](): filter function with OK:GO

Umbrella organisations or destinations can mark affiliated businesses that participate in OK:GO with a filter function.

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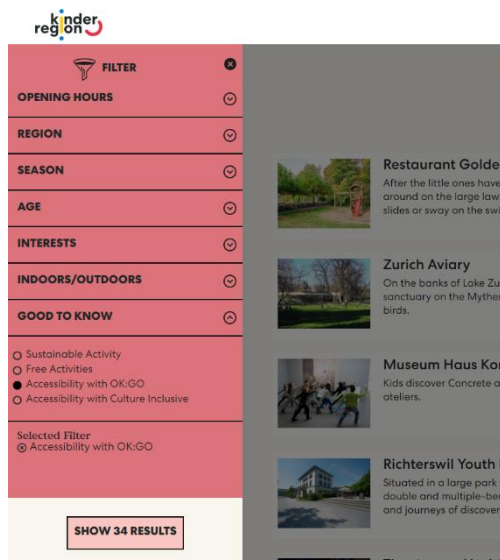
Communication

With your participation in the OK:GO initiative, you provide added benefits for people with limited mobility: people with disabilities, senior citizens, families with small children (and pushchairs). Communicate this via your various communication channels (website, newsletter, social media, etc.).

Boilerplate text for your communication channels

Short boilerplate text (in addition to the OK:GO logo on your website)

Accessibility information for the tourism service can be found here:

Accessibility information for [name of your business] can be found here:

Information for people with limited mobility can be found here:

Accessibility information for people with disabilities, senior citizens and families with pushchairs can be found here:

People with mobility impairments can plan their trip independently thanks to accessibility information relating to tourism services. Click here to access the information:

Long boilerplate text (for your website, newsletter, social media, etc.)

The OK:GO initiative records and publishes accessibility information for tourism services. This helps people with disabilities, senior citizens and families with small children and pushchairs to plan their trips independently. A bonus for everyone! Find out more about the OK:GO initiative: www.stv-fst.ch/okgo-initiative

The OK:GO initiative aims to ensure that all tourism providers in Switzerland publish information about the accessibility of their services. Find out more about the OK:GO initiative: www.stv-fst.ch/okgo-initiative

For people with mobility impairments, accessibility information is as important as information on opening hours. With the OK:GO initiative, tourism providers record and publish their accessibility information in an objective and neutral manner. This allows people with disabilities, senior citizens and families with small children to decide for themselves which offers are accessible to them. Find out more about the OK:GO initiative: www.stv-fst.ch/okgo-initiative

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We are part of the OK:GO Initiative! The OK:GO initiative aims to ensure that all tourism providers in Switzerland publish information about the accessibility of their services. Find out more about the OK:GO initiative: www.stv-fst.ch/okgo-initiative

We have recorded our accessibility information as part of the OK:GO initiative! The OK:GO initiative aims to ensure that all tourism providers in Switzerland publish information about the accessibility of their services. Find out more about the OK:GO initiative: www.stv-fst.ch/okgo-initiative

Hashtags for social media

#okgo #accessibilityinformation #onthegoindependently #sustainabletourism #okgoinitiative #accessibility #nobarriers

SEO key terms

Accessibility in tourism, accessibility information, autonomy when travelling, people with disabilities, senior citizens, individual needs, on the go independently, families with small children, sustainable tourism, self-determined travel

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Boilerplate text for destinations, associations and organisations

As a destination or (industry) association, you can use your contacts to promote the OK:GO initiative to your members/service providers. We recommend setting a good example and registering your tourist office or branch office in ginto. You may then motivate other service providers/members to participate if they wish.

Template

Dear members and service providers,

We are now part of the OK:GO Initiative. The OK:GO initiative supports tourism businesses across Switzerland in providing information about the accessibility of their services. The aim of the initiative is inclusive tourism. This makes travel planning easier for people with disabilities, senior citizens and families with small children and pushchairs.

All service providers can take part in OK:GO, even those that are "not 100% accessible" according to the traditional understanding. The initiative enables tourism companies to record the accessibility of their services in an objective and neutral manner. This allows people with mobility impairments to decide for themselves which offers are accessible to them and under what conditions. By participating in the OK:GO initiative, service providers are also signalling their willingness to strengthen inclusion for people with disabilities.

Accessibility information is recorded using the user-friendly smartphone app "ginto". In addition, participants in the OK:GO initiative can integrate the OK:GO logo on their website and link to the accessibility information they have recorded. Participation in the OK:GO initiative is free of charge.

We are part of the OK:GO initiative because tourists with mobility impairments are an important target group: people in wheelchairs, families with pushchairs, older people. We also support the user-friendly and low-threshold approach the initiative takes.

We would be very pleased if you would also become part of the OK:GO initiative! If you have any questions, please do not hesitate to contact the OK:GO office: okgo@stv-fst.ch.

Kind regards,

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