



# #YellowTheWorld

## The Gods like it Yellow

An adventure for the visually impaired people.

A trek along  
the Way of the Gods,  
an ancient Roman military road  
connecting Bologna to Florence.

## 1. Background

### 1.1 NoisyVision

NoisyVision's mission is building a network of people who want to share their skills, resources, stories and experiences to improve the life of people with visual and/or hearing impairments, and to help others better understand them.

One of the areas of focus is related to travelling.

We work to organize different kinds of trips, from mountain trekking to city weekends. We want to encourage people to live their own adventures and enjoy the world regardless of their physical limitations.

### 1.2. #YellowTheWorld

#YellowTheWorld is an awareness campaign initiated by NoisyVision, with the aim to promote the mobility of the visually impaired.

We want to spread awareness and understanding of low vision and problems related to eye disease, with particular attention to accessibility facilitation of mobility.

#YellowTheWorld focuses on potentials and on how to overcome limitations.

### 1.3. The Organizers

**Dario Sorgato** is the founder of NoisyVision. He has organized the workshop [The Visionary Europe](#) with the support of the European Union in which 16 young adults joined together in Berlin in 2013. Dario has a massive interest in travelling and has travelled extensively himself. He thrives on adventures and tries to face every challenge life throws at him in a positive light.

A campaign close to his heart was when he promoted the message of #YellowTheWorld in person in a physically gruelling and ambitious expedition to Everest Base Camp in March 2015. By doing this he achieved his personal goal to flood the world with yellow.

**Donato Di Pierro**, curator of the project [Stargardt ... and around](#), and member of the board of [Retina Italia Onlus](#), [walked from the Tyrrhenian Sea to the Adriatic Sea](#) to raise funds for the research on Hereditary Retinal dystrophies .

For this unique experience, Dario and Donato joined forces to offer others the opportunity to live an adventure that has something extraordinary , since it can not be anything but ... divine !

## 2. The Trek

### 2.1. The goals of the trek

The trek along the Way of the Gods is all about involving others to experience what the world has to offer here and now, regardless of cures and treatments that might be possible in the future..

It's about raising awareness that the present is all that matters and one should not withdraw from life due to a condition they cannot control but instead, live life to the fullest and experience all the beauty and wonder it has to offer!

Participants will have the chance to live a unique experience in nature and explore a wonderful part of Italy.

Beyond this the objectives of the trek are:

- Raise the self-confidence of the participants in relation to their disability
- Transfer knowledge to participants on how to increase their mobility in everyday life
- Give the chance to share experiences about living with visual impairment in different countries and cities
- Guidance on how to adapt and overcome any situation
- Live an extraordinary experience in close contact with nature
- Spend time in a comfortable group of people with similar needs
- Mix people with different level of sight so that we can learn from each other

## 2..2. Why are we organizing this adventure?

Traveling is one of the best ways to experience and discover the world, cultures and people.

A trek allows us to perceive the details, to feel the atmosphere.

For the visually impaired walking is the best way to get to know one's surroundings, feel the ground under your shoes, feel the air, the sun and the smells around you. This allow us to appreciate all aspects of the world and of life that are not conveyed by the sense of sight.

It will be an emotionally deep journey, discovering a part of Italy, but above all a journey to meet new people, share the limits and overcome them together.

The promotion of this adventure before, during and afterwards, will **raise awareness of eye disease and partially sighted people**, in order to make it clear that the **visually impaired can create and live unique experiences**, even difficult ones. The challenges that we choose for ourselves are different and with the right amount of courage, will and determination we can overcome the prejudices that we have of ourselves and that others have of us.

Furthermore the adventure aims to bring #YellowTheWorld to the next level and involve more people to expand the campaign. The organizers have extensive experience with travelling and are willing to share their expertise for the benefit of others.

## 2.3. Why should you join?

Be part of our group! We guarantee that you will remember this experience for the rest of your life. You will become one of the advocates of the message of #YellowTheWorld and you will change your approach toward this disability.

You will mostly prove to yourself that YOU CAN DO IT!.

We will make sure you will have the necessary support to complete this experience from the beginning to the end. You will be able to use the strengths you can gain to apply to any future challenges that life may hold.

Here some guidelines about who can subscribe

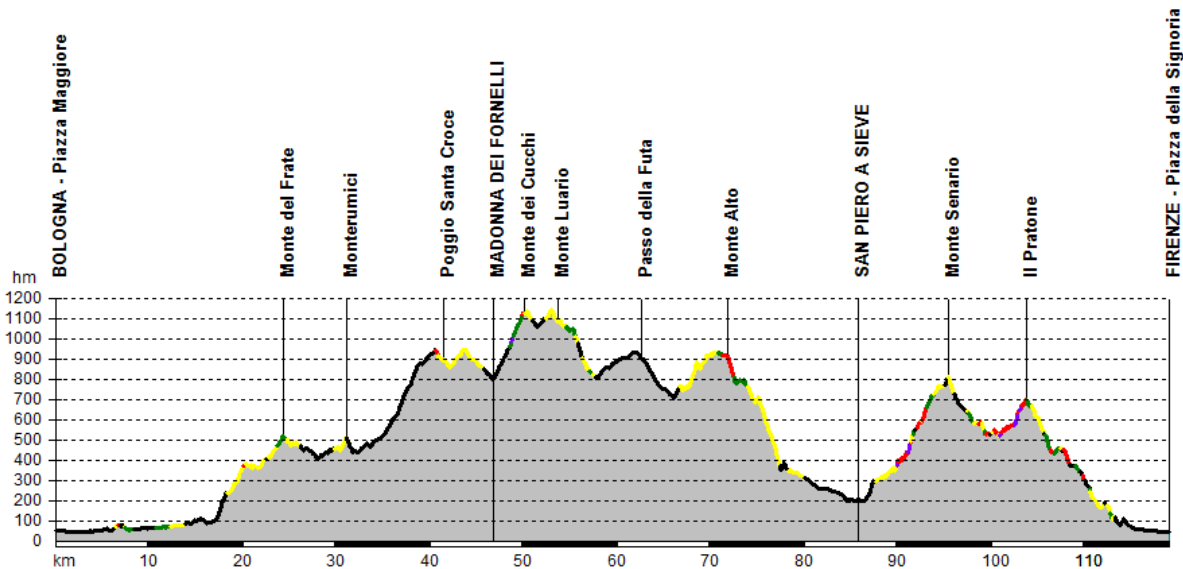
- You are willing to walk 120 km in 6 days and you are in a suitable physical condition to do so
- NoisyVision will select a maximum of 7 visually impaired and 3 normal sighted participants
- If **you are visually impaired** you should have a degree of self-sufficiency to be able to walk on your own or following someone steps.
- The organizers will assess the individual visual skills and level of independence to offer the best experience possible
- If **you are not visually impaired** you will assist the other members of the group in case we are facing some challenging situation along the way or while we are at the accommodations

- Please note that this is a pilot project and we are not able to establish the exact needs, claim responsibility for mishaps and advise on what physical effort is required. Attendees are asked to be honest about what their physical limitations may be as they may have to walk up to 7 hours per day
- There are no age restrictions (minimum 18), sex, religion or nationality
- The organizers will make all efforts to form a diverse group, and reserve the right not to disclose the reasons that might deny the participation to some candidates
- Since the participants may be of different nationalities English will be the main language. A basic knowledge of English is preferable. Still we speak Italian, Spanish, Portuguese and some German :)
- Desire to have fun!

#### 2.4. The Route

**Departure:** Bologna (BO)  
**Arrival:** Firenze (FI)  
**Lenght:** 119,0km.  
**Difference in altitude:** 3260m.  
**Time:** 6 days  
**Max Altitude:** 1145m.

Day	Date	Legs	Overnight Stay
1	Sat 21-05-2016	ARRIVAL - Bologna. Meeting the group. Short visit of the city Briefing pre-departure	TBC - Bologna
2	Sun 22-05-2016	Walk from Bologna to Sasso Marconi	<a href="#">B&amp;B Sulla via degli Dei</a> Sasso Marconi
3	Mon 23-05-2016	Walk from Sasso Marconi to Monzuno	<a href="#">Albergo Monteverene</a> Monzuno
4	Tue 24-05-2016	Walk from Monzuno to Madonna dei Fornelli	<a href="#">Albergo Poli</a> Madonna dei Fornelli
5	Wed 25-05-2016	Walk from Madonna dei Fornelli to Passo della Futa	<a href="#">Albergo Il Sergente</a> <a href="#">Albergo Gualtieri</a> Barberino di Mugello
6	Thu 26-05-2016	Walk from Passo della Futa to San Piero a Sieve	<a href="#">Albergo La Felicina</a> San Piero a Sieve
7	Fri 27-05-2016	Walk from San Piero to Sieve a Bivigliano	TBC
8	Sat 28-05-2016	Walk from Bivigliano to Fiesole or Firenze Final Event	TBC - Firenze
9	29-05-2016	DEPARTURE	



You can find [here](#) a detailed explanation of each leg (In Italian)

## 2.5. When

From May 21stth to May 29th, 2016

## 3. Things to know before the trek

### 3.1. Participation fee

The participation fee is ~~€800~~ **€650\***

The price includes:

- Organization expenses
- Information materials (short historical cultural guide, map)
- Hammocks
- Bed and Breakfast in Bologna (1 night)
- Overnights and half board during the trek
- Bed and breakfast in Florence (1 night)

Following acceptance of the application the participants they will need to confirm their attendance by paying 30% of the registration fee (by the 15th of February 2016)

The remaining 70% will be required 1 month before departure (by the 20th of April 2016)

The fees paid are non refundable.

*\*update 08.01.2016*

*Thanks to a donation we are able to lower all the participation fees of almost 20% to € 650*

### 3.2. Sponsorship and donations

It is possible to find a sponsor who pays part or in whole your participation fee or a share of all the fees. Feel free to also start your own crowdfunding campaign.

We publish and publicize the brand logos or organization sponsors in all ways and channels where the event will be advertised, before, during and after to raise awareness for our cause.

At NoisyVision we are going to campaign to receive funding for this experience and if we are successful we will reduce the participation fees and will refund any difference in fees already paid by you. This will be communicated to you closer to the time of the event.

We will also provide details on the NoisyVision website to provide donations. Any amount is welcome.

### **3.3. Responsibility**

The organizers will make sure that everything is prepared and organized in the best possible way. However, this is an unprecedented adventure for which you need to be prepared for the unexpected and last minute changes.

Participants are asked to be adaptable, have an adventurous spirit and be open-minded.

The organizers will try to facilitate the trek, to make this unique experience, unforgettable, fun and safe. However, the responsibility is individual.

The organizers do not take any responsibility for damage to persons or property and we strongly advise that participants take the appropriate travel insurance.

### **3.4. Disclosure of images**

The participants will be required to sign a release for the disclosure of video or photographic images, taken during the activities and / or related events.

Such images can be used for

- Publication via the Internet on multiple sites or social media
- Publication of newspapers, magazines, CD-ROMs, radio or television

We believe that sharing and communicating the experience we will live we will be able to continue to raise awareness and expand NoisyVision network.

### **3.4. How to prepare**

Participants must be in good physical condition and prepare for the walk. Having to cover stages of about 20 km per day, on various gradients and rough terrain, and having support for overnight stays in the host structures, the backpack should be as light as possible, containing the bare essentials.

We suggest you walk at least twice a week with 10 to 12 kilos on your back for at least three months before departure.

To be trained and practice sports regularly is certainly helpful, but you should prepare yourself to walk with a slight weight on your shoulders. Some of the muscles and joints that are subjected to stress are not the same that are used in other sports, such as in swimming.

Detailed instructions on the equipment, shoes and materials to bring will be provided to approved participants.

**IMPORTANT:** The shoes should not be new and never used. If you buy new shoes you will need to use them for at least three months before the hike to reduce discomfort during this time.

### **3.6. How to contribute**

Participants will be required to contribute to spreading the message and help us raise awareness. As mentioned already, we aren't doing this with the sole purpose of you to have fun (although it is one of the main reasons!), as it is an initiative promoted by NoisyVision to make people aware of who visually impaired people are and give them a life-changing experience too.

It is way to continue to expand your network and the network of NoisyVision.

Participants will be asked to spread the news, photos, texts in social networks and in all other forms of communication.

**You have video shooting or editing skills,**

**you are a blogger,  
you are a performer,  
you surely have other skills we cannot even imagine.**

**This is the adventure for you. You will have the possibility to use those skills and show to the members of our network what you can do and how great you are.**

With this adventure NoisyVision wants to promote the attitude of “I can do anything I want, because I can”. You will have the chance to learn and share with others how to achieve this and improve your skills. You will have a wide international audience to show your potential.

## **4. During the trek**

### **4.1. Organizational details**

Each participant must make sure to get to Bologna for the scheduled date of departure.

The costs of transport (plane, train, bus) are borne by the participants.

The organization of any overnight stays before date will be borne by the participant.

Similarly at the end of the trek the participants will organize the return from Florence.

Overnight accommodation will be borne by the participants.

The organizers will facilitate the organization and suggest suitable accommodation but will not undertake the management of logistics and the stays before and after the trek.

### **4.2 Where you sleep**

You will sleep in B&Bs along the way. You will need to have a sleeping bag for the nights, with temperature range of about 10 ° C.

If the needs of the group permit we may spend a night outdoors.

### **4.3 Where and what you eat**

**Breakfasts and dinners are all included in the participation fee.**

These meals will be served in the host structure or inns nearby, in case we can not eat where we stay overnight.

Lunches in the cities will be decided on a daily basis according to the needs of the activities schedule.

During registration you will specify special dietary requirements (allergies, vegetarian, etc.)

### **4.4 What you will do during the trek**

While we are in Bologna we will visit some of the main attraction but mostly we will meet the group and prepare for the trek.

The meeting point will be at our accommodation and the organizers will be there to welcome you. The venue will be communicated to the selected participants.

We will start to walk in the direction of our first destination and adjust the pace, the needs of the group and we will make sure everyone is at ease and comfortable.

The following days we will continue our route and follow the schedule of the trek.

In case you are tired you may be able to cover some distances by public transport or with the assistance of the support team.

We will make sure we will allow everyone enough time to rest and feel comfortable to continue.

As mentioned this is a first time experience and we cannot predict and therefore cater to all needs however we will try our best and this is why we aim to form a group of adventurers, willing to help each other.

At our arrival in Florence we will reach other accommodation for a well-deserved rest.

The last day we will have a closing event and party with the support of a local association for visually impaired people.

## 5. After the trek

If you will be one of the lucky members of this divine adventure you will not go back home as you arrived. You will be ready to face everyday life with a new positive attitude. Your visual impairment or any of your limits, whether they are physical or not, will be just one of your characteristics, your way to be you. You will have a dozen of new friends. Great friends!

## 6. JOIN US!

Are you still not sure?

**Write to us!** We will answer all your questions!

We can also arrange a phone call.

If you already know that this is just the opportunity you were waiting for, submit your registration.

**Let's get together and do this, it's going to be fun! This is a guarantee.**

**This is the experience of a lifetime.**

**It will be your chance to be protagonist of an unforgettable adventure.**

### 6.1 How to register

To submit your application you have to fill the

**[online application form](#)**

by **January 31st, 2016**. If the number of potential participants is higher than places available, we will draw names at random.

There is no minimum number of participants and the trek will take place regardless of this.



Our Sponsors



*sulla via degli Dei*

