

**Business Plan 2014**  
**(From April 1, 2014 to March 31, 2015)**

**Business for public interest**

**[Business purposes]**

Business purposes are to improve conveniences of products and services and 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 “accessible design products and services” (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 conducting researches on accessible design products and services.

**[Business contents]**

**1. Research on accessible design products and services**

**ADFJ conducts researches on requirements for better life of more people, such as understanding of needs, guideline for considerations regarding products and services, and dissemination.**

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

ADFJ systemizes questionnaires, interviews and monitoring researches which aim to grasp and confirm needs of persons/ children with disabilities regarding products, services and systems. ADFJ studies the effective mechanism to coordinate providers and users of products, services and systems and plans that mechanism to be normalized. (from 2012 to 2014) (Commissioned/ independent/ granted project)

**1) Systematic reality check on inconveniences experienced by persons/ children with disabilities and older persons in their daily lives**

ADFJ analyzes exiting items of questionnaires used for surveys on needs of persons/ children with disabilities conducted by the year 2013 and studies effectiveness of abstracted common items and matters of questionnaires considering the differences of methods and object persons through practice. (Independent/ granted project)

**2) Co-creation system and monitoring research**

Based on monitoring researches on accessible design conducted by the year 2013, ADFJ continues the trial of the system which constantly enables relevant industries and organizations (industrial organizations, companies, public organizations, etc.) to conduct easily monitoring researches in the field of accessible design products, services and systems together with disability organizations. ADFJ examines matters required for realization of stable service of the system and studies the implement method for reasonable and effective monitoring. (Commissioned/ independent project)

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

ADFJ classifies items revealed by the factual investigation and investigation on needs of persons/ children with disabilities and older persons regarding products, services and systems into common items of considerations in each field of products, services and systems and makes use of them as the bases to abstract items to be standardized, draw system diagram of standardization and determine objects of the market scale of accessible design.

**1) Establishment of common basis of accessible design**

ADFJ develops and tries the common basis of accessible design (draft) based on Japanese Industrial Standards (JIS) related to “Guidelines for considerations for older persons and persons with disabilities” which have been completed by the year 2013, the revision of ISO/IEC Guide 71 and “Guidelines for considerations for older persons and persons with disabilities” in relevant industries, working together with relevant organizations. ADFJ examines the practice of logos and recognition marks to be attached to accessible design products and services which were studied in 2013. (Independent/ commissioned project)

### **(3) System to disseminate accessible design products and services**

ADFJ examines 5W1H and PDCA cycle to disseminate accessible products, services and systems which are developed, sold and on the market and studies to build up effective and efficient systems for it, based on activities which have been conducted until 2013, such as database, exhibitions, courses, investigation on the market scale, international coordination, etc.

#### **1) Study of database**

ADFJ examines the coordination with conformity assessment system of accessible design products in future as well as the method to increase the number of products registered in database of accessible design products and services by simplification of input method. ADFJ also brings the coordination with distribution industries into perspective. (Independent/ commissioned project)

#### **2) Study of exhibition of accessible design**

Based on analysis of exhibitions of accessible design products and services conducted by the year 2013, ADFJ studies effective and efficient exhibitions of accessible design by working together with related organizations and institutes. ADFJ examines the ways how exhibitions in exhibition room ought to be, and examines the ways to make more persons know about accessible design by linking exhibitions in exhibition room of ADFJ office with website of ADFJ as well as making more use of exhibition room by holding project exhibitions.

#### **3) Study of courses of accessible design products and services**

Based on contents and visual tools (samples of accessible design products, PPT presentation, etc.), ADFJ examines the ways to conduct effective courses at more and wider range of places. (Independent project)

#### **4) Investigation on the market scale of accessible design**

ADFJ continues to analyze the results and methods of the investigations on the market scale of accessible design which have been conducted until 2013 and examines the coverage of the survey and the investigation in 2014 by abstracting themes for requirements to disseminate accessible design products and services in the future. (Independent project)

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

For international dissemination of accessible design, ADFJ examines about information to be provided with organizations in other countries which have interest in promoting accessible design products and services and conducts investigations based on a guideline describing matters required for the establishment of accessible design organizations which can coordinate with ADFJ in countries other than Japan. (Independent project)

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

ADFJ develops Japanese Industrial Standards (JIS) drafts 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 conducts researches leading to the development of domestic/ 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 draws a general view of the development of JIS drafts related to basic common standards and design-element standards in the field of accessible design and works as a secretariat for the revision of JIS corresponding to the revision of “ISO/IEC Guide 71”. (Commissioned project)

#### **2) Research and development of international standards related to “Guidelines for**

### **considerations for older persons and persons with disabilities (accessible design)”**

ADFJ continues deliberation on international standards newly proposed in ISO (International Organization for standardization)/TC173 (Assistive products for persons with disability)/SC7 (subcommittee to deal with accessible design) as well as works on the revision of “ISO/IEC Guide 71” inside and outside the country. (Commissioned project)

### **(2) Cooperation in other parties’ standardization activities**

ADFJ contributes to standardization of accessible design by coordinating with other organizations which conduct research and development of standards related to “Guidelines for older persons and persons with disabilities (accessible design)”. (Independent project)

### **3. Dissemination of accessible design products and services**

**ADFJ continues activities which have been conducted until 2013, such as database, exhibitions, courses, investigation on the market scale, international coordination, etc. in order to disseminate accessible products, services and systems which are developed, sold and on the market.**

#### **(1) Development and maintenance of accessible design database**

Based on testing of database conducted by the year 2013, ADFJ examines about ease of use and search and reconstructs a database by which many consumers including persons with disabilities can efficiently search and find needed accessible design products. (Independent project)

#### **(2) Exhibition of accessible design products and services**

ADFJ continues practice of considerations for older persons and persons with disabilities at exhibition by coordinating with organizers of exhibitions who will make use of “Exhibition Guide for older persons and persons with disabilities” which was produced in 2010. ADFJ also continues implementation of (domestic/international) exhibits of accessible design as both independent and commissioned projects and dissemination of accessible design and the idea of accessible design to more people.

#### **(3) Courses of accessible design products and services**

ADFJ continues courses of accessible design products and services conducted by the year 2013, preparing matters to be conveyed (contents), visual tools (samples of accessible design products, PPT presentation, video, etc.), handouts, etc. by target group (companies, industrial organizations, “Accessible Design Council = ADC”, the general public, from preschool children to graduate students, etc.). In addition, ADFJ builds up the mechanism so that more persons can give courses of accessible design products and services at more organizations. (Independent/ commissioned project)

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

ADFJ continues activities to disseminate accessible design services in facilities conducted by the year 2013 in international events and domestic facilities. (Independent/ commissioned project)

#### **(5) Communication and cooperation with Asian organizations**

ADFJ cooperates with Asian organizations which are aiming at the establishment of promoting organizations similar to ADFJ. (Independent project)

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

ADFJ continuously provides information on activities of ADFJ and gathered information related to accessible design through periodicals, e-mail, website, etc. ADFJ distributes survey reports on inconveniences at cost on request basis and enlightens individuals and corporate organizations on inconveniences.

ADFJ provides information to more persons by arranging information and materials obtained by the year of 2013, and publishes newly gathered information in more effective way by reviewing content, layout and frequency of publication.

ADFJ arranges delivered information by item and analyzes it for the examination of ideal forms of accessible design products and services and makes use of it as materials for committees.

Activities of ADFJ and information on accessible design appear on ADFJ website for public information. (Independent project)

(7) Other dissemination activities

ADFJ examines the following new dissemination.

- 1) Expansion of businesses
  - a. coordination with Paralympic Games (symposium)
  - b. investigation of "survey on conveniences"
- 2) Enhancement of public relations
  - a. production of materials to introduce accessible design and ADFJ understandably
  - b. public relations with health care professionals (nursing needs)
  - c. appearance of accessible design in a dictionary
  - d. certification mark of accessible design (conformity assessment business)
  - e. commendation system
  - f. working together in local area (events in chiyoda-ku, coordination with schools)
  - g. establishment of a museum of accessible design.
- 3) Others
  - a. establishment of a place where relevant organizations and stakeholders can exchange information and their opinions on accessible design products and services (occupational therapist etc.)
  - b. mechanism for older persons with relevant knowledge and experience to be able to join activities (detective team on everything by older persons)
  - c. examination of cooperation with educational institutions

#### **4. Others**

##### **(1) Administrative board and trustee board**

Administrative board and trustee board meet twice a year respectively. And joint round-table conferences of administrative board and trustee board are held if necessary.

##### **(2) Sponsoring members**

ADFJ tries to increase its corporate members from 40 (as of March 1, 2014) to 50 by the end of 2014.

ADFJ tries to increase its individual members from 76 (as of March 1, 2014) to 100 by the end of 2014.

##### **[Public notice]**

The outcomes of businesses numbered 1 to 4 are announced 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 are financed by investment profits of basic property, sponsoring membership fees, business profits and subsidies.