

Business Plan 2016
(From April 1, 2016 to March 31, 2017)

Business for public interest

[Business purposes]

Our business purposes are 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 will conduct researches and investigations on requirements for better lives of a greater number of people, by a specially set-up research and investigation project regarding 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 will work on systemization of the processes of questionnaires, interviews and monitoring researches which aim to grasp and confirm needs of persons/ children with disabilities and older persons regarding products, services and systems. Based on that, ADFJ will draw up a plan of a framework in which providers and users of products, services and systems can cooperate to identify the needs. (2012-2016)

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 “inconveniences” and “what was good” which ADFJ has conducted to grasp the needs of persons/ children with disabilities by the end of the year 2015, ADFJ will make an analysis on the individual items of the questionnaires and examine the effectiveness of the items and contents of the questionnaires through actual implementation, considering the differences in the ways they were 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 2015, ADFJ, in collaboration with disability organizations, will continue the trial of the system which 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. ADFJ will analyze the matters required for realization of a stable service of the system and will explore 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 will analyze 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 will sort out the common items to be considered in relation to each field of products, services and systems. ADFJ will make 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 will make a study toward the implementation of usability assessment system of products and services with accessible design, based upon the common criteria of accessible design (draft) which was developed in the year 2015 through discussions with related organizations according to Japanese Industrial Standards (JIS) related to “Guidelines for considerations for older persons and persons with disabilities” which had been completed by the year 2015, as well as the amended ISO/IEC Guide 71 and guidelines for considerations for older persons and persons with disabilities specific to relevant industries.

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

ADFJ will examine if “the Five Ws and one H” and PDCA cycle to disseminate products, services and systems with accessible design which are developed, sold and commercialized would work. ADFJ will also study how to build up more effective and efficient systems to disseminate them, based on its achievements which have been worked out by the end of 2015, such as databases, exhibitions, courses, investigations on the market scale, international coordination, etc.

1) Study of database

ADFJ will make a study on 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 will also study the coordination of the database with the usability assessment system for accessible design, and with distribution industry.

2) Study of exhibitions of accessible design

Based on the experiences of exhibitions of products and services with accessible design we have conducted externally by the end of 2015, ADFJ will study how to organize effective exhibitions of accessible design, by working together with related organizations and institutes. ADFJ will also examine the ways how the renewal of the exhibitions in its exhibition room ought to be. These would include utilization for project exhibitions, and introduction of exhibits in the exhibition room on its website 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 will examine the ways to conduct effective courses by capturing more and wider range of opportunities.

4) Investigation on the market scale of accessible design

ADFJ will continue to analyze the results and methodologies of the investigations on the market scale of accessible design which have been conducted until the fiscal year 2015. ADFJ will work on the investigation on the market scale of 2016, 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 will investigate what information should be provided to other countries that have interests in promoting products and services with accessible design, and conduct researches according to the guideline describing 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 will develop 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 will also conduct 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 will draw 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 will also work as a secretariat for the amendment of JIS corresponding to the amendment of “ISO/IEC Guide 71”.

- To proceed with activities related to the amendments of JIS Z8071 (Guide 71) and JIS S0012 (usability of consumer products)
- To develop a JIS draft regarding “instructions for use”.

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

ADFJ will continue 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 2015.

- With regard to the subjects of 1) Assessment method for accessible design 2) Usability of consumer products 3) Instructions for use for persons with visual impairment, ADFJ will strengthen communication with P-members and O-members of *TC173/SC7 and explain 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 will contribute 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)”.

3. Dissemination of products and services with accessible design

ADFJ will continue activities which have been conducted until the end of the fiscal year 2015, such as creation of databases, exhibitions, courses, investigation on the market scale, international coordination, etc. in order to disseminate products, services and systems with accessible design which are 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 2015, ADFJ will evaluate 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 will reconstruct the database accordingly.

(2) Exhibitions of products and services with accessible design

ADFJ will continue to practice the considerations for older persons and persons with disabilities at exhibitions by coordinating with organizers of exhibitions who are willing to make use of “Exhibition Guide to consider the needs of older persons and persons with disabilities” which was produced in 2010. ADFJ will also conduct 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.

(3) Courses of products and services with accessible design

ADFJ will continue to provide courses of products and services with accessible design conducted until the end of the year 2015. In these courses, ADFJ will customize 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 will establish a framework to enable more organizations to give courses of products and services with accessible design by themselves.

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

ADFJ will continue the activities to disseminate services with accessible design in facilities which have been conducted until the end of the year 2015, in international events and domestic facilities, etc.

(5) Communication with Asian organizations

ADFJ will cooperate with Asian organizations (such as those in South Korea etc.) which are aiming for the establishment of promoting organizations similar to ADFJ.

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

ADFJ will provide information on its activities and information gathered in relation to accessible design, through its periodicals, e-mail, website, etc. on an ongoing basis. ADFJ will distribute booklets of reports

on survey results of inconveniences at cost on a request basis to enlighten individuals and corporate organizations on these inconveniences.

ADFJ will sort out information and materials collected by the end of the year 2015 to provide information to as many people as possible, and will provide newly obtained information in more effective ways by optimizing contents, layout and frequency of publication.

ADFJ will arrange the information it has delivered by item, analyze it for examination of the ideal forms of products and services with accessible design and will make use of it as materials for committee meetings. ADFJ will post its activities and information related to accessible design on ADFJ website on an ongoing basis for public information.

(7) Other dissemination activities

ADFJ will examine the following new dissemination activities.

- 1) Expansion of businesses
 - collaboration with 2020 Tokyo Olympic and Paralympic Games
 - “survey on the conveniences” on new subjects
 - research on dementia and rare diseases in terms of accessible design
 - establishment of the investigation and research project (Accessible Design [Future] Research Institute) (tentative name) in ADFJ.
 - participation in international exhibitions in Asia etc.
 - preparation for the business of usability assessment of products and services with accessible design
 - idea contests for accessible design at schools for the blind, and with persons with visual impairment in general.
- 2) Enhancement of public relations
 - comprehensible introduction to accessible design and ADFJ
 - planning of books and/or other publications, and offers to publishing companies
 - commendation system
 - collaboration with local governments (locally, and more broadly)
 - study on the establishment of a museum of accessible design.
- 3) Others
 - establishment of a forum where relevant organizations and stakeholders can exchange information and their opinions on products and services with accessible design
 - study on frameworks to enable older persons to join various activities
 - consideration on collaborations with educational institutions

4. Others

(1) The administrative board and the trustee board

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

(2) Sponsoring members

ADFJ will try to increase its corporate members from 31 (as of March 1, 2016) to 50 by the end of FY2016 (March 31, 2017).

ADFJ will try to increase its individual members from 72 (as of March 1, 2016) to 100 by the end of FY2016 (March 31, 2017).

[Public notice]

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