

Press Note 30.09.2023

Norway Grants support the Polish application project.

An innovative method of booking accommodation online for seniors and people with physical disabilities.



The Scandinavian countries, especially Norway, are known for innovative solutions in terms of eliminating inequality and exclusion of seniors and disabled people, preventing discrimination and implementing sustainable social policy. Norway also shares its experience in these issues with Poland by launching the Norwegian Financial Mechanism, which is, in essence, non-repayable financial assistance granted to countries that have joined the European Union since 2004. Poland is the largest beneficiary of the Norway Grants. As part of the "Entrepreneurship Development and Innovation" program, Norwegian Financial Mechanism 2014-2021, Small Grant Scheme for Entrepreneurial Women, grant funding was awarded to a project with the working name "On the Road. "Dream holidays for everyone" selected during the competition recruitment conducted by the Polish Agency for Enterprise Development.

The aim of the project implemented by Rekta Consulting, together with the Norwegian Partner, the IT company Forte Digital Oslo, was to design and develop a prototype of an innovative booking platform thanks to which seniors and people with broadly understood mobility limitations can easily identify, book and buy online that meet their requirements. accommodation in Poland. It was extremely important to redefine the criteria of the selected target group and then identify the accommodation and stay facilities that meet these criteria. For this purpose, the Beneficiary commissioned extensive market research. "Shopping habits of Poles on the Internet", "Seniors and disabled people as participants of the tourism market in Poland", "Seniors and disabled people as Internet users in Poland". The aim of the study was to learn about the attitudes, habits and motivations of people aged 60 and over and people with physical disabilities aged 18-79 as Internet users in Poland. The study was carried out using the CAWI method.

Next, a study entitled "Selection criteria" was carried out. What do seniors and people with physical disabilities consider when searching and booking a holiday accommodation in Poland on the Internet? The aim of the market research was to define a list of criteria used by seniors, people with physical disabilities and their accompanying persons when searching for an accommodation facility in

Poland. The research results prepared in the form of a survey were used to select and qualify accommodation facilities in the field. Ultimately, 1,629 objects were implemented into the database.

In February 2021, during the press conference opening the project, the beneficiary of the "small grant" for entrepreneurial women, Agnieszka Blandzi, who runs the company, emphasized: "Norway is famous for the high digitization of society. Thanks to the use of innovative applications, older people and all those who have trouble moving around gain new opportunities to organize their rest and recreational stays, and thus improve the quality of life. We want to consolidate this model in Poland and thus contribute to reducing the differences in economic and social development between Poland and Norway. We are very pleased that, working with an experienced Norwegian partner, the IT company Forte Digital from Oslo, we are working together towards a Europe that promotes social integration. The implementation of the project under the "Entrepreneurship Development and Innovation" program will last until September 2023, under the auspices of the Polish Agency for Enterprise Development, which is the national operator responsible for managing the program.

Common goals

The Norwegian Partner and the Polish company share the same social goal, which is improvement quality of life and counteracting the exclusion of seniors and people with mobility impairments. So far, these people have rarely looked for holiday and stay places on the Internet, because available search engines often constitute an IT barrier due to the multi-stage complexity of the service system. On the other hand, the objects contained there largely do not meet the criteria required by this group. This results in a growing number of people excluded from enjoying the charms of tourism and discriminated against due to age and mobility limitations.

That is why Rekta Consulting, together with Digital Forte Oslo, has created the simplest, understandable, linguistically and technically friendly object selection module. All filters included on the website were selected on the basis of market research reports. The selection criteria, the way they are presented and formulated, and their implementation in the form of working filters are, in our opinion, the greatest differentiator and an innovation that has not yet been found on the market.

"We hope that the application prototype developed together with Forte Digital will significantly contribute to improving the quality of life of seniors and people with physical disabilities by increasing the possibilities of using recreation and activity. At the same time, it will eliminate the phenomenon of exclusion of those people and their guardians who, due to lack of information, inability or difficulty in finding a place that meets their expectations, gave up even short and close trips," declared the beneficiary of the Norwegian Funds at a press conference in May 2023.

An innovative service that makes life easier

We can already talk about success. The prototype of the booking application presented in the company's information materials seems to meet the expectations.

"The selection criteria, the way they are presented and formulated, and their implementation in the form of working filters are, in our opinion, the greatest differentiator - an innovation that is still missing on the market," emphasizes A. Blandzi. Ultimately, the search engine contains over 1,600 accommodation facilities (holiday, stay, tourist) in Poland, selected in accordance with user

preferences and verified in the field. The prototype is located on the Azul Microsoft online platform, from which design work and data implementation were carried out. The target address of the application on the Internet will be the "wdroge.org" domain, in line with the project's assumption expressed in the slogan: "Let's go! "Dream holidays available to everyone."

Basic information

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