

# COMMITMENT TO DESIGN FOR ALL

A Commitment to Excellence

Design  for all  
FOUNDATION

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## 1.- SUMMARY

The strategic future of a company lies in its capacity to adapt itself to the needs of the market and the continuous technological and social changes that are occurring with more and more speed and complexity.

Market laws are changing. We are confronted with a demand economy, where citizens and society have a lot to say. It is more and more complicated to separate consumers from citizens. Companies have a moral commitment to society i.e. a **social responsibility**. This is not a new phenomenon, what is new is the way it is now being proposed. In the future, few companies will be able to ignore this concept as an integral part of its strategy.

On the other hand, society is also demanding a greater involvement and, above all, greater effectiveness from civil services and companies. The citizen desires to be treated as customer and not just a taxpayer. They also desire an ethical involvement on the part of these organisations and not just a not just an effective mechanical process.

One of the aspects of this changing process is the profile of consumers and users. Companies and organisations must identify their needs. For example, it is estimated by the year 2025, there will be 113.5 million people over the age of 65 within the European Union. The globalisation of markets and the increase in the migration rate is generating a greater cultural diversity in every country and new information technology is making users' products and necessities evolve quickly.

Design for All proposes to adapt the environment, products and services to this diversity of users in such a way that the company that implements it will:

1. Develop its market in accordance with the desires of its consumers and discover new business opportunities.

2. Collaborate in the generation of equal opportunities for all users in the market.
3. Innovation in their products and/or services.
4. Increase its competitiveness and assure the success of new products in an ever more demanding market.
5. Obtain social recognition for its ethical involvement in the process of improvement of people's lives.

The Design for All Foundation, a non-profit making organisation, proposes in the document the participation of your company in the **Commitment to Design for All**, which is aimed at all those companies that orient their activity towards consumer and user satisfaction, taking into account their needs and expectations, improving their production processes, obtaining positive company results and publicising its social commitment.

Presently the Commitment to Design for All is supported by numerous organisations and administrations, on a national and international scale, and which various companies in different fields have adhered to such as: design, transport, telecommunications, urban furniture, entertainment, tourism, etc.... these companies and organisations have reaped the social benefits as well as the economic benefits derived from the implementation of Design for All.

## 2.- INTRODUCTION

Globalisation and international commercialisation makes it imperative the application of a management strategy of knowledge so as to create value, the intellectual capital of the company and the application of Design for All are the factors that contribute in great quantity to the creation of that value in the company, and it is this value that is translated into an increase in quality of its products and services. These products and services are more appreciated by users and consumers and, therefore, causing a positive effect on the economic and social balance.

**Design for All is the intervention on environments, products, and services with the aim that everyone, including future generations, regardless of age, gender, capacities or cultural background, can enjoy participating in the construction of our society, on an equal basis.** Its application in the creative process of products and services is a key factor of competition and differentiation for the companies that want to confront the challenges of a globalised market which is exposed to a social environment more and more demanding of social responsibility.

To apply Design for All in the process of development of products and services, it is necessary to take into account two principles:

- To make available the use of all products and services to all users.
- To make sure that the needs, desires, and expectations of users are taken into account in the design process and the evaluation of the product or service.

To make the use of the product easier it is necessary that it is adapted to the capacities of the user and this means, most importantly, solving a critical aspect.

- Who are the potential users of the product or service?
- Who are those that will have difficulties using it or not be able to use it at all.

These questions present themselves always at the start of the design process and it will be aspects like technical capacity and design ethics and the company, economic factors, market tendencies and consumers and stakeholders' attitude – all of which will determine the result.

Therefore, the businessperson and designer should always bear in mind that the consumer could be a man, woman or child and of any age; 70-210cm in height, weigh between 15 and 180kg; be visually impaired or blind; possess hearing or speech. Their cognitive capacity for comprehension of language could be limited due to a disability or because they are from to a foreign country; capacity of memory could be limited; reflexes may be slow; they may have difficulty sitting down or getting up; they may be allergic to something, they could be right-handed or left-handed, etc...

However, at the moment of defining or developing an adequate product or service to the needs of everyone, three methods should be used:

### **1. For All**

For example in a built environment - security should be guaranteed, accidents should be prevented and orientation and direction should be made clear. Therefore, the minimum width of doors should be 0.80m to allow free access for everyone, including obese people and those that need crutches to walk.

### **2. Adjustable**

Products and environments that surround us must be usable by everyone in a way that facilitates devices or mechanisms, which allow the user's dimensional and functional adaptation, for example, office furniture.

### **3. Adaptable to individual needs and compatible with the aids/accessories that every person uses.**

The product or service should be accepted by the user for motives of satisfaction, the market and comfort. For example, shoes – it is considered perfectly normal that various foot sizes and widths are available of the same model.

In the same way, anticipated or non-marginalised alternative systems should be foreseen that allow the compatibility of the product or service with already existing accessories on the market. For example, when a company or professional designs a website Design for All has to be implemented since diversity of users as well as the characteristics of the aids/mechanisms they might use and the programmes to access the web content must be taken into consideration (for example people that use PDA or those that are blind and use screen reading devices).

In any situation, we should be constantly aware of the desires, needs and expectations of users and consumers and this should be reflected in the final product or service and not, as often happens, remembering the user when the product is already on the market or about to be launched.

One would think that having taken into account the diversity of users and their needs in the development of products and services it would increase the price of the product. However, on one hand, it has been demonstrated that the costs of taking into account these “concepts” does not usually cost more than 2% of the total cost of the development of the product or service and, on the other hand, it is recuperated easily by the increased number of consumers and guarantees your success.

Finally, it is also important that the company establishes and promotes a system of feedback with the aim of getting to know the users’ opinion on the real functionality of the product of service so as to improve it or avoid errors in future products.

Contrary to what one would think, following these steps doesn't mean more costs or a slowing down of the design process but experience actually demonstrates that it saves money, time and increases sales. Therefore, these are some worthwhile reasons for changing the approach to the conception process of products and services.



### **3.- WHAT IS THE COMMITMENT TO DESIGN FOR ALL?**

The company confronted with a complex diverse environment in which sectors, such as the Economy and the Market, Ethics and Sustainability, Society and Culture, and finally Technological Advances should all be anticipated. The company has to react to each one of these in a punctual, not always organised way and with a biased view of the environment that conveys that its strategic plans do not respond in a sufficient way to the new challenges they are confronted with.

In the same way, the need for a sustainable development is demanding from companies, consumers and users a greater awareness in relation to energy savings, consumption, and the recycling of raw materials.

Design for All lengthens the life of a product and increases the number of potential users contributing decisively to the reality of social, technological and economic development in every country.

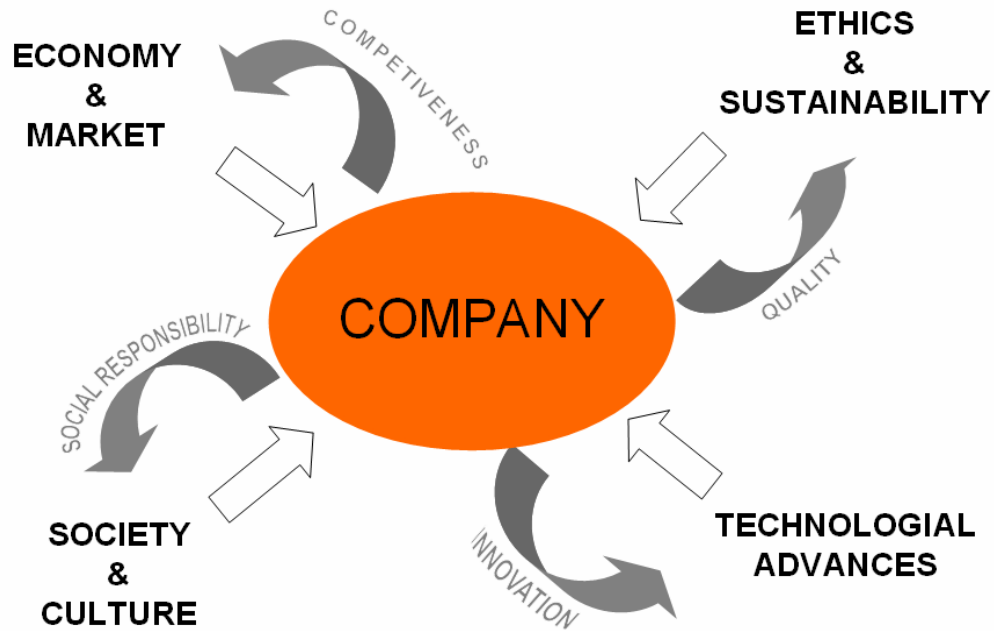
This is what the Foundation, through the “**Commitment to Design for All**”, offers to companies, with the aim that they process in a joint way all the feedback they receive to enable them to come up with a response that integrates all these challenges, that include the expectations of their clients and stakeholders and satisfy their economic necessities and so responding to the values demanded nowadays i.e. quality, sustainability, and professional ethics.

**The Commitment to Design for All is a systematic process that integrates the users and consumers, the ethical values of innovation within the organisation of the company, through an Ongoing Implementation Plan.**

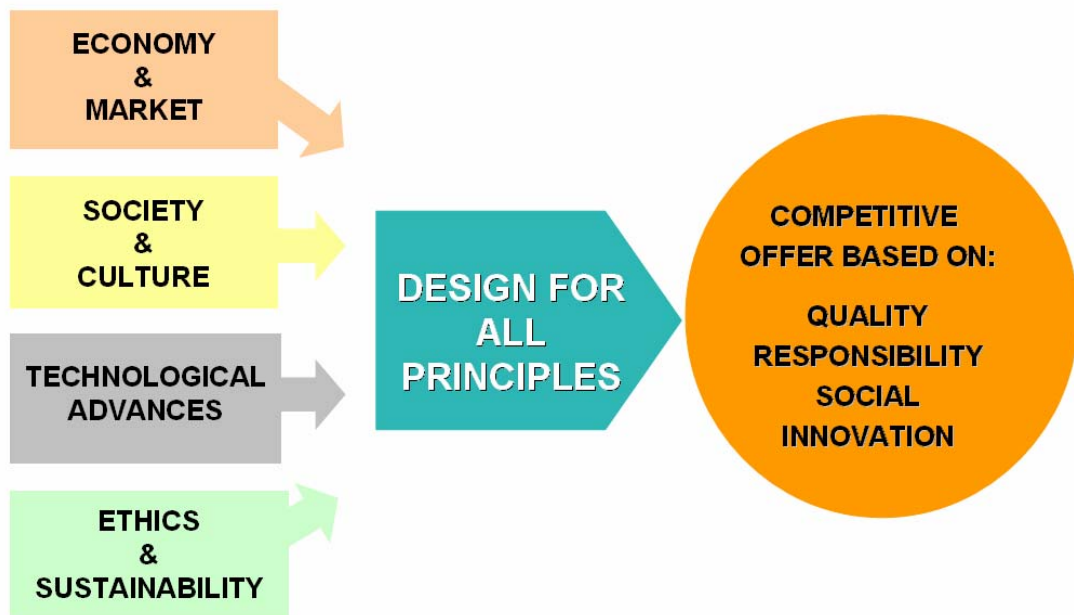
More concisely, the Commitment to Design For Design is the commitment that companies take on to adapt its services, products and systems of organisation to the abilities, necessities, and expectations of all users and consumers through the principles of Design for All.

All these companies that implement and develop Design for All through the Commitment to Design for All will acquire the status of a **“Company Recognised by the Design for All Foundation”**.

**RESPONSE OF THE COMPANY TO THE ENVIROMENTAL CIRCUMSTANCES**



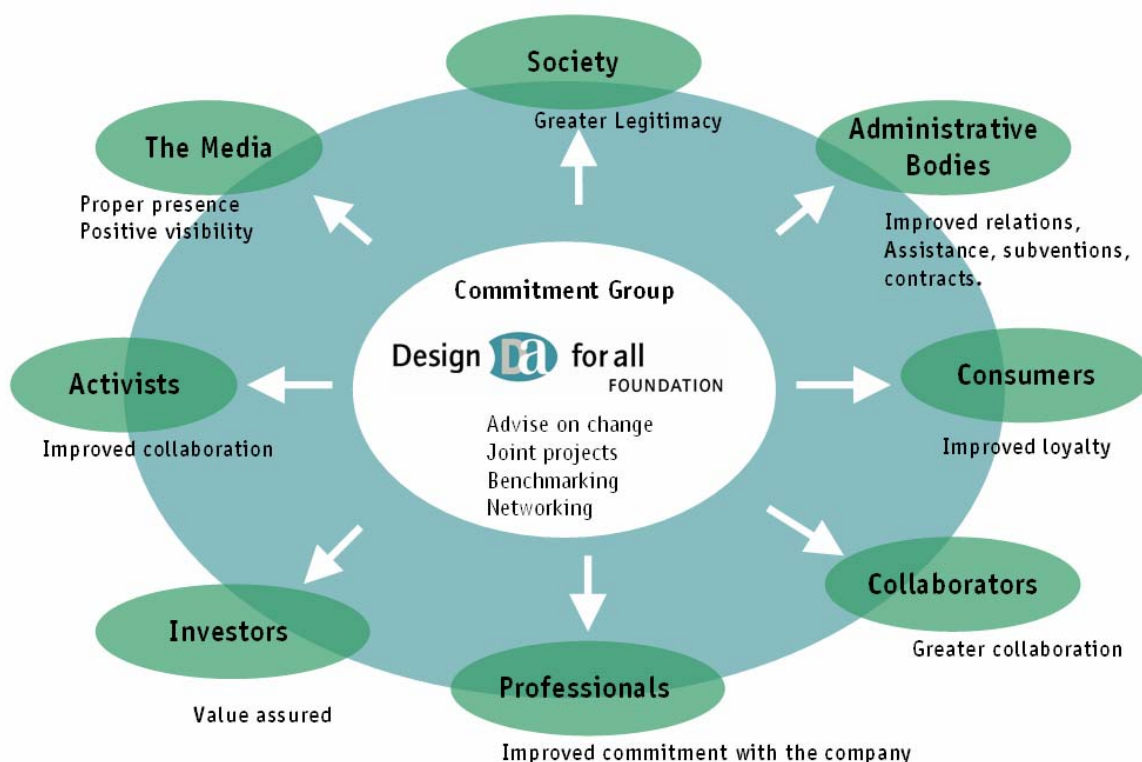
**COMPANY THAT PROCESSES ENVIRONMENTAL CIRCUMSTANCES THROUGH DESIGN FOR ALL**





#### 4.- BENEFITS THAT THE COMMITMENT TO DESIGN FOR ALL CONTRIBUTE TO COMPANIES

The Commitment to Design for All offers the following benefits to companies:



- **Increase in the number of consumers and users**, taking into account that there is an enormous diversity of users ranging from physical, cognitive, sensory, dimensional and cultural characteristics. Users evolve throughout their lives, and as a consequence of this change, their attitudes continue with time.
- **Increases the satisfaction of the needs of the user and consumer**, and furthermore, it improves loyalty to the company.

- **Increases the quality of products and services** through the application of Design for All; during the development process and likewise increases the company's value towards administrative bodies since they can appreciate the effort in adapting products and services for all citizens.
- **Maximises the success of the launch of a new product** since the users will have participated in its development and, moreover, it will be appreciated from the outset.
- **Increase the company's competitiveness**, detecting opportunities in the market converting them into business and **anticipating the changes** that indirectly affect business activity and its competitors.
- **Increases the company's capacity for innovation**
- **Increases sensible consumption and saves money in the development** process of products and services.
- **Increases communication** within the different departments of the company.
- **Increases co-operation among companies** from within the same sector and different sectors improving their strategic alliances and innovation.
- **Increases satisfaction and involvement of the workers** since the implementation of Design for All contributes criteria for resolving conflicts and dilemmas that frequently surface and tackles key issues for the proper running of the company.
- **Increases the prestige and improves the image of a company** that with its commitment, it pursues socially positive objectives.



- **Increases consumer confidence in the company** since its actions are supervised by an independent highly recognised and respected organisation such as the Design for All Foundation.

In fact, there are already many companies that, with consumers' apathy when confronted with new products that are offset by increased publicity and confronted with the enormous challenge introducing a new product in new markets, they have decided to modify their strategies by including Design for All as part of their global philosophy, which means change, in the development of the product as well as in marketing strategies.



## 5.- COLLABORATION OF DESIGN FOR ALL WITH COMPANIES

The Design for All Foundation offers companies collaboration in the following aspects:

- Diagnosis of the Present Situation and an Analysis of the benefits and opportunities of the company to determine which are the areas and activities that fulfil the criteria of Design for All.
- Professional advise so as to put into practice the principles of Design for All and to study the proposals of general priority and immediate actions that, once a consensus has been reached with the company, allow for the development of the Implementation Plan and, hence, achieving a balance between the quality and the results, hence the company may achieve the status of a “Company Recognised by the Foundation”.
- Companies will have at their disposal professionals in the various areas of Design for All that act as the liaison between the company recognised by the Foundation, to develop and carry out projects, ensure its viability and define the strategic lines to implement Design for All in all processes.
- Diffusion of good practices carried out by the company on the Foundation’s website at a national and international level.
- Provision of contacts, benchmarking, and realisation of joint projects with other companies recognised by the Design for All Foundation.

- To favour and strengthen the integration of Design for All in the daily activity of the company and ensure co-ordination among the various professionals linked to the production process so Design for All is integrated from the very outset ensuring the success in products.
- Information about possible grants or subsidies and programmes that facilitate the implementation of Design for All in the company.
- Training courses aimed at professionals specialised in the various company disciplines for the implementation of Design for All.

## **6.- REQUIREMENTS TO ATTAIN THE STATUS OF “COMPANY RECOGNISED BY THE DESIGN FOR ALL FOUNDATION”**

For companies to be recognised by the Foundation, implement the principles of Design for All, execute the Commitment to Design for All, the following process must be adhered to:

**1.** - The Design for All Foundation will carry out:

- A **Diagnosis of the Present Situation** that will determine objectively those areas and activities that already satisfy the Design for All criteria.
- An **Analysis of Benefits/Opportunities** of all the areas of activity within the company which will determine the opportunities and benefits derived from the application of the principals of Design for All.
- A provisional proposal of the general priorities and a proposal of the immediate tasks, which will be agreed on by the company, with the aim of defining and developing an Implementation Plan to carry out the “Commitment to Design for All”.

**2.** - Once these proposals have been accepted by the company, and the commitment to implement the Design for All, the **Collaborative Agreement** (Appendix no.1) will be signed by the Design for All Foundation and the company in parallel with the signing of the **Declaration of Commitment to Design for All** (Appendix no.2) by the maximum representative of the company, in which the will to develop its implementation is expressed in all levels of the company and participate in the process of the implementation, to disseminate the Commitment For All among its clients and users through its usual channels of communication.

3. – Subsequently, a **Co-ordinator to Design for All** (Appendix no.3) will be named who will be responsible for the development process and the application of Design for All in all the organisational levels of the company and likewise the actions/tasks that are carried out.

4. - The applicant company **will make an annual contribution** to the Foundation, which will be proportional to the number of employees and collaborators of the company.

This contribution includes that Design for All annually will:

- a) Propose to the company the actions relating to Design for All that should be carried out so as to continue developing the “Commitment to Design for All” and continue with the status of “Company Recognised by The Design for All Foundation”.
- b) The good practices of the company will be disseminated on the Design for All Foundation’s website and among national and international organisations that support the Foundation.
- c) It will award the company an “Official Plaque” that distinguishes it as “Company Recognised by the Design for All Foundation”, once having completed the implementation of Design for All during the current year.
- d) The company will be given access to the Foundation Website reserved area with the aim of setting out the necessary information to put into practice Design for All in the company.
- e) Contact with companies and professionals within the various departments of Design for All will be facilitated with the aim that the company can receive specific professional advice on projects.



- f)** It will prioritise the participation of the company in all activities that the Foundation undertakes in the future.
  
- g)** It will inform the company of possible grants and programmes they can apply for that may facilitate the implementation of Design for All.
  
- h)** The company may use the Corporate Image of the Foundation with the aim to publicise its status as “Company Recognised by the Design for All Foundation” in its graphic material, projects and channels of communication.

Companies will forfeit its status as “Company Recognised by the Design for All Foundation”:

- 1.** If the Process of Commitment is not achieved.
- 2.** If it terminates its Implementation Plan.
- 3.** If cheating is detected in the fulfilment of requirements.
- 4.** If the annual contributions are not made.
- 5.** If it fails to comply with the rules of dissemination of the corporate image of the Foundation.





**APPENDIX N° 1**

**PROPOSED COLLABORATIVE AGREEMENT BETWEEN THE COMPANY AND THE DESIGN FOR ALL FOUNDATION TO ATTAIN THE STATUS OF A “COMPANY RECOGNISED BY THE DESIGN FOR ALL FOUNDATION”**





**PROPOSED COLLABORATIVE AGREEMENT BETWEEN (.....) AND THE DESIGN FOR ALL FOUNDATION TO ATTAIN THE STATUS OF A “COMPANY RECOGNISED BY THE DESIGN FOR ALL FOUNDATION”**

Barcelona, ....., 200....

**PRECEEDINGS**

Due to the globalisation of markets, the demographic ageing of population in developed countries, the constant evolution of new information technologies and a greater respect for the diverse characteristics and needs of users and consumers, Design for All has been introduced into our society in such a way, that policies that emerge at European Level already incorporate it with the aim of strengthening diversity as another important step towards the design of products, services or environments.

Since Design for All means Design and Improvement of the environment, products and services, so that everybody, including future generations, regardless of age, gender, capabilities or cultural background, can participate, on a equal basis, in social, economic, cultural, leisure and recreational activities, by using and understanding any part of the environment with as much independence as possible.

Taking into account these precedents:

**ASSEMBLED**

**1<sup>ST</sup> PARTY**

Mr./Ms./Mrs. ...., National Identity Card/Passport no..... acting in name and representing the company (.....) with Company Tax no....., with address.....in accordance with the authority granted by this article....., in accordance with the statutory writings of .....

## **2<sup>nd</sup> PARTY**

Mr. Francesc Aragall, Identity Card Number: 35.039.584-G, acting in name and representing the Design for All Foundation, with NIF G-62751896, with address, Avgda. Marquès de Comillas, 13, Bústia nº97 (Recinte Poble Espanyol) 08038 Barcelona, in accordance with authority of the President invested by the statutory writings of Design for All Foundation.

And mutually recognising the respective qualities in which they act and the entire legal capacity to contract and to commit themselves and in previous agreement.

### **DECLARE**

That it is the will of *(.....)* *(From henceforth .....*) will benefit its employees, consumers and users by continuously improving the quality of its services, environments, products, actions and projects.

That the Design for All Foundation is a private, non-profit making foundation, subject to legislation in force, of the Generalitat de Catalunya, pertaining to foundations, with autonomic, state, and international sphere of legal proceedings, having as its main purpose to develop, promote, research and disseminate the concept of Design for All to all companies and organisations, private and public enterprises, administrations, educational agents, and among designers and professionals in general that take part in modifying the environment , products and the services.

That it also the Design for All Foundation's aim to propose to companies, organisations and administrations to integrate the values that are promoted by Design for All in its quality process'.

That it is the will of both parties to establish a collaboration to organise jointly actions regarding the Design for All.



Consequently, both parties agree to abide to the following Agreement:

## CLAUSES

**FIRST.** - It is the will of the representatives of both organisations to carry out the various promotional actions and disseminate Design for All which will be set out according to a programme that will be annexed at an appropriate moment.

**SECOND.** - It is the will of (.....) to carry out the implementation and development of Design for All through the “Commitment to Design for All” that is the obligation on the part of (.....) to progressively adapt its services, products, projects and systems of organisation to the capabilities, needs and expectations of all its employees, consumers and users by means of the principles of Design for All.

**THIRD.** - It is the will of (.....) to be a company Recognised by the Design for All Foundation. Therefore, the following actions are agreed between the two organisations with the aim that (.....) acquires the status of “Company Recognised by Design for All Foundation”:

**1.** - The Design for All Foundation will carry out a Diagnosis of the Current Situation of (.....) and a later analysis of all and each one of the areas of activity of the company that will enable it ascertain the opportunities and benefits derived from the application of the Design for All principles.

**2.** - Design for All Foundation will present a provisional proposal with the general priorities and a further proposal with immediate actions with the purpose of developing the “Commitment to Design for All”.

**3** – (.....) will facilitate the necessary data to the Design for All Foundation in order to carry out the Diagnosis and the Analysis.

4. - The maximum representative of (.....) will sign a Commitment Declaration of Design for All in which it will be expressed the will to develop its application in all levels of the company and the will to participate with the implementation process likewise.

5.- (.....) will name and appoint a Co-ordinator to Design for All , and this person will be responsible for the performance of development and application of Design for All in all and each level of organisation of the company as well as the actions that will be carried out.

6.- (.....) will pay its initial contribution to the Foundation the sum of .....€, before finalising the .....quarter of the year 200..., and in the following years, will make a minimum yearly contribution to the Foundation of .....€.

7. - Throughout this year The Design for All Foundation will carry out the following:

- a) It will perform a Diagnosis of the Current Situation of the company.
- b) It will perform an Analysis of all and each area of activity of the company that will enable it to ascertain the opportunities derived from the application of the principles of Design for All.
- c) A provisional proposal of the general priorities and a proposal for the immediate actions to develop in order to carry out the “Commitment to Design for All” so that (.....) can achieve the status of a “Company Recognised by Design for All Foundation”.
- d) The undertakings of (.....) will be disseminated on the website of The Design for All Foundation and among national and international organisations that support to the Foundation.

- e) An “Official Plaque” will be awarded to (.....) that signifies it as a “Company Recognised by the Design for All Foundation” sine it has carried out the Commitment for the Implementation of the Design for All during the current year.
- f) (.....) will be given access to the members’ area of the Foundation’s web site so as to acquire the necessary information to put into practice Design for All in the company.
- g) (.....) will be facilitated with contact with companies and professionals working in the various fields of Design for All so that the company is able to obtain specific advice on particular projects.
- h) The participation of (.....) will be prioritised in activities that the Foundation carries out in the future.
- i) Will inform the company regarding possible grant schemes and programmes that facilitate the implementation of Design for All.

**FOURTH.** - (.....) will be allowed to use the Corporate Image of the Foundation for disseminating its status as a “Company Recognised by Design for All Foundation” in its graphic material, projects and channels of communication.

**FIFTH.** – The Design for All Foundation will maintain strict confidentiality regarding information received to carry out studies of this agreement. Therefore, all dissemination made by the Foundation about (.....) will be previously communicated to the company in order to obtain their approval.

**SIXTH.** - For the purpose of maintaining the status of “Company Recognised by the Design for All Foundation”, (.....) is committed to accomplish yearly, at least one of the actions proposed in the Diagnosis.

**SEVENTH.-** The present agreement will be validated from the date of its signature and it will be automatically extended annually, unless one of the parties notifies the other in writing about its will to terminate their collaboration giving at minimum three months prior notice.

**EIGHTH.-** (.....) and The Design for All Foundation will establish particular agreements for the execution of projects and actions regarding Design for All.

**NINTH.-** This agreement can only be rescinded by mutual agreement from both parties.

And, in the improbable case of termination of this agreement, both sides are obligated, if unable to reach a mutual agreement, to go before to the legislative Tribunals of Catatonia.

And to certify this agreement both sides sign and ratify in duplicate the present agreement, in the place and dates indicated above.

Mr/Ms./Mrs.....  
..... Representing (.....)

Sr. Francesc Aragall  
President of Design for All  
Foundation



**APPENDIX N° 2**

**DECLARATION OF COMMITMENT TO DESIGN FOR ALL**





**DECLARATION OF COMMITMENT WITH THE AIM TO DEVELOP THE POLICIES OF DESIGN FOR ALL AND IMPLEMENT THE COMMITMENT TO DESIGN FOR ALL**

Barcelona, ....., 200...

We hereby declare for the record that on date:....., that ..... hereby commits itself to adhere to the principals of Design for All which are defined as the design and improvement of environments, products and services with the aim that everyone, including future generations, regardless of age, gender of social background, can participate on a equal basis in social, economic, cultural and recreational activities, as well as be able to use and comprehend whatever part of the environment with as much independence as possible and likewise the population in general.

With the objective of being a Company Recognised by the Design for All Foundation an Implementation Plan will be undertaken in which the various stages will be defined so as to adapt our products, services, procedures and production means to the criteria of Design for All and pursue the systematic process of The Commitment to Design for All.

Likewise, we commit ourselves to disseminate the Commitment to Design for All among our clients, consumers and users through our usual channels of communication.

For the record, we hereby sign this document in the above place and on the above date.

Mr./Mrs/Ms.....





**APPENDIX N° 3**

**CO-ORDINATOR RECORD FOR THE COMMITMENT TO DESIGN FOR ALL**





## CO-ORDINATOR RECORD FOR THE COMMITMENT TO DESIGN FOR ALL

**COMPANY:**

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**SURNAME (S):**

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**NAME:**

---

**DEPARTAMENT:**

---

**POSTITION/RESPONSIBLE FOR:**

---

**ADDRESS:**

---

**POSTAL CODE:**

**MUNICIPALITY:**

**CITY:**

---

**TELEPHONE:**

**FAX:**

---

**E-MAIL:**

---

Signed  
(Name y Surname/s)  
(Responsible for)

**DATE:**

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➤ To formalise this record it must be returned by fax or email to:

Ms. IMMA BONET, Fax 93 371 76 49, e-mail: [ibonet@designforall.org](mailto:ibonet@designforall.org)