

PRESS RELEASE



HELLENIC REPUBLIC
National and Kapodistrian University of Athens
School of Physical Education and Sport Science
*Laboratory of Adapted Physical Activity/
Developmental & Physical Disabilities*



NORIAKI KANO LABS
SYSTEMS • METHODS • PROCESSES

Signature of a Memorandum of Cooperation between the Laboratory of Adapted Physical Activity/Developmental & Physical Disabilities of the SPESS/NKUA, Noriaki Kano Laboratories and the “ColorADD-COLOR IS FOR ALL”

A Memorandum of Cooperation (MoC) was signed on 18 December 2020 between the Laboratory of Adapted Physical Activity/Developmental & Physical Disabilities of the School of Physical Education and Sport Science (SPESS) of the National and Kapodistrian University of Athens (NKUA), the Noriaki Kano Laboratories and the organization "**ColorADD—COLOR IS FOR ALL**".

The aim of this cooperation is to develop joint actions and initiatives on accessibility and inclusive experience in stadiums and sport events for people with color blindness. This is an innovation in the wider range of "**Safe and Inclusive Sports**" actions developed by the Laboratory.

The cooperation agreement includes the training, promotion, implementation and further development of the "**ColorADD-Color Identification System**". It's a social innovation program that breaks down the barriers for people with visual or color vision deficiency— including various forms of coloring. It is estimated that this disorder occurs in approximately 350 million people worldwide, with a sample ratio of 1 in 12 men and 1 in 200 women, preventing access to services, products and sports activities with embedded color separations (fields, lanterns, sports facilities, equipment, tickets, etc.) (<https://www.colourblindawareness.org/>).

The "**ColorADD-Color Identification System**" has been adopted by leading global institutions, such as the United Nations/Universal Declaration of Human Rights Commemoration and UEFA. It has been included in the Olympic charter and in many applications in private and non-profit organizations. Most people involved in sport— from local clubs to national teams, from players to referees, from children to age 3— are passionate about what they do. Consequently, it will be a success if this passion can be fully shared with the entire population. When sports companies, clubs and federations make their sport more accessible to people with serious visual problems of color this will be made possible. Advice and information will be provided to teachers at all levels and parents in particular to support colorblind pupils in the sports sector.

Typically, the "**color alphabet**" has been adopted to date in more than 15 countries, including 25 cities with large populations, and applied to more than 5 million tourist maps worldwide (<http://www.coloradd.net/about.asp>).

The vision of this collaboration, focusing on the "**color alphabet**", is to explore the social footprint of sport as regards accessibility and inclusive societies ("**Color is for all**").

Related Websites:

- <https://www.facebook.com/apalab.phed.uoa>
- <https://www.facebook.com/dkoutso.uoa.gr>
- <http://www.nklabs.gr>