

**FISCAL YEAR 2015
BUSINESS PLAN**

From April 1, 2015 to March 31, 2016

THE ACCESSIBLE DESIGN FOUNDATION OF JAPAN

Business Plan 2015
(From April 1, 2015 to March 31, 2016)

Business for public interest

[Business purposes]

Our 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 “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 conducts researches 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 studies the effective mechanism to coordinate providers and users of products, services and systems to grasp needs of persons/children with disabilities, and draws up a plan to make such coordination permanent. (Independent/ commissioned/ granted project)

1) Systematic check on the actual state of the inconveniences experienced by persons/ children with disabilities and older persons in their daily lives

Making use of the research method we have applied to our surveys on needs of persons/ children with disabilities conducted by the year 2014, ADFJ makes an analysis on the items of the questionnaires, and examines the appropriateness of the research method by reviewing the effectiveness of abstracted common items of questionnaires, considering the differences in the ways they were executed and object persons. (Independent/ granted project)

2) Co-creation system and monitoring researches

Based on the monitoring researches on accessible design conducted by the year 2014, ADFJ continues the trial of the system which constantly enables 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 together with disability organizations. ADFJ

examines matters required for realization of stable service of the system and studies the method to implement reasonable and effective monitoring. (Independent / commissioned project)

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

ADFJ classifies the facts identified by the investigations on the actual state and needs of products, services and systems for persons/ children with disabilities and older persons, 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 investigation on the market scale of accessible design.

1) Establishment of common basis of accessible design

ADFJ develops 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 2014, the revised ISO/IEC Guide 71 and guidelines for considerations for older persons and persons with disabilities in relevant industries, working together with relevant organizations. ADFJ also implements it on a trial basis. (Independent/ commissioned project)

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

ADFJ examines “the Five Ws and one H” and PDCA cycle to disseminate products, services and systems with accessible design which are developed, sold and provided. ADFJ also studies to build up more effective and efficient systems to disseminate them, based on its activities which have been conducted by 2014, such as databases, exhibitions, courses, investigations on the market scale, international coordination, etc.

1) Study of database

ADFJ studies the method to increase the number of products registered in the database of products and services with accessible design by simplifying data entry method etc., and also studies the coordination of the database with the conformity assessment system for accessible design for the future. ADFJ also brings the coordination with distribution industries into perspective. (Independent/ commissioned project)

2) Study of exhibition of accessible design

Based on the analysis of exhibitions of products and services with accessible design we have conducted by the year 2014, ADFJ conducts effective and efficient exhibitions of accessible design by working together with related organizations and institutes. ADFJ examines the ways how exhibitions in its exhibition room ought to be, and examines the ways to make more persons know about accessible design by linking exhibitions in the exhibition room of ADFJ office with its website as well as making

better use of the exhibition room by holding project exhibitions. (Independent project)

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 examines the ways to conduct effective courses taking advantage of more and wider range of opportunities. (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 by 2014 and conducts the investigation on the latest market scale, considering the coverage of the survey and identifying the challenges required to disseminate products and services with accessible design in the future. (Independent project)

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

For international dissemination of accessible design, ADFJ investigates which information should be provided to organizations in other countries that have interests in promoting products and services with accessible design. ADFJ also examines to develop 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 products and services with accessible design

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. ADFJ also organizes committee meetings to discuss the revision of JIS Z8071 (Guide 71) corresponding to the revision of “ISO/IEC Guide 71” in 2014, and works on the revision. (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 for the development of international standards in ISO (International Organization for standardization)/TC173 (a technical committee to deal with assistive products for persons with disability)/SC7 (a subcommittee to deal with accessible design) which have been conducted by the year 2014, as well as works regarding the revision of “ISO/IEC Guide 71” domestically and internationally. (Commissioned project)

(2) Cooperation in other parties’ standardization activities

ADFJ contributes to the 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 products and services with accessible design

ADFJ continues activities which have been conducted by 2014, such as databases, exhibitions, courses, international coordination, etc. in order to disseminate products, services and systems with accessible design which are developed, sold and provided on the market.

(1) Development and maintenance of accessible design database

Based on the current database of accessible design, ADFJ examines the mechanism to enable many consumers including persons with disabilities to choose products and services with accessible design correctly and easily, and reconstructs a database. (Independent project)

(2) Exhibition of products and services with accessible design

ADFJ continues the practice of considerations for older persons and persons with disabilities at exhibitions by coordinating with organizers of exhibitions who make use of “Exhibition Guide for older persons and persons with disabilities” which was produced in 2010. ADFJ also continues the exhibitions of accessible design as both independent and commissioned projects and the dissemination of accessible design and its ideas to as many people as possible. (Independent/ commissioned project)

(3) Courses of products and services with accessible design

ADFJ continues to provide courses of products and services with accessible design conducted by the year 2014, preparing 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 builds up the mechanism to enable more persons to give courses of products and services with accessible design at more organizations themselves. (Independent/ commissioned project)

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

ADFJ continues the activities to disseminate services with accessible design in facilities conducted by the year 2014 in international events and domestic facilities etc. (Independent/ commissioned project)

(5) Communication and cooperation with Asian organizations

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

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

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

ADFJ sorts out information and materials obtained by the year of 2014 to provide information to as many people as possible, and publishes newly gathered information in more effective way by reviewing contents, layout and frequency of publication.

ADFJ arranges delivered information by item and analyzes it for the examination of ideal forms of products and services with accessible design 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) International exhibitions of accessible design

ADFJ participates in exhibitions of accessible design in Asian region to disseminate products with accessible design. (accumulated assets)

(8) Other dissemination activities

ADFJ examines the following new dissemination activities.

- 1) Expansion of businesses
 - a. cooperation in the development of the accessibility guidelines etc. for 2020 Tokyo Paralympic Games
 - b. "survey on the conveniences" on new subjects
 - c. investigation on the relationship between dementia and accessible design
 - d. consideration and preparation for the establishment of "(Asia) Accessible Design Research Institute" (tentative name)
 - e. study on the methodology to disseminate considerations for the accessibility of home healthcare equipment and non-medical equipment
 - f. 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)

- g. contests on ideas for accessible design at schools for the blind and for the deaf etc.
(in collaboration with ADC, related companies, etc.)

2) Enhancement of public relations

- a. production of comprehensible materials to introduce accessible design and ADFJ
- b. planning on books and/or other publications, and offers to publishing companies
→ “Mr. xxx and accessible design”
- c. public relations activities targeting health care professionals (nursing needs)
- d. certification mark of accessible design (conformity assessment business)
- e. commendation system
- f. working together in local areas (events in chiyoda-ku, coordination with schools)
- g. establishment of a museum of accessible design.

3) Others

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

4. Others

(1) The administrative board and the trustee board

The administrative board and the trustee board meet twice a year respectively. And joint round-table conferences of the administrative board and the trustee board are held when required.

(2) Sponsoring members

ADFJ tries to increase its corporate members from 37 (as of February 24, 2015) to 50 by the end of FY2015.

ADFJ tries to increase its individual members from 80 (as of February 24, 2015) to 100 by the end of FY2015.

[Public notice]

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