

Annual Report 2015
(From April 1, 2015 to March 31, 2016)

Business for public interest

[Business purposes]

Our business purposes were to improve conveniences of products and services, and to support to build up social foundations for better living of all people including older persons and persons with disabilities by promotion of standardization and dissemination of “products and services with accessible design” (products and services designed to be easily used by older persons, persons with disabilities and so on, who have inconveniences in their daily lives: the same shall apply hereinafter) as well as to conduct researches on products and services with accessible design.

[Business contents]

1. Researches on products and services with accessible design

ADFJ conducted researches and investigations on requirements for better lives of a greater number of people, such as understanding of needs, guidelines for considerations regarding products, services and systems, and dissemination of these.

(1) System for grasping needs of persons/ children with disabilities and older persons

ADFJ worked on systemization of the processes of questionnaires, interviews and monitoring researches which aimed to grasp and confirm needs of persons/ children with disabilities and older persons regarding products, services and systems. Based on that, ADFJ studied effective frameworks in which providers and users of products, services and systems can coordinate, and drew up a plan to make such coordination to be permanent. (2012-2015)

1) Construction of a survey method on the actual state of the inconveniences experienced by persons/ children with disabilities and older persons in their daily lives

Making use of the surveys on needs of persons/ children with disabilities and older persons conducted by the end of the year 2014, ADFJ made an analysis on the individual items of the questionnaires and examined effectiveness of the items and contents of the questionnaires through actual implementation, considering the difference in the ways they had been executed and characteristics of object persons.

2) Co-creation system and monitoring researches

Based on the monitoring researches on accessible design conducted by the end of the year 2014, ADFJ, in collaboration with disability organizations, continued the trial of the system which would enable relevant industries and organizations (industrial organizations, companies, public organizations, etc.) to conduct monitoring researches easily in the field of products, services and systems with accessible design. ADFJ analyzed the matters required for the realization of a stable service of the system and explored the method to implement reasonable and effective monitoring.

(2) System to establish basis for considerations in the field of products and services with accessible design

ADFJ analyzed the facts identified by the investigations on the actual state of and needs for products/services/systems used by persons/ children with disabilities and older persons, and sorted out the common items to be considered in relation to each field of products, services and systems. ADFJ made use of them as the bases to identify items to be standardized, to draw system diagram of standardization and to determine objects of the investigation on the market scale of accessible design.

1) Establishment of common criteria of accessible design

ADFJ developed the common criteria of accessible design (draft), working together with relevant organizations, based on Japanese Industrial Standards (JIS) related to “Guidelines for considerations for older persons and persons with disabilities” which had been completed by the end of the fiscal year 2014,

as well as the amended ISO/IEC Guide 71 and guidelines for considerations for older persons and persons with disabilities specific to relevant industries. ADFJ also implemented it on a trial basis. ADFJ conducted a study toward the implementation of the mark to be affixed to accessible products/services, which had been worked out in the year 2014.

(3) System to disseminate products and services with accessible design

ADFJ examined if “the Five Ws and one H” and PDCA cycle to disseminate products, services and systems with accessible design which were developed, sold and commercialized would work. ADFJ also studied how to build up more effective and efficient systems to disseminate them, based on its achievements which had been worked out by the end of 2014, such as databases, exhibitions, courses, investigations on the market scale, international coordination, etc.

1) Study of database

ADFJ considered the methods to increase the number of products registered in the database of products and services with accessible design by simplifying data entry method etc. ADFJ also studied the potential coordination of the database with the conformity assessment system for accessible design for the future, and brought the coordination of the database with distribution industries into perspective as well.

2) Study of exhibitions of accessible design

Based on the analysis of exhibitions of products and services with accessible design it had conducted by the end of 2014, ADFJ conducted effective and efficient exhibitions of accessible design by working together with related organizations and institutes. ADFJ also examined the ways how exhibitions in its exhibition room ought to be. These included utilization for project exhibitions, and introduction of exhibits in the exhibition room on its web site, in order to make accessible design more widely known to people in general.

3) Study of courses of products and services with accessible design

Based on contents and visual tools (samples of products with accessible design, PowerPoint presentations, etc.), ADFJ examined the ways to conduct effective courses by capturing more and wider range of opportunities.

4) Investigation on the market scale of accessible design

ADFJ continued to analyze the results and methodologies of the investigations on the market scale of accessible design which had been conducted until the fiscal year 2014. ADFJ planned for the investigation on the market scale of 2015, considering the coverage of the survey and identifying the challenges required to disseminate products and services with accessible design in the future.

5) Research on the establishment of accessible design organizations in other countries

For international dissemination of accessible design, ADFJ investigated what information should be provided to other countries that had interests in promoting products and services with accessible design. ADFJ also worked on the development of a guideline that describes matters required for the establishment of organizations related to accessible design in foreign countries that can potentially collaborate with ADFJ.

2. Standardization in the field of products and services with accessible design

ADFJ developed draft documents for Japanese Industrial Standards (JIS) and international standards related to “Guidelines for considerations for older persons and persons with disabilities (accessible design)”. In order to contribute to their development, ADFJ also conducted researches leading to the development of national/ international standards related to “Guidelines for considerations for older persons and persons with disabilities”.

(1) Development of standards

1) Research and development of JIS drafts related to “Guidelines for considerations for older persons and persons with disabilities (accessible design)”

ADFJ drew an overall picture of the development of JIS drafts related to basic common standards and design-element standards in the field of accessible design. ADFJ also organized meetings of the committees for developing JIS standards listed below, and worked as a secretariat for these committees.

- Amendment of JIS Z 8071
- Amendment of JIS for Braille signs
- Development of JIS for instructions for use for persons with visual impairment
- Amendment of JIS S 0012
- Development of JIS for assessment method for accessibility of consumer products
- Development of JIS for voice guides of consumer products (support as a secretariat)

2) Research and development of international standards related to “Guidelines for considerations for older persons and persons with disabilities (accessible design)”

ADFJ conducted activities associated with the amendment of the ISO/IEC Guide 71 domestically and internationally. ADFJ also continued deliberation for the development of international standards which had been proposed to *TC173/SC7 of ISO (International Organization for Standardization) as new items and discussed until the end of the fiscal year 2014 as described below:

- Drafting of the amendment of TR22411 (second edition), mainly adding some of the data deleted from the amended ISO/IEC Guide 71 (including the "tables of factors"). International meetings were held for this purpose.
- ISO 19026 (Shape and colour of a flushing button and a call button, and their arrangement with a paper dispenser installed on the wall in public restroom)
It was approved by DIS ballot in June 2015 and it was accepted to skip FDIS ballot. The international standard was issued in FY2015.
- ISO 19027 (Design principles for communication support board using pictorial symbols)
It was approved by DIS ballot in July 2015 and it was accepted to skip FDIS ballot. The international standard was issued in FY2015.
- ISO 19028 (Information contents, figuration and display methods of tactile guide maps)
It was approved by DIS ballot in September 2015 and it was accepted to skip FDIS ballot. The international standard was issued in FY2015.
- ISO 19029 (Auditory guiding signals in public facilities)
It was approved by DIS ballot in July 2015 and it was accepted to skip FDIS ballot. The international standard was issued in FY2015.
- With regard to the subjects which ADFJ is planning to propose as international standards in future—
1) Assessment method for accessible design 2) Usability of consumer products 3) Instructions for use for persons with visual impairment—, ADFJ actively communicated with P-members and O-members of *TC173/SC7, explaining to them about the essence of the proposals.

*Note: TC173: Technical committee that deals with assistive products for persons with disability
SC7: Subcommittee that deals with accessible design

(2) Cooperation in other parties' standardization activities

ADFJ contributed to standardization of accessible design by coordinating with other organizations which were conducting research and development of standards related to “Guidelines for older persons and persons with disabilities (accessible design)”.

3. Dissemination of products and services with accessible design

ADFJ continued the activities which had been conducted until the end of the fiscal year 2014, such as creation of databases, exhibitions, courses, investigations on the market scale, international coordination, etc. in order to disseminate products, services and systems with

accessible design which were developed, sold and commercialized.

(1) Maintenance, creation and enhancement of accessible design database

Based on the trial of the database of accessible design conducted by the end of the fiscal year 2014, ADFJ evaluated its usability and the operability of its search function in order to establish frameworks that would enable many consumers including persons with disabilities to choose right products and services with accessible design, and reconstructed the database accordingly.

(2) Exhibitions of products and services with accessible design

ADFJ continued to practice the considerations for older persons and persons with disabilities at exhibitions, by coordinating with organizers of exhibitions who were willing to make use of “Exhibition Guide to consider the needs of older persons and persons with disabilities” which had been produced in 2010. ADFJ also conducted exhibitions of accessible design as both independent and commissioned projects (domestically and internationally), promoting the dissemination of accessible design and its philosophy to as many people as possible on an ongoing basis.

Starting from the year 2015, ADFJ decided that it would actively participate in international exhibitions in Asian nations, and it participated in an exhibition in Taiwan in 2015 as an outset.

(3) Courses of products and services with accessible design

ADFJ continued to offer courses of products and services with accessible design that had been conducted until the end of the year 2014. In these courses, ADFJ customized the matters to be lectured (contents), visual tools (samples of products with accessible design, PowerPoint presentations, videos, etc.), handouts, etc. for each target group respectively (companies, industrial organizations, Accessible Design Council = ADC, the general public, young people from preschool children to graduate students, etc.). In addition, ADFJ established a framework to enable more persons to give courses of products and services with accessible design at more organizations by themselves.

(4) Dissemination of services and products with accessible design in facilities

ADFJ continued the activities to disseminate services with accessible design in facilities which had been conducted until the end of the year 2014, in domestic facilities, etc.

(5) Communication with Asian organizations

ADFJ cooperated with Asian organizations (such as those in Taiwan) which were aiming for the establishment of promoting organizations similar to ADFJ.

(6) Information gathering and provision related to products and services with accessible design

ADFJ provided information on its activities and information gathered in relation to accessible design, through its periodicals, e-mail, website, etc. on an ongoing basis. ADFJ distributed booklets of reports on survey results of the inconveniences at cost on a request basis to enlighten individuals and corporate organizations on these inconveniences.

ADFJ sorted out information and materials that had been collected by the end of the year 2014 and provided them to as many people as possible, and provided newly obtained information in more effective ways by optimizing contents, layout and frequency of publication.

ADFJ arranged the information it had delivered by item, analyzed it for examination of the ideal forms of products and services with accessible design, and made use of it as materials for committee meetings. ADFJ posted its activities and information related to accessible design on ADFJ's website for public information.

(7) Other dissemination activities

ADFJ examined the following new dissemination activities.

1) Expansion of businesses

- collaboration with Paralympic Games (cooperation in the development of the accessibility

guidelines for 2020 Tokyo Paralympic Games)

→ coordination between 2020 Tokyo Paralympic Games accessibility guidelines and shopping malls

- “survey on the conveniences” on new subjects
 - A. Travel B. Convenience Store C. Medical institutions
- research on dementia in terms of accessible design
- consideration and preparation for the establishment of “Asia Accessible Design Research Institute” (tentative name)
- study on the methodology to disseminate accessibility considerations for home medical equipment and non-medical equipment
- preparation for the business of certification of products and services with accessible design
 - development of the accessible design certification mark, and preparation for certification structure (conformity assessment business)
- idea contests for accessible design at schools for the blind.
(in collaboration with ADC, related companies, etc.)

2) Enhancement of public relations

- preparation of comprehensible materials to introduce accessible design and ADFJ
- planning of books and/or other publications, and offers to publishing companies
 - “Mr. xxx and accessible design”
- public relations activities targeting health care professionals (nursing needs)
- addition of the term “kyoyohin (accessible design)” to dictionaries
- certification mark of accessible design (conformity assessment business)
- commendation system
- working together in local areas (events in Chiyoda-ku, collaboration with educational institutions)
- establishment of an accessible design museum.

3) Others

- establishment of a forum where relevant organizations and stakeholders could exchange information and their opinions on products and services with accessible design (occupational therapists etc.)
- frameworks to enable older persons with relevant knowledge and experience to join various activities (detective team on everything by older persons)
- consideration on collaborations with educational institutions

4. Others

(1) The administrative board and the trustee board

The administrative board and the trustee board meetings were held twice this year respectively.

(2) Sponsoring members

The number of corporate members was 31 as of March 1, 2016.

The number of individual members was 72 as of March 1, 2016.

[Public notice]

The outcomes of businesses numbered 1 to 4 were disclosed to the general public through production and distribution of printed matters, information release by e-mail or website, or holding seminars, etc.

[Financial resources]

All businesses were financed by investment profits on basic properties, sponsoring membership fees, donations, business profits and subsidies.