

International Congress & Convention Association

# Disability Issues

45<sup>th</sup> ICCA Congress & Exhibition

Monday 30 October 2006



The Global Meetings & Incentive Exhibition

[www.iccaworld.com](http://www.iccaworld.com)

## Disability Issues

# Beyond conventional mindsets: an Introduction to Design for All and EIDD

ICCA Conference

Rhodes, 29 October – 1 November 2006



# Historical perspective

Disability Awareness I

World Wars

Returning Heroes

Pride



# Disability Awareness II

Permanent disability,

Temporary disability:

Everyone is disabled at some time in life:



# Disability Awareness III

## Social Inclusion



What does that have to do with  
**design?**



Step One:

Design **for** Disability:

Better design for Technical Aids

More friendly, less “institutional” look



# Subsequent Steps:

## Universal Design

- Developed in USA
- A pragmatic checklist to help designers
- Focus on results rather than methodology



# Design for All

known as “Inclusive Design” in the UK

- Developed in Europe (Scandinavia)
  - Aims at social inclusion
- Focus on process as the correct way of achieving coherent results, every time.



# What is Design for All?

## EIDD Stockholm Declaration©

[www.design-for-all.org/bestanden/Stockholmdeclaration\\_1.pdf](http://www.design-for-all.org/bestanden/Stockholmdeclaration_1.pdf)

Definition:



“Design for All is design for human diversity, social inclusion and equality.”

This holistic and innovative approach constitutes a creative and ethical challenge for all planners, designers, entrepreneurs, administrators and political leaders.



# Why is Design for All important?

EIDD Stockholm Declaration©



Across Europe, human diversity in age, culture and ability is greater than ever. We now survive illness and injury and live with disability as never before.



Although today's world is a complex place, it is

**one of our own making,**

one in which we therefore have the possibility – and the responsibility – to base our designs on the principle of inclusion.



# Two paradigm changes



# 1. The design paradigm

in the industrial age:

- designing and producing for a predetermined arithmetic “average user”,
- the experts “know what is good for others”.



## The new Design for All paradigm:

- shaping the design brief to ensure the result caters for a wide diversity of users,
- different users and their experience are actively included in the design process.
- users are recognised as potential 'experts'.



## 2. The human society paradigm: from the caveman...



...to the modern city.



# Will we never learn?



# What is Design?



# Form und Funktion



# A problem-solving methodology: Form, Funktion und Prozess



# What about sustainable development?



# Design for All

is a fundamental part of sustainable development:

- environmental
- economic
- social



# Design for All

is active,

it is proactive,

it is inclusive.



# EIDD Stockholm Declaration©

“The practice of Design for All makes conscious use of the analysis of human needs and aspirations and requires the involvement of end users at every stage in the design process.”



# Design for All

applies to all fields



the built environment,  
everyday objects,  
services,  
culture  
and information...



... everything that is designed and made by people to be used by people must be accessible, convenient for everyone in society to use and responsive to evolving human diversity.



What makes this message relevant to a modern design-using economy?

What makes it relevant to conference centres and meeting planners?



All those goods and services that are “designed and made by people to be used by people” have to be produced and provided in a market economy.



In a market economy, consumers should have freedom of choice...

...freedom to choose the product or service that best suits their needs...

...so freedom to choose the conference venue that best suits everyone's needs.



Rediscovering the wheel:

Good design sells places,  
products and services.



But, in addition:

Places, products and services that are designed in partnership with users and consumers to cater for a broader customer base...

**...sell more.**



## Ethical approach:

Why should the majority of an increasingly diverse market continue to be forced to adapt to patently unsuitable places, products and services?



Of course we need legislation and standards – and the UN has just completed the UN Convention on the Rights of Disabled People,

but, even without legislation and standards, there is ample evidence all around us that the customer base is changing:



More of us are getting older (the spoiled baby boom generation).

More women lead full professional lives.

Less children are being born in many countries.

Immigration now targets countries that used to be major sources of emigration.



Our societies are more multicultural than ever.

We survive illnesses and accidents as never before.

Disabled people now live fuller, more independent lives.



# What is the right response for a meeting venue or planner?

- To chase after expensive ad hoc, individual adaptations to suit each “special need”, with all the last-minute costs and the loss of efficient image this implies, or
- To plan locations and services that cater better for the needs of more people in advance.



Some industries and public administrations in some countries have been faster to learn this lesson...

...and are reaping the economic benefit.



# Case Study.

Barcelona: the renaissance of a city and its economy as a direct consequence of the application of Design for All.



## Tourism in Barcelona:

Before DfA (1990): 1,732,902

DfA in place (2003): 3,848,187

Percentage increase: **122%**

Source: Design for All Foundation, Barcelona



# Barcelona Rapid Transit Railway (7000 jobs)

Refurbishment of one station

Increase in number of users: **14%**

Source: Design for All Foundation, Barcelona



# Leisure time in Barcelona

Restructuring of the Tibidabo amusement  
park  
(230 jobs)

Increase of the number of visitors in one  
year: **22%**

Source: Design for All Foundation, Barcelona



What can these figures mean for your  
business?

How many events do you risk losing?

Can you afford **not** to be inclusive?



The impact of Design for All increases  
when it is practised in more places.

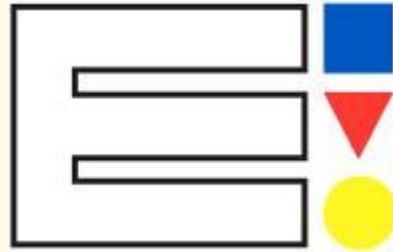
To disseminate the experience:

“The City and the Disabled”,  
Barcelona 1995

The Barcelona Declaration



# Acting as the framework:



**EIDD – DESIGN FOR ALL EUROPE**

ENHANCING THE QUALITY OF LIFE THROUGH DESIGN FOR ALL

## Founded in Dublin in 1993

as the European Institute for Design and Disability



# EIDD – Design for All Europe

- Member Organisations in 14 European countries (+7 in 36 months)
- More on the way
- Design Social Partner in Design Europe
- Recognised Partner of the European Commission
- Co-founder of the European Disability Forum



# EIDD

- Constitutes the bridge between the Design for All and other communities
- Acts as pathfinder, establishing innovative new applications of DfA in different areas
- Organises an Annual Conference to study and disseminate DfA in different sectors



# EIDD Annual Conferences

2002: Design for All and Higher Education, Royal Academy, Bruxelles

2003: Design for All and Equality, Dublin Castle

2004: Design for All and Public Transport, Stockholm County Building

2005: Culture for All: German Federal Government Press and Visitor Centre, Berlin

2006: Work for All: Waterford, Ireland

2007: Tourism for All: location to be decided, Italy

2008: Design for All: location to be decided

2009: Culture for All: Linz, European Cultural Capital



# Design for All and Education

Factoring Design for All awareness into all design, but also marketing and commercial curricula:

Design for All responds holistically to design, market and commercial challenges.



# Design for All and Equality

Design for All provides a practical methodology for translating fine-sounding sentiments into tangible results.



# Design for All and Public Transport

Design for All is an essential method for reducing dependency on private transport in today's congested and polluted cities.

UITP is now a partner organisation of EIDD.



# Design for All and Culture

“A society in which culture remains the preserve of a chosen few is an insecure and unhealthy society. Design for All provides the concrete approaches for designing both the contents and the containers of culture to be more accessible for everyone.”

Source: Berlin Act©, 13 May 2005



# Design for All and Work

“Design for All creates the conditions for everyone to be able to take an active, productive part in the economy, at the same time cutting social costs.”

Source: Waterford Convention©, 19 May 2006



# Design for All and Tourism

Together with work, leisure is a right to be enjoyed by everyone – and also constitutes one of the main sources of Gross Domestic Product in many countries. Design for All creates the conditions for everyone to be able to use tourism and leisure time, both actively and passively.

...and tourism also means Conference tourism!



# Design for All

Once every four years, the EIDD Annual Conference focuses on studying and showcasing the development of Design for All in theory and practice over the preceding four years, measuring its impact in a wide variety of fields of application.



# Design for All Masters Courses

EIDD is collaborating in the development of Design for All Masters courses in several countries, creating models and modules for application in different social situations.



# EIDD has Partnerships

In the design community

In the disability, ageing and accessibility community

In mainstream communities



# Design for All and World Development

In 2006, EIDD provided logistical support for the establishment of the Design for All Institute of India.

More and more requests are being received.



# What should you do?

- Analyse your physical infrastructures
- Analyse your service infrastructures
- Analyse your host city infrastructures

Are they all seamlessly inclusive?



# No?

- Adopt a definition of seamless inclusiveness
  - Establish a Chain of Custody
- Build a dialogue with representative user groups
- Factor infrastructural modifications into your regular ordinary maintenance plans
  - Initiate a process of staff awareness training
- Maintain a regular dialogue with your host city and service providers



# Good design enables, bad design disables

Paul Hogan  
President Emeritus – EIDD



Bad design underlines the disabling aspects of:

- places,
- buildings,
- products,
- services,
- information,
- and society as a whole...



Logically, that means that it also:

- penalises co-operation, collaboration and codetermination,
- increases social costs,
- reduces markets,
- reduces profit margins,
- penalises employment levels,
- penalises share values,
- penalises competitiveness.



And, for a conference venue or meeting planner,  
that means:

- events lost to more inclusive venues,
- lost venue income and turnover,
- lost hospitality income for the host city,
- exclusion from the mainstream...

in one word: problems!



All these negative effects can be avoided by applying the principles of Design for All.



Design for All is design for human diversity,  
social inclusion and equality.

The EIDD Stockholm Declaration© – 2004

Design for All “insists on the vital importance  
of a seamless rather than a sectoral approach  
to social inclusion”.

The Waterford Convention© - 2006



Design for All is a vital methodology for all meeting venues and planners.

One whose sound business logic no social and economic system can afford to ignore.



Thankyou for your attention

[www.design-for-all.org](http://www.design-for-all.org)



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Thank you!

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