

# Design for All



## **Chairman's Desk:**



***Dr. Sunil Bhatia***

**"Our publication has a soft corner in the heart of every committed member of design fraternity and its allied areas of the world. Our role is simply to facilitate for providing the platform to publicize their works. Our team is dedicated to the social cause , and our contributors too are performing voluntary service whole heartedly since both are enjoying the sip of piping hot coffee, just trying sitting face to face across the tables in 'coffee home' of self service in a relaxed manner. That relaxation is beauty of our performance. 'Serendipity smiles upon people who have a more relaxed approach to life. Conscientious types of people are not that fortunate.' We publish their latest & important findings from the areas of Universal Design/ Design For All/ Inclusive Design/Barrier free design and in reciprocation they are helping in popularizing our social movements. What we are today is result of their sincere commitments and their serious mind-set for social cause.**

**Their help has inched us in ahead to our goals and in achieving our publication without missing a single issue from the day of its inception. We had never dreamt at the time of inception that our efforts will enjoy such a respect among design community over the period. Everything was at distant horizon. 'Helping others is a passion of our contributors, helping them is our passion.' Beauty of this publication is those who are associated in real sense or apparently helping to a noble cause of our social movements with their rendering selfless service. Selfless service has its own charm & attraction. Once an individual indulges in it, from that moment it is beginning of his/her journey of self realization. This spiritual elevation is beyond imagination and can't be expressed in words to those who have never experienced it.**

**Our style of working appears like an idlers and outlook resembles with that of a vagabond who is a regular visitor to the coffee home or teashop of his locality. His energy is yet to be explored since that has tremendous untapped potential. Society is not caring in giving him chance and his due. There is beautiful line from the essay of 'Apology for idlers'. "Idleness so called, which does not consist in doing nothing, but in doing a great deal not recognised in the dogmatic formularies of the ruling class, has as good a right to state its position as industry itself" While sitting quietly in a corner street teashop with meager amount in his pocket, his survival is a great question for him and his mind is not distracted by such nuisance around him and he continue to think, discuss issues related to welfare of mankind. No one can imagine in this modern world that this**

**'penniless person is thinking globally while living in some remote.'** He has confidence that person of his character has potential to overthrow any indispensable corrupt system and history has witnessed such incidences. But the problem of such person is their thought process and they keep themselves busy in sharpening their ideas and don't have time for actions. Majority of such persons are victims of their own minds. Their philosophy is biggest challenge for them 'escape the everyday' and that never allow them to come out of their 'laid attitude'. They are mute observers and analyze the happening with their learned knowledge that is reflection of behavior of treatment of system. Anyone who wishes to be a keen observer; it demands dissociation with current affairs around him. These idlers are not part of mainstream that makes them adapt observer compare to those who are running from one pole to another to satisfy their needs and part of the existing system. When he observes in isolations and understands what is to require improving the system.

**A phenomenon in political processions is common throughout the world that majority people are downtrodden, living in condition of hand to mouth, are out of their houses and even sacrificing their paltry earnings for that day for the great cause that affects the humanity. I admire their courage and zeal for social progress of all and dislike those who have every luxury around them but they never come out for any social cause. They exploit the miseries of others for their personal benefits. The reason of our majority of present social problems is because of disparity among rich & poor. The way technologies**

are changing, it is bound to change the social system. Everything is converging around technologies. Internet has united the peoples around the world but fails to narrow the gap of rich & poor. Rich peoples still live in isolation, happy among their elite class and maintain the distance from poor. If our young designers are not equipped with knowledge of what sort of social changes will take place and what will be its impact on common person, they will lag behind with other professions and it will make them nonexistence in performing any role for social uplift. The future will have two classes, 'male & female' and another will 'have' & 'have not'. A few select that are extremely greedy are engaged in all vicious practices will lose their sheen and designer with social values will survive. 'More they will satisfy the destiny of mankind through their greed more it will ruin the real man.' Our publication is sensitizing the people for take up the social work that should benefits all. I am against the charity of giving cloth to the naked rather we should help him making his own cloth as well as for others. 'Charity should link with self sustaining & productivity, not with alms.' Privileged classes are enjoying and never allow others to change the system because it will threaten their existence but on the other hand they are victims of its own luxuries. I feel like to stand and salute those who wish to change the system and out of their routine struggles of life with strong belief that 'the root cause of our problems are not because of money rather wrong distribution of money and that too in the undeserving hands. They proceed in procession with the hope in their eyes as future would be brighter. In my opinion they do

**their best and blanking the flaws of “the others” sacrifice the very things we are all looking for.**

**We consider ourselves lucky that in such a short span of time we are enjoying tremendous respect among design communities and great personalities have come out of their routine way and have contributed a lot to make our social movement a success. Fortunate people tend to cultivate large groups of friends and acquaintances and we have very large readerships. The appearance of our publication is like vagabond whose look is shabby but his mind is at par with credible respectable thinking. Their roles are identical. While devoting a good part of his life in local teashop but his knowledge, interactions, and mind of his own and no qualm for any recognition by the global society. Because of his poverty society refuses to acknowledge his merits. We often feel some kind of reflection of a personality that is a vagabond in our publication. This is the platform where people from different walks of life visit, share their findings & thoughts. As people move out of the coffeehouse they are entirely different personalities.**

**Our thought process is now driving us to study more of humanities. To serve the humanity we feel we are competent enough to do in those areas where we have vast experience i.e. design. Just imagine that ‘the world’s designers pledge that ‘we will design a product that will be universally acceptable, in their lifetime, without exploiting for commercial benefits.’ It will bring the cascade effects and will change the face of the**

humanity. Some people are acknowledging our efforts by stating 'this publication is gradually affecting our thought process and we feel like to serve the mankind but some inhibitions are restricting to do so.' This is opinion of some of our readers. 'It is blessed publication and everyone who feels some moral duty to do some good for society, it is the best platform.'

'Informal discussions survive longer than the formal discussions.' Brainstorming brings better results than organized conferences, seminars & workshops where formal discussions are held on with focused agenda. Formal discussion has another drawback since every participant wishes to emphasize for which he has been called for and he ruminates. I call it market driven discussion where benefits of market comes first for individual or institute, social benefits are insignificant or secondary. An informal place, everything is free and there prevails carefree environment contrary to formal discussions where time is carefully allotted. It has no influence of market forces. That means commercial benefits are none but social benefits are all they are caring about. Ours is informal publication, all participants can not get away from the said agenda and make their observations with restraints and constraints. Many new ideas are floating here in the air and nothing is in concrete shape. You may encounter many ideas first time and it may influence your ideas and alter altogether. Man should visit such places with strong conviction and never carried away by such floating ideas. All ideas of an individual are with numerous loose threads but we need brain to

assemble them in meaningful way in finest forms. If any discussion is interest of your area, you are free to participate and continue as long you feel like. If the discussion is heading nowhere, will not benefit, you are free to quit and no one will mind. This is the charm of coffee home. From a cultural standpoint, coffeehouses largely serve as centers of social interaction; these provide social members with a place to congregate, talk, write, read, entertain one another, or pass their time, whether individually or in small groups of 2 or more. Some group members are emotinally charged . Emotions of an individual vary as personlity traits change. Persanality traits affect the devlopment of existing social relationships. Similarity in specific personality traits plays an important role in founding freindship. No one is aware why he feels comfortable discussing with particular group. People devlope unusual affinities among themselves . If , by chance , reason known to them, fail to visit coffee home and unable to participate in discussion, it pinches the rest of usual members of the group and they feel discomfort by particular absence. What does dominate & rules the mind of human beings? Our needs, our intellect or do we obey our peculiar; irritable vital spirits; sometmes generous but quite vicious.

There is another form of group existing all over the world .It's members are harmless, usually with open one chest button of their shirt, crowning glory with latest style , lose pants that is just hanging on their waist, feet with slipper or shining shoes are generally found in corner of street teashop. Mostly they are unemployed, aged 20 or more, suffering with identity crisis and



waiting for first available opportunity to join some workforce. Their common point is, they are sailing in the same ship and prior to teashop all were unknown to one another. They are not fringe, they are the ones who really take what's happening and integrate it into their thought processes. Their hearts are without malice and their minds are focused for proving their worth in the society. They simply come to teashop because their families believe they are a liability and society is not to bother in giving any opportunity to prove their worth. This is the transition period for our youth and they suffer from identity crisis. They enjoy some identity since feel safe in teashop. The visitors have commonality. No one believes their existence unless and until they become part of our system. I say to myself, 'why are they dying to be part of this system? Are they not aware that society never needs them in fact they need the society for their survival. Our social hierarchy makes someone important if he/she holds important position and worthless if he/she out of that position. That is the real dilemma. We do not judge the people on the basis of the innate merit.

In human history, coffee home or teashops has played the role of dynamo for our various revolutions and was reason for significant changes in our civilization. It is the place symbolizing with class struggle of 'haves' or 'have not'. Great minds and innovation of business ideas have come from our coffee home and it has changed the commercial and cultural character in so many ways. Many coffee houses in the western world are of the culture of Middle East. Reason of their

migration was economy and opportunities. Either they were poor in their homeland and it was difficult for them to manage their day to day affairs or bubbling with new ideas and there were no takers. They came to the West in search of livelihood or prove their value to the world. During their struggles of achieving their desired goals of life, they lost their past glorified ancestral culture. They wished to revive the same and should be identified with their own culture from where they belonged. The future generations should not curse them by saying ' We belongs to uprooted civilization. Neither local peoples are accepting us as their native nor can we go back and continue our life.' Like minded people of the same culture sit, enjoy drink the way it was prepared in their land and discuss the glory of their culture and slowly turns to teashop or coffee home with common agenda. They are living in another world of different culture for their livelihood but their hearts are still at their ancestral roots. They sit together enjoy, tea, hookah and discuss about their past cultural glory. A few individuals noticed some good cultural points of the western world; they admired and integrated in their world. They mould and adapt it to make their culture dynamic and progressive. The reason of popularity of tea throughout the world is our dynamic culture and a few are innovative and keep doing some exoperiments with nescent ideas . Tea was first developed in Eastern world i.e in China and it was novelty and West was unknown about such brevarge. Sooner or later, it is part of the world culture because a few were keen to experiment with new ideas that made it most popular bevarage in the world. It is associated with culture- a sign of welcoming and respecting the

gust or expressing gratitude or serve even to break the mournings of the family to come back to their routine life .We all are aware, no one is going to stay forever in this world and that feeling motivates us 'Do what best we can do . Time is running out'. We are trying to bring together different people who feel uprooted and live like migrants in this world. Their individual efforts are published in our publication and effects appear to have power to change the face of humanity. Similarly we are trying to include into our design movements who are supporters and wish to act for progress of society.

History of the world's coffeehouse noticed that has culture of sitting idlers is prevailing throughout the world and it has come to the proper notice after the industrial revolution. But its existence is noticed prior to revolution & can not be denied its existence in the cities wherever the seat of power was resting. In Mecca soon became a concern as places for political gatherings to the imams who banned them for their drinking habits or for rebellious thoughts. Regular visitors believe in philosophy of ' Idea rules the world. I have the idea and I will rule the world. Let the society reject my ideas .I have potential and I will make my dream a reality. A few have new ideas and some visit such places in search of new ideas. Those with new political thoughts faces the rages of traditional mind set .They refuse to accept their new theory and declared them rebellious or outcasts. These people have no option rather visit and live with like minded people of teashop. When some better thought processes are rejected by our current establishment ,they feel hurt and they plan to revolutionize the society . Some time they

succeed and in general they fail. Our publication is congregation of such great & beautiful minds and every one is burning with one desire 'how to design the product that should be useful for all'. Our is apolitical publication and we serve all kind of intellectual possibilities. We keep ourselves aloof from political interference and focus on cultural and intellectual discussions. 'Are freedom and dignity possible?' We publish all the articles what we receive for publications reason is we are not the best judge to criticise ' What to do if you want to defend a theory you can not prove' We permit creativity to play its role.

Custodians of the British Empire tried to suppress the London coffeehouses as "places where the disaffected met, and spread scandalous reports concerning the conduct of His Majesty and his Ministers", the public flocked to them. It was threatening their rule. Coffeehouses, "where you have the right to read all the papers for and against the government," and it was once upon a time considered as "seat of British liberty. Various governments came to rule but none was serious to wipe them out. Reason was assemblers at coffee home were product of the society and they reflected then prevailing system had serious drwabacks and needed complete overhalling. No government has time to think for controlling such persons. The law still protects them, but no longer commands their obedience. They don't indulge in any crime and never do that is not according to existing laws. The best way to reduce their impact in the society is simply to divide them into different classes -lower strata to teashop, little better for coffee houses

and aristocratic for club or pub. In London, coffeehouses preceded the club of the mid-18th century, which skimmed away some of the more aristocratic clientele. Another tactic the local government adopted to bring them to mainstream involved them in state development works. A few coffee houses started listing stock or auction house in next room to coffee house. Those with business acumen were involved with speculation in industry and they gave various new innovative ideas for running profitable business. Those possessing art & culture knowledge involves with auction of artifacts and paintings. Jonathan's coffee-house in 1698 saw the listing of stock and commodity prices that evolved into the London Stock Exchange. Auctions in salesrooms attached to coffeehouses provided the start for the great auction houses of Sotheby's and Christie's. In Victorian England, the temperance movement set up coffeehouses for the working classes, as a place of relaxation free of alcohol, an alternative to the public house (pub). It was the place where they used to visit to vent out their feelings for the government and government employed intelligence person used to sit there for sensing the mood of the public from their discussions and advised the authorities accordingly. This is place that is free from drugs abuse, crime but stray incidents are noticed. Mostly people are with empty pockets and these type of business flourish where people are rich and can afford their services. These places are considered only for intellectual discussions.

A few individuals are fortunate and their state of being idlers is for short period in coffee home or teashop because they quickly

manage place in working class to meet their needs. A few are unfortunate and continue to visit longer & even years as an idler and it appears as they are born to live in such places because society never gives any opportunities to them. Slowly they slip to oblivion and society forget their presence . Initially their centre of discussion is around 'employment' and behaves as restless soul. As their stay extended longer than usual they behave in tame manner and initial effervescent energy to change the world alone with his creative ideas vanishes but some hope is still in corner of their hearts. Their topic of discussion changes for 'grabbing the first opportunity falls on their way'. Their behavior changes to tame restless soul and they appear as they are in hurry as something is slipping out of their reach. They have unique sense 'something horrible is store in futre, if I don' succeed in coming out of the coffeehome culture my life will unimagivable.' A few those who are veteran- never have any opportunities to prove their worth and regular visitors, are busy in discussing criticising 'system is rotten and hoplessness is the flavour of their discussions.' Truth telling, when done inappropriately, can be abusive. They are most rebellious minds but passive in actions. As time passes and those who never have any opportunity to join any workforce, they surrender to their fate and behave to newcomer as guiding force and advice them 'what to do and what not to do for successes.' These veterans are first to visit the teashop as shopowner opens in the morning till owner closes in late night. No one is respected by the family, society is not in mood to care for them and this breed will never extinct from any society and will never be shortage in future. They are

**socially bycotted and out casted by others. Teashop or coffee home is second home for them . Their parental house proves to be night shelter and place for foods or satisfying their need of little currency. 'They are good for nothing' in the eyes of commercial world where people are questining " If you are smart, where is your money? But they have worth in other world and struggling hard to prove their worth. Some veteran succeed in their ideas because they were able to sustain in all odds and majority becomes victim of circumstances and dies unnoticed, unsung.**

**Passive brooding, shadow of failure looms larger than life, low interaction with society, makes them to live in their own created world. Dissatisfied world around them, fail to deviate their thought process. They have minute observations and their finer findings are useful for society, but they prefer to lead isolated lives and maintain the low profile. 'To be good observer, one should keep aloof from what is happening around and for analysis, prejudice mind should be avoided. They are well settled people at their own terms. " For the perfect idler, for the passionate observer it becomes an immense source of enjoyment to establish his dwelling in the throng, in the ebb and flow, the bustle, the fleeting and the infinite. To be away from home and yet to feel at home anywhere; to see the world, to be at the very center of the world, and yet to be unseen of the world, such are some of the manor pleasures of those independent, intense and impartial spirits, who do not lend themselves easily to linguistic definitions. The observer is a**

**prince enjoying his incognito wherever he goes"- Charles Baudelaire.**

**Their actions are slowest in normal time but as crisis strikes they prove efficient organizers. There is no hurry in their actions as it appears they have lost hope with current scenario and aware about the system will continue to move in its own pace and it won't move as they wish. There is no way to shout and expressed our resentment by shouting others. They are suffering with identity crisis but believe they have better capabilities to run this system. If anyone has met with some untoward accident they manage the crisis by calling the appropriate agency and side by side manage the crowd of onlookers. They settled the dispute of involved parties amicably. They are with half fed stomach and affections of others are missing in their life. Those who wish to do something good, they don't get opportunities and those are in position, don't have will to do well. This is the real problem of mankind.**

**If anyone of their group who happens to visit regularly and got the opportunity of joining workforce and he occasionally visit teashop as and when he feels, they don't express their grudge. Rather if some other person is in problem and they feel the problem is associated with that person who happens to be visitor of teashop, they recommend his name to others as that person is paid for obey his instructions. They advise & instruct the person 'Go to that person, he is close to me as you are. Just drop my name; he will definitely help you out of the way'. The**



ways they assure, it instills confidence in person who is in problem. The best part is they behave in such a commanding way as they are some great personality and enjoy strong position and respect in this system. From cinema hall ticket to any department of any levels of government they have contacts and as their known contacts are there to help them. Not merely contacts are known rather they feel these contacts have great respect for them. They live in simple world and continue to live in their web of illusion. They are innocent & ignorant people and ready to help anyone. They expect world is not cruel and it is the social responsibilities to help one another. Whether it is road accidents, you will find such people are organizing for calling the ambulance, doctors and managing the crowds. If there is natural calamity like flood or fire they are the people without caring of their lives, wade into floods water or fire and save the lives of others. In return don't demand anything. If someone offers something in return of gesture of humanity ,they reluctantly refuse by saying 'it was our moral duty to save you' or someone force them to accept their gifts , while accepting their eyes dampens and reflection of great gratitude is visible. These people have very high respect for humanity but suffering with identity crisis. They have sensitive sense of sufferings of others and correlate with their sufferings, is the reason of helping anyone whosoever sufferings are. Whether it is matter of hospitalization or arrangements of friend's sister marriage or last rites, they are most active and in demand during that crisis. Once the crisis is over they are dumped by beneficiary as we dump wastage into dustbin. They are always smiling and never complaint. Everyone uses them for their

benefits but no one is caring for them. I have noticed their friends who are married and earning good, visit the teashop with hidden agenda and express desire to go for the specific movie but ticket is unavailable because of huge crowds. Unemployed friend manage the tickets with great difficulty out of love for his friendship and will wait outside to handover the tickets before the show start. He believes his friends are his well wishers. I feel pity on them 'How the settled friends are exploiting unsettled person for fulfilling their desires.' They continue to live unsung, unnoticed life in that teashop. They enjoy high respect of tea owner who introduce his new customers as 'He is person of high intellectuals, integrity and lots of person those whom you consider as successful have sought his advice when they were in crisis. He is the person responsible for successes of many'. Parents believe my son is useless; society has no intention ever to give chance to prove his worth , near & dear slowly lead their settled routine life and never bother for such characters exist in this world. I admire such selfless characters and have great respect for such people. My sympathy is for them but sympathy is not solution.

A few who can afford and economically little bit comfortable, visit coffee house that has some character of a bar, and some of the characteristics of a restaurant. They know their crisis is temporary and it will be sorted out either by their parents or relatives or classmates. They enjoy the freedom and can afford the luxury of king. No financial tension, family is well settled and capable to solve any crisis associated with him. 'A lot can happen over cup of coffee' is their belief and attitude is ' I am

visiting this place out of pleasure and a learning experience, can quit as I wish, to join some workforce and goals are closer to them but they are confused which goal will better. Goals are at their arm length. They glorify their success journey by stating ' When I was without job I used to visit and sits in that coffee house for hours and was thinking how to be a successful person' An ordinary people who are innocent and struggling hard to be successful make them their idol without knowing the reality. We neither belong to elite class who are visiting coffee home ordering hard drinks nor soft drinks sitting in restaurant nor to inexpensive street tea shop. We feel our place is not coffee home or teashop but our presence can be felt everywhere & we catering to all through our publications. Our publication is focusing on Universal/ Design For All/ Inclusive design and has character of raising the issues related to social cause that is affecting majority and our present and future generations. As coffee house suggests it serves the coffee and tea with light snacks. We serve articles, news, appeals and other features related to design. Generally a rebellious stance is an irritant to mainstream guys who have been have strongly conditioned to live it out in their evolving material comfort zones. As designers we are obliged to take an out of the box view of things. But now with the ruinous state of western economies (and to a growing extent - global environment) such perspectives appear to be increasingly attractive and compelling. Idlers are significant part of design of our society and these characters are slowly evaporating form our current system. They are forgotten character in our time. Once we lost such character forever from our society, it will

**create imbalance in our thought process and it will be one way thinking only for commercial exploitation rather social uplift.**

**Designers should think in all possible directions and never ignore the role of idleness while designing. They should be always with bubbling energy but they should have proper sense of creating right blend of idleness & action for creating product acceptable to ALL.**

**Enjoy the idleness and read this special issue that has Guest editor Ms Laurie Ringaert of D.S.L Design Consultant of USA. She has invited the authors from different background and culture but they have common interest 'how to make our society better, where every person of any age can live respectably, comfortably.' I wish them all success in their endeavor. I admire her courage and her style of patient working. She was with various assignments in her hand and how beautifully she executed this special project is admirable.**

***Dr. Sunil Bhatia***

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**Laurie Ringaert**

***Laurie is a researcher, educator, consultant and occupational therapist who has been involved in universal design/access issues aging, disability, accessible tourism, community development and planning, codes and standards development for over 30 years. Laurie currently works as a social research scientist with the Seattle-King County Department of Public Health where she is working on the Communities Putting Prevention to Work project funded by the Centers for Disease Control.***

***She previously served as Project Director with the Measuring Up The North Initiative, as Principal Partner with DSL Design Consulting where she provided consultation, research and program evaluation and development with such entities as the America's Byways Resource Center, MJones Consulting on chronic disease and accessible tourism projects , as Senior Researcher with the Canadian Centre on Disability Studies including leading the first study on Visitable Housing in Canada and was a project lead on projects on Aging and Disability and Farmers with Disabilities. She has also been involved in international projects with the Centre in Russia and the Ukraine and recently completed work on a CIDA project with Designable Environments in China. She previously worked as the Director of the Center for Universal Design at NC State University and the Director of the Universal Design Institute, Assistant Professor of Architecture, Faculty of Architecture, University of Manitoba, Canada, as Director of the Office of Research, School of Public Health, UNC Chapel Hill, NC, as lecturer School of Medical Rehabilitation, Faculty of Medicine,***

***University of Manitoba as well as her own consulting business: Universal Design International Consulting. She has been involved on many codes/standards and policy committees nationally and internationally. Laurie has worked with architects, designers, planners, developers health officials, businesses and the disability and aging communities on built environment issues through her training events and her research. She has been involved in several universal design projects and authored several articles and book chapters. Laurie has served as a lead consultant with the Department of National Defence/Canadian Forces and has served as an expert witness in several Canadian human rights cases.***



***Eleanor Smith***

***Eleanor Smith is the founder and director of Concrete Change, an international campaign for a basic level of disability access ("Visitability") to become standard practice in all new home construction. During two decades, she has generated a network of thousands of Visitability advocates, who have passed local ordinances resulting in more than 35,000 Visitable homes which were built deliberately with basic access even though intended for the open market. Ms. Smith has helped create the credits for Visitability in green-related housing programs and is active in creating home access standards through the International Code Council. She has participated in Visitability in Canada Initiatives since 2005. She believes that with the widespread awareness of the aging demographic, the high cost of nursing homes, and the desire of most elderly or disabled people to participate actively in their community, basic home access will become the norm as advocates, building and design professionals, policy makers and planners work together to bring that about.***



**Ron Wickman:**

***Ron Wickman was born in Edmonton, Alberta, and in 1991 received his Master of Architecture at the Technical University of Nova Scotia. He set up his own Edmonton based practice in January 1995. Ron's interest and expertise is in barrier-free design, that is accommodating the needs of individuals with disabilities; he also has a special interest in multi-family housing and urban and community planning. He is committed to providing affordable, accessible and adaptable housing and has won several housing competitions. Two built projects include the Affordable Housing Demonstration Project, built in 1996 and initiated by the City of Edmonton Planning and Development Department and the Innovative Housing Committee; and the CMHC FlexHouse - Habitat for Humanity Project built in 1997. Ron has experience as an expert witness in cases involving persons with disabilities, and he has also been a guest speaker and participant in numerous sessions involving Barrier-Free Design, innovative, sustainable housing and urban and community planning.***





**Bob Topping**

***Bob Topping is a registered Architect actively involved in the practice and teaching of architecture with a specialisation interest in the area of barrier-free design. He is a recipient of an award of merit from the Premier of Ontario's Awards for Accessibility Program for his residential work and is author of CHANGES: Disability and the Challenge of Renovation. Bob has over 20 years of experience practicing and teaching architecture with a specialization and interest in the fields of barrier free design and universal design. Bob has provided services internationally including recent work in China. He is President of DESIGNABLE ENVIRONMENTS - a company that specializes in providing accessibility and consultation services to public and private sector clients.***

## **GUEST EDITOR:**

***Laurie Ringaert***



**Dear Readers:**

**I was honoured to be asked by Dr. Sunil Bhatia to serve as a guest editor for this edition of the Design for All India newsletter which I have dedicated to the Measuring Up The North Initiative in Northern British Columbia, Canada. From August 2007 to January 2010 I served as the Project Director of the Measuring Up The North Initiative. This initiative served to facilitate nearly 40 communities to become more livable, age-friendly, disability-friendly, universally designed, inclusive communities for all residents and visitors. We saw incredible successes including changes in attitudes, changes in infrastructure, buildings, parks, housing, tourism approaches, businesses but most importantly, changes in strategic planning, comprehensive plans and policies. As well many inter-sectoral partnerships were formed. As a result of**

building this foundation, work is continuing in the communities.

*The Initiative served as a model for the rest of the province of British Columbia and included a provincial conference: "Creating Universally Designed Healthy Sustainable Communities "* held at the Prince George Civic Centre April 2009. This was our major capacity building event of our two year Initiative. We opened up to the entire Province, to Alberta and even across Canada. Over 175 people attended. This event included internationally known key note speakers (Eleanor Smith (Atlanta), Jake Pauls (Washington, DC), Bob Topping (Mississauga), Ron Wickman, (Edmonton, Alberta). The conference included lectures, short workshops, Think Tanks, poster presentations, a tour of Winton Global homes, a tradeshow, planned networking events, and informal networking. The conference also included two half day and a full day workshop. This event was highly successful and resulted in the Prince George VISIBLE Housing Declaration as well as the development of a planning tool for age-friendly and disability-friendly communities: both of which are presented in this newsletter. The project was highly successful due to the leadership of the North Central Local Government Association along with many partners that are discussed in later articles. Most importantly, success was due to the ownership and hard work of the local governments and community and business partnerships that were formed.

**This newsletter edition begins with articles presenting background and achievements of the Measuring Up The North Initiative. Included is an article presented by Maxine Koppe and Karen Marshall of the North Central Local Government Association providing a case study discussion on one of the communities. I have also included an article on a publication developed by Smart Growth British Columbia and the BC Ministry of Healthy Living and Sport which has contributions by the Measuring Up The North Initiative. We then move to three articles on more general universal design topics by well known universal design contributors including Eleanor Smith (Concrete Change), Bob Topping (Designable Environments) and Ron Wickman ( Edmonton, Alberta ). These contributors were guest presenters at our provincial conference in April 2009. Eleanor Smith, the leading advocate of visitable housing in North America, discusses her latest perspectives on visitable housing. Bob Topping, an architect and universal design consultant in Ontario, Canada discusses his perspectives on the Ontarians with Disabilities Act. While Ron Wickman, a universal design architect in Edmonton Alberta discusses his perspectives on growing up with a father with a disability.**

**I want to thank the contributors to this edition for their work on short notice. Please contact the authors directly should you have any questions. For further information about the Measuring Up The North Initiative including the Phase I report, Community reports and other information please visit: [www.measureupthenorth.com](http://www.measureupthenorth.com) .**

**Wishing You All the Best!**

A handwritten signature in black ink, appearing to read 'Laurie Ringaert', written in a cursive style.

**Laurie Ringaert**

## Content of July 2010 Vol-5, No-8

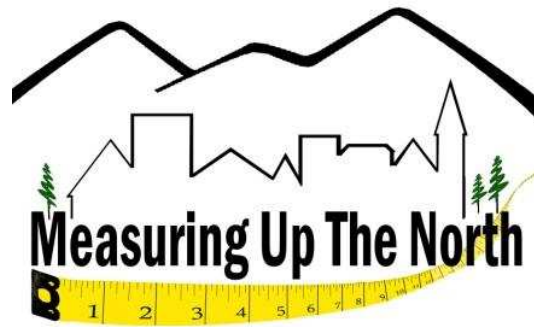
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# The Measuring Up The North Initiative

*By Laurie Ringaert MUTN Phase I Project Director*

The Measuring Up The North Initiative began in 2007 in Northern British Columbia. Its goal is “to assist over 40 communities to become livable age-friendly, disability-friendly, universally designed, inclusive



communities for all residents and visitors”. During Phase I, a MUTN was a partnership between the North Central Local Government Association (NCLGA) and the BC Paraplegic Association (BCPA) with supporting partners, the BC Healthy Communities Initiative, 2010 Legacies Now, the Ministry of Healthy Living and Sport-Age-Friendly Communities Initiative, and Northern Health: Healthy Community Development Program.

During Phase I, funding was received from a variety of sources including: 2010 Legacies Now, the BC Real Estate Foundation, the Vancouver Foundation, the United Way of Northern BC, the Nechako Kitimaat Development Fund Society, from the NCLGA communities themselves and as well as funding for the major April 2009 conference from the City of Prince George, the Real Estate Foundation of BC, Affordability and Choice Today (ACT)-Federation of Canadian Municipalities, the BC Network on Aging

**Research, Northern Health. As a result of the conference, income also was received from registrations and exhibitors.**

**The project is unique in structure as each community has a designated Liaison from the Local Government (staff or elected official) and a Community Liaison (person with a disability or an older adult). These two individuals work together as partners with a committee composed of a variety of interests: disability, seniors, tourism, housing, developers, recreation, chamber of commerce, builders, public works, etc. MUTN communities include populations ranging from 50 to 70,000 people.**

### **The Initiative uses a variety of approaches to assist in its goals:**

- ***Measure Up Process: 2010 Legacies Now***
- ***Age-Friendly Communities***
- ***BC Healthy Communities***
- ***Livable Communities***
- ***Active Living by Design***
- ***Universal Design***
- ***Visitable Housing***
- ***Accessible Tourism***
- ***Smart Growth***
- ***Sustainability Concepts***
- ***Healthy Built Environment***
- ***Other relevant concepts***

### **Why is the Initiative Important for the Communities?**

**Most communities around the world were not built with**



**accessibility and inclusion in mind. Thus many people are unable to participate or make meaningful contributions in society. Many aspects of the built environment are also difficult for anyone pushing a baby carriage, moving boxes and furniture into a building, or pulling a suitcase into a building. 90% of homes have only stairs to enter them, making it very difficult to enter or exit if you are trying to move your refrigerator or to try to enter with a mobility disability.**

**There is a lack of accessible transportation within communities and across communities including air, rail, and inter-city bus travel. Many municipal facilities, recreational facilities and businesses lack accessibility not only for persons with mobility disabilities but also those with cognitive, visual, hearing, and agility disabilities. . Most websites are not accessible to persons with visual disabilities. Universal Design means creating environments that are better for all: thus a curb cut benefits someone pushing a baby carriage as well as a mover pushing in a heavy load. Accessibility and inclusion are intertwined: the more accessible the environment is, the more inclusive it is: more people can participate and contribute in all aspects.**

**Attitudes, policies, laws and practices are key aspects that must be considered in order to change our communities. We have begun to address all of these areas in our Measuring Up The North Initiative. With Canada's aging population, the need for more livable communities for all is critical. As well, we are recognizing a growing aging and disability population around**

**the world that is interested in travel. Accessible travel is becoming big business around the world. The economic imperative to businesses and to communities to ensure accessibility and inclusion is no longer just a nice thing to do for a niche market: it is an economic imperative.**

**How This Initiative Is Helping To Improve Local Accessibility And Inclusion For Northern Communities?** In creating more livable communities, this Initiative has promoted universal design, active living by design, sustainability, healthy communities, economic aspects, accessible tourism, visitable housing and many other concepts-intertwined. There has been seen a high rate of success already due to the fact that not only were all of these concepts brought together, as well, many organizations and partners were brought together, sometimes for the first time, in this Initiative.

**What are the Key Indicators of Success?** Changes have been seen in town policies, by-laws, official community plans, local government attitudes and knowledge, changes to actual town owned and privately owned buildings, new structures being built that incorporate universal design (small airports, recreation centers, housing developments); changes to the businesses: their premises and the way they conduct business; changes to outdoor recreation areas; accessible trail systems, transportation systems. We have seen intergenerational collaboration taking place; collaboration now between local governments, tourism associations, economic development

associations and community members as well as collaboration with businesses. One local builder has totally re-thought their business and is now building "visitable" and has seen a tremendous increase in their business. Two key tools were developed that will be continued to be used by the communities across British Columbia: "*The Livable-Inclusive-UD Communities Report Card*" (L.Ringaert, 2009) and the "*Planning for the Future: Age-Friendly and Disability-Friendly Official Community Plans*" (R.Mahaffy, L.Ringaert, M.Herman, W. Yu, D.Welch, A.Miro, 2009). Six resolutions were presented by the NCLGA to UBCM during Phase I and all were passed. Many of the tools, suggested policy changes and changes to practice have gone "provincial" as Measuring Up The North is seen as model for the entire province.

## **Tangible Changes in Communities**

Respondents to Phase I evaluation survey indicated that one of the key successes of MUTN was that there already positive changes made in the communities with "on-the-ground-results". Some commented on actual projects in progress or completed. People discussed positive changes they were seeing in businesses, trails, walkways, seniors' centres, local government buildings. One person felt that many communities had been "transformed" while another praised MUTN for helping to "create places and spaces where which all people can use". One person commented that there is a shift now in communities as they see what they can offer tourists and ultimately improve their economies. Many positive changes were seen due to funding that was received: "*many*

***communities capitalized on funding opportunities suggested by MUTN that made a difference across the communities."*** Another person indicated that many businesses have made changes over the past two years. Prior to MUTN, ***"they wanted to make changes but did not know how to do it or what was needed."*** Another person commented that their town projects focusing on MUTN principles has not only helped persons with disabilities, it has also raised the overall profile of their community as they have created better facilities.

### **Made an Impact on Policies and Practices**

Many of the respondents to the MUTN Phase I evaluation survey felt that MUTN had had a positive impact on policies and practices. They highlighted the NCLGA resolutions that had been put forth to the UBCM, how Local government staff and elected officials have changed the way they think and do things; as well as changes seen in local government policies and strategic plans. Some felt that MUTN also had a positive impact by bringing together various housing policy groups, working with builders and "lobbying" the provincial government on issues. Some also felt that MUTN's efforts had influenced business practices as they were seeing the economic benefits now. However, one Community Liaison indicated that there was still a "ways to go" as she told the story of a plan reviewer in one of the local governments: ***"She looked at our plans for the new entrance to the building which was now a no step entrance. The first thing she said was 'where are the steps for everyone else?' I could not believe what I was hearing"***.

**There is a great deal more to do in all the communities so it is important for Phase II to continue.**

**What Made MUTN Work? Keys to success for MUTN were many. First of all, was style of the Initiative whereby ownership and empowerment was given to the communities themselves. Centrally we offered various support mechanisms but ultimately, each community owned and grew their own priorities and strategies that worked for them. Providing methods of accountability, public recognition and being part of a “collective” –both through the NCLGA as well as creating a “group or club” feeling through being part of MUTN. Two critical components were the provincial atmosphere of support through various granting programs as well as various related programs occurring during this time period including 2010 Legacies Now programs, BC Healthy Communities, Smart Growth BC, Northern Health-Healthy Community Development Program, Age-Friendly Communities and others. The granting programs (2010 Legacies Now Measuring Up fund, Local Motion, Towns for Tomorrow, Seniors Dialogues, Age-Friendly Planning Grants, BC Housing funding, Federal Enabling Accessibility grants, New Horizons grants and others) were critical to success and the progress made could not have occurred without them.**

**What are the Challenges? At this time funding is ending for the MUTN Initiative centrally. As well, many of the funding programs that have been offered to local governments for these kinds of initiatives are no longer available. As well, other**

**supportive initiatives such as 2010 Legacies Now MUP and Accessible Tourism will soon end. Momentum has begun in the communities, and continued support both for a central hub as well as for local government processes and projects must continue in order for further progress to continue.**

**What are the Next Steps? MUTN Phase II will see continued work done by the local governments but a changed central structure for MUTN centrally. MUTN will be under the sole umbrella of the North Central Local Government Association. Until the Association finds further funding, it will provide a limited number of central support services. The Initiative recommends that the BC provincial government continue the good work of the MUTN Initiative and other related initiatives by developing a provincial framework and providing continued support for the communities and local governments of British Columbia. British Columbia has taken the lead in this area and must continue as it prepares for future demographic changes and future economic imperatives.**

**To view the full MUTN Phase I report go to: [www.measureupthenorth.com](http://www.measureupthenorth.com). For more information on MUTN contact Laurie Ringaert ([laurie@dslidesignconsultingcom](mailto:laurie@dslidesignconsultingcom) or Maxine Koppe, NCLGA Executive Director: [mkoppe@nclga.ca](mailto:mkoppe@nclga.ca).**



***By Laurie Ringaert, Project Director MUTN Phase I***

# **The Success of the Measuring Up The North Initiative**

***Maxine Koppe, Executive Director and Karen Marshall,  
Executive Assistant  
North Central Local Government Association***

**The Measuring Up The North Project in Northern British Columbia began as a partnership between the North Central Local Government Association and the BC Paraplegic Association along with supporting partners: 2010 Legacies Now, BC Healthy Communities Initiative, Northern Health: Healthy Community Development Program, Age-Friendly Communities Initiative, and BC Ministry of Healthy Living and Sport. The goal of the project is to assist over 40 communities and regional districts to develop livable, senior-friendly, disability-friendly, universally designed, inclusive communities for all residents and visitors. Although the funding to keep the Measuring Up The North Project moving forward at the pace it has been in the first two years is no longer available, the North Central Local Government Association is continuing to keep the ideals of inclusivity and universal design forefront within our member communities.**

**The project addresses both accessibility and inclusion and uses several relevant tools, methods and concepts including the "Measuring Up" Guide and Tool created by 2010 Legacies Now, the Age-Friendly Guides, active-living by design perspectives,**



**BC Healthy Communities perspectives, universal design, sustainable design, accessible tourism concepts and others. The intent is to build better communities for all citizens and visitors.**

**The Project uses a community participatory action, community development approach, engaging local governments, disability and senior's organizations, businesses, and citizens in active dialogue, assessment and planning for their community. Each participating community has two Project Liaisons - an NCLGA Liaison who is a representative of the city, town, village (i.e. planner, recreation director, engineer, or councilor) and a Community Liaison who is a person with a disability or a senior. These two individuals work in partnership and ensure that a local Measuring Up The North Committee is formed.**

**The Committee consists of a variety of individuals including seniors, persons with disabilities and representatives from First Nations, youth, building/planning officials, the business community, tourism, homebuilders, recreation, transportation, employment, education, parks, arts and culture, sustainability, and other interests. The intent is that the Committee will assess its own community and determine areas of priority to make improvements. The community then seeks funding through a variety of sources to carry out a variety of projects and also incorporates the principles of accessibility and inclusion into their community vision, official community plans and community strategic plans.**

**Measuring Up The North also emphasizes the economic benefits of developing inclusive communities in regards to:**

- **Increased use of retail and business**
- **Increased employment and volunteerism by people with disabilities and older adults**
- **The economic benefits of accessible tourism.**

**The expected outcomes are increased participation and inclusion of persons with disabilities and older adults in all aspects of the community including education, employment/volunteerism, economic and business aspects, tourism, recreation, cultural, social, spiritual activities and local government affairs.**

**With strong support through Northern BC, the project assists communities through locally controlled initiatives that will potentially increase participation of seniors and people with disabilities, employment rates, tourism opportunities, economic development, sustainability, retirement living and cooperative ventures.**

**A prime example of how well the Measuring Up The North Project has been received and how the ideals have been taken to heart is in the small Cariboo community of Tatlayoko Lake, a small rural community approximately 230 kms west of Williams Lake, BC. This community has a dream of helping British Columbia to become the most accessible adventure tourism destination in the world.**

**Cariboo Regional District Director, Alex Bracewell, a resident of Tatlayoko Lake, and also the MUTN Community Liaison for the area has been a champion of the project in his region. Under Bracewell's direction the Tatlayoko Lake Community Association took on the project of creating 2 km of accessible trails through an old industrial site, the Lignum Mill. Director Bracewell describes how the mill had operated in the area for about 13 years until it was destroyed by fire. The company buried most of the remnants of the mill, but there was still a serious amount of cleanup that needed to be done to the site and surrounding housing area including septic tanks, underground piping, wiring, and more. The Tatlayoko Lake Community Association took ownership of the area through a lease in the late 1980s and began the cleanup process. After the cleanup, one of the first things that the Association built was a baseball diamond and covered pavilion and began hosting annual baseball tournaments. A concession stand and bandstand to offer entertainment at the site soon followed.**

**About this time the Association got involved with MUTN as they had a wish to make the grounds accessible. With help from the Cariboo Regional District a local MUTN Committee was established and they were able to acquire 2 kms of used belting from Gibraltar Mines who were gracious enough to deliver the belting right to the site. Each roll of belting was nearly 700 feet long and weighed 36,000 lbs! After some contemplation and a couple of trial runs (crashes) the Tatlayoko Lake Community members were able to come up with a belting "unroller" that worked. They laid nearly 2 kms of belting throughout the**

**community site with access to the lake shore, baseball diamond, and also the whole area under the pavilion. Ramps were also installed to the concession stand. The Association purchased and installed two accessible outhouses adjacent to the picnic area. The object of the pilot project was to see if used mine belting would work as a path way for those with mobility restrictions, and it worked just great! Pat Harris with BC Paraplegic Association from Prince George and Kary Fell from West Branch attended on opening day and tried out the trail, along with nearly everyone from the local communities.**

**Director Alex Bracewell was awarded the prestigious Provincial British Columbia Community Achievement Award for his leadership in promoting the ideals of inclusivity and universal design in creating the Tatlayoko Accessible Wilderness Trail.**

**The Cariboo Regional District's next goal is to establish an "Accessibility Capital of BC" designation as a legacy to the Paralympic games and possibly an even bigger dream of an "Accessibility Capital of Canada" designation."**

**In 2010 the North Central Local Government Association initiated a new award – the "Measuring Up The North Award of Excellence" which recognizes local governments, businesses, groups, individuals and other entities that have shown innovation and ingenuity in our quest to build more livable, age-friendly, disability-friendly universally designed inclusive communities for all of our residents and visitors in the NCLGA**

region. This award will be given out annually at the North Central Local Government Association AGM & Convention.

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or Karen Marshall: [kmarshall@nclga.ca](mailto:kmarshall@nclga.ca)



***Tatlayoko Lake Grand Opening August 2008: Shown are several of the community members who helped build the site, several members of the Bracewell family including Alex Bracewell, Kary Fell, MUTN Community Liaison Cariboo Regional District, Laurie Ringaert, Project Director and Pat Harris, Core Project Team member.***



***Photo: Lt Governor Steven Point, Director Alex Bracewell & Premier Gordon Campbell***

***Maxine Koppe, Executive Director and Karen Marshall,  
Executive Assistant  
North Central Local Government Association***

# **Key Ways to Move Your Communities Forward: Lessons Learned from MUTN**

*By Laurie Ringaert, Project Director MUTN Phase I*

**MUTN employed a number of intervention strategies in order to facilitate change to occur in the communities. These strategies were used to build collective pride, capacity and to empower the communities. These are ideas that others in the world can use to help move things forward in their communities.**

**Encouraged a Local Government-Community Partnership Model:** Asked communities to identify an NCLGA Liaison (Local government staff or elected official) and a Community Liaison (person with a disability or an older adult)

**Encouraged Identified Leaders (Champions):** the two liaisons became identified leaders in their community. Other leaders emerged in some communities as various elected officials, business leaders, town staff took on the ideals of MUTN

**Encouraged a Community Development Approach:** The liaisons were asked to form a committee consisting of a variety of interests: public works, recreation, housing, economic development, business, health professionals, developers, aboriginal groups, disability and seniors representatives, and others. The committee was guided by MUTN as to potential

areas to focus on, however the decisions were based on their assessment of their community, overall community/town priorities and their available resources

### **“A Little Bit is Okay” Asset Driven Approach**

o **Rewarded Liaisons/communities for even small gains. Did not say that they had to do a lot of things in their communities: tried not to overwhelm. The idea was that even small gains could be very big gains in many communities. The result was that with these small rewards, many communities received words of gratitude from their communities that then propelled them to do another project, and another project, etc.**

o **Suggested that they build on existing committees (i.e. seniors or community concerns), existing projects/plans (i.e. downtown revitalization) in their communities: this did two things: they felt less over-whelmed about developing a new committee and the tasks felt less onerous.**

### **Utilized an Economic Development and Healthy Community/Smart Planning Approaches**

o **One of the key approaches/messages used by MUTN to engage communities was one of the economic imperative to make communities more livable, universally designed, age-friendly and disability-friendly. We took this approach rather than from a human rights or a medical model approach. The Liaisons also used this approach to engage many community interests including business leaders and tourism interests**



**o Another key approach was engaging a Healthy Community and Smart Planning Approaches: we need to combine these approaches with age-friendly, disability-friendly, universally design to ensure a more livable community for everyone. This helped to also lever funding and helped not make the changes in the communities to be disability or aging specific, but better programs and facilities for all members of the community.**

### **Provided Strategies for Empowerment, Recognition, Accountability**

**o Communities made decisions on their own priorities**

**o Communities were encouraged to make monthly presentations on the Liaison Conference Calls as well as at any Liaison Meetings/Workshops that were held**

**o MUTN assisted the communities in developing PowerPoint presentations (Fall 2008, Regional Meetings) poster presentations (NCMA conference 2008) and finally a Community Profile (2009). Communities were then empowered to take ownership of their work. They were also recognized by their peers at these events. Liaisons were also made accountable for the work in the community.**

**o Liaisons were highlighted on the MUTN website for particular projects or during site visits**

**o Press releases issued by local communities were highlighted on the MUTN website .**

**MUTN set up a “kudos” page on the website to recognize business leaders and others in the community who had made worthy changes to their policies and practices**

**o In the first year, awards certificates were given at the NCMA AGM to those local governments who had started a committee and had identified liaisons. This provided affirmation for starting and also highlighted to those who had not started what others were doing in the NCMA association-thus bringing more on board later.**

### **Provided Opportunities for Networking, Sharing Between Communities, Friendly Competition**

**o MUTN set up regular (usually monthly) conference calls for the Liaisons that proved to be important for sharing between communities, providing updates, camaraderie, solving common problems, coming up with new ideas and as well offered a friendly competition between groups**

**o Friendly competition was also evident between elected officials between towns. MUTN was able to capitalize on this at times by sending out information to the various elected officials to engage them in a particular strategy etc. Seemingly unengaged elected officials would be seen to stand up and profess the great MUTN work their community was doing at various official meetings**

**o MUTN developed and ensured several networking opportunities for the Liaisons at all of the workshops,**

**conferences, regional workshops as this was seen to be a method of helping build capacity, further engagement, and provide on-going support between like-minded individuals**

**o MUTN set up an on-line social networking forum for communities to share ideas and engage**

### **Provided Capacity Building Through Coaching/Site Visits/Technical Assistance**

**o The Project Director provided phone coaching sessions to Liaisons at their request. These sessions would assist them with setting goals, keeping motivated, assistance with technical issues, dealing with difficult people, etc.**

**o The Project Director provided several site visits to various communities. The Site visits provided coaching to the liaisons and their committees; helped engage elected officials, the business community and others; assisted in publicizing the good works of the local committee in the press and thus encouraging rewards for their work; provided advice on areas that needed to be addressed in the community**

**o The Project Director provided technical assistance in a variety of areas**

### **Provided Capacity Building Training:**

**o MUTN offered an initial workshop to “sell the idea” of MUTN and its principles and get the initial communities on board as well as train them on the concepts. Subsequently in early 2008**

**MUTN held three more Liaison workshops to engage more communities. In the fall of 2009 MUTN offered a workshop on the topics of making small businesses accessible and inclusive as well as on employment of older adults and persons with disabilities.**

**o MUTN also provided a number of “regional workshops”.**

**o MUTN hosted a major conference in the spring of 2009 that attracted people from across the province. Invited speakers came from across British Columbia as well as from across North America. The intention of the major conference was to bring together not only the liaisons, but also builders, town/city staff, planners, developers, health professionals, designers, policy makers, businesses, etc. to gain new knowledge and to build capacity in these work areas of the town/city.**

### **Changes to Policies: Early Capacity Building and Intervention**

**o We trained the communities from the beginning that the way to make real changes was not just through community one-off projects, but also through changes in policies and practices at the local government and provincial government levels**

**o MUTN discussed some local government policy and practices changes with the Liaisons who then began working with their local governments to make changes**

- o **MUTN worked with the NCLGA to develop six resolutions that went to UBCM**

- o **MUTN invited various provincial government and planning agencies, elected officials, policy makers to its various workshops/conferences learn about new trends and strategies in hopes that they would in turn work toward changing policies and practices**

- o **Encouraged the communities to adopt the CSA B651 Accessibility for the Built Environment Standard (beyond BC Code)**

### **Marketing of the Ideals of MUTN and Getting People on Board**

**The Project Director provided several key note presentations, press releases, project updates, presentations to local government councils and boards**

**The Project Director attended and spoke at several NCMA, UBCM conferences where she networked and engaged various local government officials in discussions about coming on board with MUTN, sharing their accomplishments. Offering encouragement**

### **Encouraged Building of Partnerships, Engaging with Other Initiatives**

- o **Another key intervention that MUTN did both centrally and also encouraged locally was the building of partnerships**

**o MUTN originally had two partners (NCMA and BCPA) and two supporting partners (2010 Legacies Now and the BC Healthy Communities). In 2008, MUTN invited two more partners: Ministry of Healthy Living and Sport and Northern Health, Healthy Community Development Program.**

**o MUTN encouraged the Local committees to build partnerships in their communities to ensure better progress**

**o Worked together with Smart Growth BC and Northern Health on the Planning and Health Workshop Fall 2009**

### **Created Tools to Build Capacity**

**o MUTN developed a website early on that contained a number of tools to assist the communities: technical assistance, resources, MUTN Power Points, presentations from workshop presentations, etc.**

**o MUTN developed an extensive Topics section of resources on the MUTN Website**

**o MUTN in collaboration with 2010 Legacies Now, Ministry of Healthy Living and Sport, Smart Growth, and UBCM developed an Age-Friendly, Disability-Friendly Official community Planning Tool**

o **MUTN provided a by-weekly newsletter with resource information as well as information on funding opportunities to the communities**

## **Encouraged a “Collective” “Team” “Group” “Club” Approach**

- **Under the umbrella of the NCLGA**
- **Provided the MUTN T-Shirts to all Liaisons**
- **Developed marketing materials (brochures, businesses cards with common logo and they could put on their own names)**
- **Used “created by the North for the North” slogan**
- **Created MUTN logos and banner**



***By Laurie Ringaert, Project Director MUTN Phase I***

# “Entries and Doorways”

*Eleanor Smith*



**As in other access and design issues, in house construction so much happiness or misery hangs on such seemingly small details. The presence or absence of a few inches of added width on a bathroom door. The presence or absence of steps at a house entrance. Such small things -- unless you can't get through the bathroom door, or can't leave your own house independently. People with mobility impairments, whether they use a wheelchair, a walker or have major problems with balance or stiffness, face these realities every day. Besides determining freedom and independence, entries and doorways**



have a huge impact on health: increased safety vs. increased danger of falling; bladder and kidney health vs. problems from chronically limiting hydration; depression and loneliness from confinement to one's house vs. the mental and emotional boost of getting into one's yard for fresh air and interacting with friends and neighbors.

As director for the past twenty years of Concrete Change, a United States-based movement for basic access in all new houses, I hear almost daily how costly and difficult it can be to modify an existing home that has been built with barriers. Many readers of this newsletter know this from first-hand experience. At the same time, these modifications to existing houses must be done to the greatest extent that resources can be found, when a resident develops long-term, severe mobility impairment.

Yet if we scurry to make modifications and do not at the same time attend to the way new houses habitually are built, we are bailing water out of a boat without plugging the leak.

The campaign to change the way ALL new houses are built (with the exception of those in a flood plain or under a few other site conditions, which comprise less than 1% of houses) is rarely easy. But the difficulty in changing the status quo is not so much about achieving the



**technical requirements, which are simple in concept and in application; rather the difficulty has lain elsewhere.**

**I believe one problem is that the overall strategy and the accompanying terminology have been too open-ended, and in some situations that can actually hold back progress.**

**Perhaps the term should be the essential features themselves: the “Entries and Doorways” movement. Or, the “get in and pee” campaign, if one dare be as crude in language as the barriers are crude in effects on people’s lives. The relative harshness of the impact of the two basic barriers on people’s lives is far and away above all other features; that mammoth disparity of impact invariably becomes obscured when additional features and concepts are designated early in the advocacy or explanation process.**

**Whether or not you as readers agree with that opinion about terminology and rigorous prioritization, we have common ground in our intent to improve the lives of people with disabilities while in the process improving design for everyone. I can confidently assert, based on the more than 40,000 houses with basic access that the movement has been able to bring about so far in the United States, that it is possible to construct a zero step entrance and ample interior door widths in new homes –whether enormous mansions or small bungalows--at very little added cost. These homes have been built for the general public, not especially for people with disabilities, in a great variety of climates and terrains .**

**And other countries such as England have far outstripped the U.S. in producing homes with basic access. To create one usable entrance when the home is newly built, the builder moves and compacts earth appropriately. A “ramp” per se, with drop-offs at the edges and rails, is not necessary; the earth itself becomes the ramp. This step-free entrance might be integrated at the side or back of the home rather than the front if the lot is particularly steep. To accommodate wide enough interior doors, the needed width (about 81 cm. minimum) is integrated into the construction of the new wall.**

**It was a pleasure to be present at the Measuring Up the North conference as a speaker on Visitability (i.e., Entries and Doorways) and to see that the concept of “every new home with basic access” makes sense to many people. Now it’s a matter of application in as many homes as possible, in as many countries as possible.**

**Editor’s Note:**

***The concept of visitable housing was a key concept that was introduced in the Northern British Columbia through the Measuring Up The North Initiative. Several of the communities have begun to develop strategies to introduce visitable housing into their communities.***

***Eleanor Smith***

# **Prince George Declaration on Visitable Homes**

**Developed out of the  
"Creating Universally Designed Healthy Sustainable Communities  
Conference"**

**Prince George, British Columbia  
April 6-8 2009**

**hosted by the Measuring Up The North Initiative:**

**a partnership between  
the North Central Local Government Association and the BC  
Paraplegic Association with supporting partners:  
2010 Legacies Now, the Ministry of Healthy Living and Sport  
(including the Age-Friendly Initiative),  
BC Healthy Communities and Northern Health.**

**One hundred and seventy-five (175) delegates attended this conference where various researchers, consultants, builders, designers, building officials, planners, realtors, elected officials, policy makers, government officials, local and provincial government personnel, seniors' and disability advocates, universal design practitioners, non-profit organizations, health professionals, students and others gathered from across British Columbia, Alberta, Manitoba, Ontario and the USA. After three days of deliberations the delegates recommended a declaration come out of the conference in an attempt to move the state of visitable home forward at this critical time. The following declaration is based on the presentations and discussions held.**

***Whereas*** there is a growing population of older adults in British Columbia, Canada and the USA and;

***Whereas*** there is a growing number of persons with disabilities in British Columbia, Canada and the USA and;

***Whereas*** nearly 90% of single family homes in North America lack basic access and;

***Whereas*** persons with disabilities and older adults experience unnecessary falls, are forced to live in institutions, are unable to enter or leave their homes safely, are unable to enter their own bathrooms, are unable to visit friends and relatives, are “forced to migrate” and are unable to fully participate in society due to this housing stock that lacks even a basic level of accessibility and;

***Whereas*** the vast majority of persons with disabilities and older adults wish to live in their own homes and communities and fully participate and contribute to society and;

***Whereas*** any member of society can become disabled either permanently or temporarily and experience mobility, visual or cognitive issues that make navigating stairs difficult and;

***Whereas*** single and multi-family homes for older adults and persons with disabilities should not be addressed by specialized housing alone and;

***Whereas*** a home with basic access or visitable is defined as one that has at least one zero-step entrance on an accessible route; doorways throughout the main floor with no less than 32 inch (810mm) clear width; and at least a half bathroom on the main floor with the wider doorway and;

***Whereas*** a visitable home is a more functional and convenient home for all persons including residents moving equipment or furniture, movers, persons caring for young children and their equipment, ambulance attendants, maintenance and repair personnel, caregivers and;

***Whereas*** a visitable home, with a no-step entry is also significantly safer for all users and especially for older users who have great difficulty negotiating a step while opening or closing an entry door (plus often a screen door) and;

***Whereas*** visitability is an established norm in several jurisdictions in North America, the United Kingdom, and Australia where much progress has already been achieved regarding visitable housing policy, thousands of new homes have been built and several jurisdictions have declared that all new homes must be visitable;

***Whereas*** the number of new homes built in British Columbia, Canada and the USA will barely keep up with the demand that is needed;

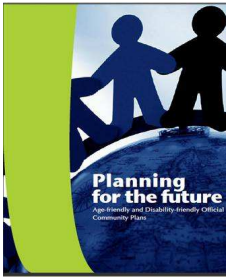
***Let it be resolved that***

- All new single family homes be built to have a basic level of access (visitable) and
- All new multi-family homes and apartments be built to have a basic level of access (visitable) throughout and that a percentage of all suites be fully universally designed or accessible and;

***Let it be resolved that***

- the local, provincial and federal levels of government work toward establishing laws, by-laws, codes and incentive programs to ensure visitability at all levels of jurisdiction.

**Released June 2009**



## ***Planning for the Future: Age-Friendly and Disability-Friendly Official Community Plans***

**This Guide is intended for the use of elected officials, planners and administrators of local governments in revising Official Community Plans (OCPs). Released in 2010 for British Columbia (BC) local governments to implement, it advises on how to identify and reflect the needs of older people and people with disabilities in community plans. OCPs are the long term plans which BC local governments enact to set objectives and policies permitting appropriate development and land use in their communities. As foundational documents updated every five to ten years, they serve as the basis for more detailed local area and neighbourhood plans as well as other by-laws and development controls.**

**The proportion of the BC population that is 65 and older, currently about 14%, is increasing rapidly; so, too, is the rate of occurrence of disability, particularly among older people. People now live longer than in the past. As our population ages, society must address changing needs for access and inclusion through adaptations to built environments. Clearly, land use and development decisions can have a huge impact on the housing, mobility and transport, economic activities, recreational, cultural, spiritual and educational activities, and access to health, emergency and social services for both**



disabled people and seniors. Universal Design principles can also make a huge difference in quality of life for this subpopulation. By recognizing and validating these people as community stakeholders in OCP revisions, we can better identify and safeguard their health needs on many levels in our communities.

Five guidelines regarding OCP preparation are outlined in this document, as follows:

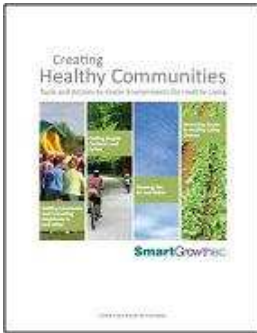
- a. Include a ***commitment to accessibility and inclusion*** in the overall vision or mission section of the OCP.
- b. Actively ***invite the participation of people with disabilities and older*** people in the development or revision of the OCP as well as in all other local government public participation processes. Include disability and senior-serving organizations, individuals, family members and other related groups and individuals.
- c. Include goal statements in the OCP on key topics that have been shown to positively influence the quality of life of people with disabilities and older people, and to contribute to the development of healthy communities for everyone.
- d. Complete an age-friendly and disability-friendly assessment of your community to discover what

already works around accessibility and inclusion and what needs improvement.

- e. ***Include in the OCP a commitment to having a local government committee that can provide feedback and direction to elected officials and staff on aging and disability issues.***

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Institute of India 2 summaries\_bm\sum\_Planning for the Future Guide for Age and Disability  
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## ***Creating Healthy Communities: Tools and Actions to Foster Environments for Healthy Living.***



**This guide provides an array of specific examples of land use actions that local governments can utilize in promoting healthy living in British Columbia (BC) communities. The examples are set within a vision, or framework for creating healthy communities, focussing on built environments which include buildings, roads, green space and infrastructure. The vision of Smart Growth BC is encompassing, and reflects the thinking of the new urbanism movement and Smart Growth which originated in the United States. Smart Growth BC has collaborated with a number of partners to produce this guide for British Columbia, including public non-profit organizations (the BC Parks and Recreation Association, BC Healthy Communities), the private sector (Park Lane Homes), local governments and related organizations (District of Squamish, the Union of BC Municipalities), and government/quasi-governmental agencies (the BC Ministry of Healthy Living and Sport, and the Provincial Health Services Authority). Other organizations provided additional support.**

**The target audience for the guide is primarily land use professionals and elected officials in BC, and secondarily public health professionals, neighbourhood councils and community advisory committees. It should be noted that the**

**recommendations of the guide may not apply to First Nations given the different regulatory framework in effect on their lands.**

**The vision for healthy communities in this guide comprises a wide range of topics that collectively support population health at the community level -- from universal design, affordable housing, active transport and reducing traffic injuries, parks, green space, recreation and leisure, air and water quality, to accessibility of nutritious foods and healthy eating choices. A major premise of the guide is that being healthy is not just about being free of disease. It is about managing risk factors that lead to poor health especially those related to child and youth development, chronic disease, disability and premature death. Healthy communities provide choices to residents that are health-promoting. The choice of more healthy options is encouraged and reinforced through appropriate land use zoning and development and design controls.**

**Another major premise of the guide is that it is not enough to educate individuals about healthy lifestyles. Creating conditions in built and natural environments that optimize the health and wellbeing of people at all ages, stages of development, and abilities is important as well. In fact, it is essential. Much of the focus of the guide is on how to address land use-related factors that underlie the major health concerns in British Columbia today, which are: an increasingly sedentary lifestyle, obesity, chronic diseases, inadequate nutrition, crime, pollution of air and water, inappropriate**

housing, social exclusion, and traffic-related injuries. The guide also discusses activating public stakeholder support for more health-friendly planning and development at the community level.

Wherever people live, the everyday choices they make shape their overall health. Choices in housing, physical activity (particularly “walkability” and “bicycleability” of neighbourhoods), proximity and access to recreational and social opportunities, work, shopping, schools and services; air and water quality; and access to nutritious food are particularly important. This guide provides considerable insight into how people’s health can be improved by making changes in the way we live, move and play in our communities. Planning that supports community compactness, mixed land use and neighbourhood and greenway connectedness are key. Because the health of our population is a shared responsibility that crosses many sectors of society, in addition to medical care and social service systems, and because so much in everyday community living depends on land use planning and development, getting it right in community planning is vital. In addition to issues around land use, the guide also acknowledges there is a need for a comprehensive continuum of health and human services and public infrastructure including (acute response) emergency shelters, transitional housing, food banks, (normal supportive resources) libraries, affordable recreation opportunities and others.

**The message of Smart Growth BC is clear: appropriate land use planning sets the essential stage for healthy living and prevention of debilitating illnesses, injuries and disabilities. This approach gets at root causes of many factors that lead to our biggest concerns about ill health. Not only is there a growing market demand for healthy communities by people buying houses in BC, there is also an obvious overlap between land use planning and public health objectives. This guide supports sustainable communities, pollution and greenhouse gas emissions reduction, lower infrastructure costs and improved health for community residents. At the same time, it fosters stewardship, through optimizing the use of scarce public resources for the overall wellbeing of citizens, and society as a whole.**

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# **ONTARIO, CANADA – WORLD LEADER IN ACCESSIBILITY?**

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## **SUMMARY**

**In 2005 The Province of Ontario, Canada, enacted new legislation, *The Accessibility for Ontarians with Disabilities Act (AODA)*, with goal of making the province accessible by 2025 through accessibility standards. These standards are the mandatory rules that businesses and organizations are required to follow. Accessibility standards have been developed for five areas: Customer service; Transportation; Information and communications; Employment; and The built environment. Businesses and organizations in Ontario are required to comply with the first of these mandatory standards, commencing January 1, 2010, with requirements for compliance with the other standards being phased-in over the next few years.**

**This paper will overview the Act and the related accessibility standards. It will also address, in a general manner, whether the introduction and enforcement of these accessibility standards will place Ontario as a world leader in accessibility.**

**Key Words: AODA; accessibility standards; Ontario; Canada; Customer Service; Employment; Information and Communication; Built Environment**

## **PURPOSE OF THE PAPER**

This paper will overview the *Accessibility for Ontarians with Disabilities Act (AODA)* and the related accessibility standards. The purpose of the study is to provide general information and professional opinion on the content and potential impact of the *AODA*. It will also address, in a general manner, the following questions: How will the standards be applied to the private sector? How will compliance be assessed? What are the consequences of non-compliance? What impact will these standards have on the tourism industry in Ontario and beyond? What tools and incentives are available to help businesses to implement the standards? What are the key benchmarks along the path to an accessible Ontario by 2025? Is the goal of making the Ontario accessible by 2025 truly realistic?

## **DISCUSSION**

### **1. Background**

#### **1.1 Introduction**

The Province of Ontario, Canada, is embarking on the implementation of a far-reaching piece of accessibility-related legislation, *The Ontarians with Disabilities Act, 2005 (AODA)*, which will change the face of Ontario forever. Ontario is promoting itself as a trail-blazer, noting that, "This legislation will make Ontario a world leader in improving accessibility for people with disabilities".<sup>(1)</sup>

"People with disabilities represent a significant and growing part of our population. According to Statistics Canada, about



**1.9 million Ontarians have disabilities - about 16% of the population. Disability tends to increase with age and as such, it is estimated that 20% of the population will have disabilities within the next two decades. Enhancing the ability of people with disabilities to live independently and contribute to the community will not only have positive effects on the future prosperity of Ontario but will contribute toward the overall quality of life of persons with disabilities and their communities".<sup>(1)</sup> The Accessibility Directorate of Ontario further notes, "Nearly 40% of people over the age of 65 have disabilities. Seniors and people with disabilities will represent 20 to 25% of the Canadian recreation, retail, entertainment, workplace and housing marketplaces in the next ten years and beyond"<sup>(2)</sup>**

## **1.2 *The Ontarians with Disabilities Act, 2001 (ODA)***

**The *Accessibility for Ontarians with Disabilities Act, 2005 (AODA)*, is a piece of legislation which evolved from an earlier act, the *Ontarians with Disabilities Act, 2001 (ODA)*. The purpose of the *ODA* is to improve opportunities for people with disabilities to participate in society through the identification, removal and prevention of barriers to participation in the life of the province.**

**The *ODA* requires Ontario government ministries, municipalities, and public-sector organizations such as universities, school boards and hospitals, as well as other public agencies, to develop annual accessibility plans and make them available to the public. The purpose of these plans is to**

identify, remove and prevent barriers to accessibility in all aspects of the organization's operations.

While the introduction of the *ODA* was a major step forward in increasing awareness of accessibility issues within public sector organizations, the act's primary focus was on accessibility planning. While planning activities increased greatly, the implementation of barrier-removal programs was much less prevalent. Furthermore, private sector organizations had no obligations under the *ODA*.

Further details on the *ODA* can be found on the Ontario Government Web-site at,

<http://www.mcass.gov.on.ca/en/mcass/programs/accessibility/OntarioAccessibilityLaws/2001/ontariogovt.aspx>.

The full text of the *ODA* is available on-line at,

[http://www.e-laws.gov.on.ca/html/statutes/english/elaws\\_statutes\\_01o32\\_e.htm](http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_01o32_e.htm) .

### **1.3 The *Accessibility for Ontarians with Disabilities Act, 2005 (AODA)***

"The *Accessibility for Ontarians with Disabilities Act, 2005 (AODA)* is groundbreaking legislation that will improve life for all Ontarians. The *AODA* makes Ontario the first jurisdiction in Canada to set out a comprehensive goal of accessibility by 2025. This is being achieved, step by step, by the development

and enforcement of accessibility standards that will cover important areas of everyday life. These new standards aim to break down the barriers that prevent people with disabilities from fully participating in society".<sup>(2)</sup>

To accomplish this, five (5) sets of standards are being created and the Act will have the power to enforce them:

- **Accessibility Standards for Customer Service** providing accessible customer service to people with various kinds of disabilities
- **Employment Accessibility standard** requirements for the recruitment, retention, and accommodation of people with disabilities
- **Accessible Information and Communication standard** providing access to information in various formats
- **Accessible Built Environment standard** allowing access into and within buildings and other public spaces
- **Accessible Transportation standard** creating accessible transportation for people with disabilities<sup>(1)</sup>

The core principles of the *AODA* are dignity, independence, integration and equal opportunity.

Under the *AODA* Act the responsibility to establish an accessibility standards advisory council falls to the Minister of Community and Social Services. This council serves as the Minister's advisory agency about the development of the

**accessibility standards and on any public education programs to support the implementation of the AODA.**

**On December 13, 2005, the Minister of Community and Social Services appointed the members of the Accessibility Standards Advisory Council of Ontario. The council includes a cross-section of leaders from the disability community and the private and broader public sectors, with the majority of members being people with disabilities. Council members are appointed by the minister for a term of up to three years<sup>(3)</sup>.**

**A complete list of the current membership of the Accessibility Standards Advisory Council of Ontario can be found at:**

**<http://www.mcass.gov.on.ca/en/mcass/programs/accessibility/OntarioAccessibilityLaws/2005/accessStandardsAdvisoryCouncilofOnt.aspx>**

#### **1.4 How were the AODA Standards developed and made into law?**

**Each of the five Standards was developed in a draft version by its own standard development committee. At least 50% of each committee comprised of persons with disabilities, or persons from organizations representing persons with disabilities. The remaining committee members were experts in the field.**

**Each initial proposed draft Standard was released for a public comment period of 45 days. At the end of the comment period, the feedback was compiled, then reviewed and incorporated by**

**the committee to revise the draft Standard before the revised draft was forwarded to the Minister for approval and consideration as legislation. After receiving the revised Standard, the Minister of Community and Social Services reviews the draft and may make some changes before it becomes law.**

**Each Standard is required to undergo a review by the standard development committee within 5 years of adoption into law. This review is to re-examine the long-term accessibility objectives including the measures, policies, practices and requirements to be implemented on or before the January 1, 2025 deadline. Even the time-frame for their implementation may be considered. If changes are required, the committee follows the same public review, editing and Ministerial approval process to amend the Standard.**

### **1.5 Who must comply with the Standards?**

**The Standards apply to every designated public sector organization and to every other person or organization that provides goods, services or facilities to Ontarians.**

### **1.6 Which Standards is currently law?**

**The Accessible Customer Service Standard was enacted as Regulation in January 1, 2008. Public sector organizations had to meet the requirements by January 1, 2010 and issue their first accessibility report on or before March 31, 2010. The**

**private sector and non-profit organizations are required to comply by January 1, 2012.**

**As of April 2010, the remaining four Standards are in various stages of final development and have yet to become law. It is anticipated that these standards will be enacted as Regulations sometime late 2010 or early 2011.**

## **2. What will this mean for Ontario?**

**The AODA, with its goal of achieving an accessible Ontario by 2025, is a very ambitious piece of legislation. As the first province or territory in Canada to set a deadline and in such a broad reaching way, there is and remains a great many obstacles to the realization of the project. The lack of awareness, inertia, resistance to change, and the status quo are among many significant obstacles to overcome. A goal of this magnitude generates many questions and concerns. The following sections address some of these.**

### **2.1 How will the standards be applied to the private sector?**

**As of April 2010, the only Standard that has been enacted as law is the Accessible Customer Service Standard. The requirements of this Standard apply equally to the public and private sectors, the only major difference being the timeframe for compliance; the public sector has to comply 2 years earlier.**

**Smaller private businesses (20 employees or less) are also exempt from the requirement to file accessibility reports - but they must comply with all other aspect of the Regulation.**

**The remaining four (4) standards will likely follow the same roll-out process as the Customer Service Standards, with the Public sector leading the way in compliance first and the Private sector deadlines at a later date. This lead-by-example approach not only seems wise and fair but likely will help to help the new seem less strange or unattainable, help shift the market place where necessary, and allow for the lessons learned to be passed along through the training and information published for the private sector. It also gives business the promised time to allow for planning and budgeting to be worked into their business plans.**

## **2.2 How will compliance be assessed?**

**Who will assess compliance, and how they will do so has, for the most part, yet to be resolved. However, the compliance requirements of the Accessible Customer Service Standard, first standard to become law, may give an indication of the possible direction of compliance monitoring.**

**To demonstrate compliance with the Accessible Customer Service Standard, organizations have to complete a simple on-line accessibility check-list report, which asks for verification that the various components of the Standard have been developed and implemented. The accessibility report**

**incorporates a statement requiring the organization to certify that all the information required to be provided in the report under the Act has been provided, and that the information is accurate. The legislation requires such reports to be filed annually, or such other times as specified.**

**On-site compliance verification will be most-likely be a complaints-driven process. The legislation provides the Government with broad powers to inspect organizations for compliance including, as necessary, the ability to seek a search warrant and use whatever force is reasonably necessary to execute the warrant.**

**Compliance systems for the other four Standards have yet to be resolved. However, the complexity of the technical requirements of some of the other standards, particularly Transportation and the Built Environment, would appear to make simple the on-line accessibility check-list report impractical.**

**Further details on compliance and inspection requirements can be reviewed in Part 3-17 and Part 8-30.1 of the Act, found at [http://www.e-laws.gov.on.ca/html/statutes/english/elaws\\_statutes\\_05a11\\_e.htm#BK21](http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_05a11_e.htm#BK21)**



## **2.3 What will be the consequences of non-compliance?**

**The AODA legislation incorporates the ability to impose enormous fines on individuals and organization where they are guilty on non-compliance. Nevertheless, in the early stages of implementation, it is unlikely that the Government will take a hard line on charging individuals and organizations, or imposing significant fines.**

**Possible fines under the Act are:**

**For a person found guilty of an offence by a director or Tribunal, they will be subject to a fine of up to \$50,000 per day or part of a day the offence occurs or continues to occur.**

**For a corporation found guilty of an offence by a director or Tribunal, the corporation will be subject to a fine of up to \$100,000 per day or part of a day on which the offence occurs or continues to occur will be charged.**

**Each corporation is also required to have a director or officer whose responsibility is to ensure the corporation is in compliance. Every director or officer of a corporation who fails to carry out their duty may be found guilty and fined up to \$50,000 for each day or part of a day on which the offence occurs or continues to occur.**

**Where findings of a director are challenged, the matter is referred to a Tribunal designated by the Lieutenant Governor of Ontario.**

#### **2.4 What impact will these standards have on the tourism industry in Ontario and beyond?**

**People with disabilities along with their friends, family and travel companions, are an enormous source of potential business for the tourism industry. “75% of people with disabilities in Canada, Europe and the United States are physically and financially able to travel”<sup>(2)</sup> It seems obvious that accessible tourist destinations will attract the bulk of this business.**

**Over the next 15 years, Ontario intends to transform itself into a fully accessible society. Ontarians and visitors alike will enjoy the benefits of accessible facilities, systems and services.**

**Commencing January 1, 2012, every business in Ontario that provides goods, services or facilities is required to implement accessible customer service policies and train their staff accordingly. Every restaurant, hotel, event venue and other tourist destination will be more welcoming to people with disabilities and their travel companions. All front-line staff will have been trained to interact appropriately and effectively with people with disabilities.**

**The Accessible Information and Communication Standard will ensure that products used by tourists, such as Web-sites, promotional materials and information guides, will be accessible to everyone and available in alternate formats.**

**The Accessible Transportation Standard will ensure that public transportation systems under provincial control, such as city and intercity buses and trains, as well as taxis, are accessible to everyone.**

**The Accessible Built Environment Standard will ensure that all new facilities will be truly accessible to people with disabilities and their travelling companions. Over time, existing tourism facilities will be retrofitted accordingly.**

**The exact timeframe for the phasing-in of the requirements for the Information and Communication, Transportation and Built-Environment Standards has yet to be released. After enactment as regulation, the first five years of implementation will primarily focus on new systems and facilities. Thereafter, retrofit of existing systems will likely be required, phased-in by sector with the end goal of full accessibility by 2025.**

## **2.5 What tools and incentives are available to help businesses to implement the standards?**

**The Government of Ontario is committed to providing tools and other incentives to assist businesses with to comply with the AODA. At this time, the tools are limited to Accessible Customer**

**Service – currently the only Standard with specific compliance deadlines. Other tools are currently being developed to aid with the implementation of the other Standards.**

**It is also anticipated that the private sector will become actively involved in developing accessibility assessment tools and compliance evaluation services.**

**Further information on the available tools and resources related to compliance with the Accessible Customer Service Standard is available at**

**<http://www.mcass.gov.on.ca/en/mcass/programs/accessibility/ComplyingStandards/toolsToHelpYouComply.aspx>**

## **2.6 What are the key benchmarks along the path to an accessible Ontario by 2025?**

### **Accessible Information and Communication Standard:**

- **outline how businesses and organizations may be required to provide access to information in various formats**
- **released in November 2008 for public comment until February 2009**
- **The proposed Information and Communication Standard (ICS) was submitted in May 2009 to the Minister of Community and Social Services for review and approval. No official word on when the standard will be enacted as Regulation.**

### **Employment Accessibility Standard: <sup>(4)</sup><sup>(5)</sup>**

- **Detail specific requirements for the recruitment, retention, and accommodation of people with disabilities**
- **Released for public comment from February to May 2009**
- **Final proposed standard was submitted to the Minister of Community and Social Services for consideration October 2009. No regulation has been issued to date**

### **Accessible Built Environment Standard:**

- **Address access into and within buildings and other public spaces**
- **Released for public comment from September to October 2009**
- **New construction – 12 months after the regulations come into force (AODA ABES 2.4.1)**
- **Extensive Renovation and Change of Use – 12 to 36 months after regulations come into force (AODA ABES 2.4.2)**
- **Review of Training – Within 36 months after the regulations come into force a review of programs intended to train or provide supplementary training to those who are engaged in the design, construction or operation of the Built Environment, will be done to ensure the content of the courses support the implementation of the recommendations of the committee (AODA ABES 2.6)**
- **Where appropriate, certification of designers, builders and operators to the proposed standard was discussed, but was not included in the proposed**

## **Accessible Transportation Standards**

- **Outline aspects of accessible transportation for people with disabilities**
- **Final proposed standard was submitted to the Minister of Community and Social Services for final approval as of March 2009. No regulation has been issued to date**
- **Specifies long-term objectives and technical requirements to prevent and remove barriers to persons with disabilities in the use of passenger transportation services in the Province of Ontario by January 1, 2025 (AODA TAS 1.1)**
- **The requirements specified in this Standard should be considered a baseline and persons or organizations that provide passenger transportation services are encouraged to exceed the minimum requirements (AODA TAS 0)**

## **CONCLUSION**

**Is the goal of making the Ontario accessible by 2025 realistic?**

**The intent of the AODA implementation deadline of 2025 was to give businesses 20 years to incorporate the necessary changes to their business practices and facilities. Unfortunately the delay in the development and roll-out of the various accessibility Standards has left less than 15 years for businesses to address the many significant changes and aggressive implementation program.**

**The world-wide 2009 economic crisis is also having an impact. The first of the Standards to be implemented as law, and the public review process for the remaining standards, happened to occur when businesses were in the midst of the worst recession in recent history. Within this economic climate, the additional responsibilities and related implementation costs that will be incurred are viewed by businesses as being particularly onerous.**

**The reception of the *AODA* was also tempered by the lack of funding or financial support from the Ontario Government to support the transition for business. Furthermore, very little has been done to promote public and business-sector awareness of the *AODA* or its goals.**

**It is the view of this author that achieving a fully-accessible Ontario by the 2025 deadline is unrealistic. To be truly accessible, the transportation, built-environment and communication infrastructure in Ontario has to undergo a huge retrofit . . . which is unlikely to be complete within 15 years.**

**Furthermore, it appears that the Government of Ontario has no plans to provide any funding or other financial incentive programs to assist businesses with the implementation of the *AODA*. The current model places the entire financial burden on the business sector itself.**

**Is Ontario, Canada – A World Leader in Accessibility?**

**I think yes . . . with qualifications!**

**The Accessibility for Ontario and with Disabilities Act is a visionary program which, if fully implemented, would result in a very different Ontario . . . one that is truly accessible and welcoming to all people. It strives to ensure that appropriate access is available to everyone throughout Ontario to the goods, services and facilities that are provided by public and private sector organizations.**

**However, to expect such a radical transition to be achieved within the next 15 years, without any funding incentives for business, is short-sighted and unrealistic. If a more realistic implementation time-frame is adopted, financial incentive programs are developed, and a public-awareness campaign put in place, the goals of the AODA can be achieved, and would make Ontario, Canada – A World Leader in Accessibility.**



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**and Compliance Branch, Ministry of Community and Social Services**

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## **How Would My Father Get Into Your Building?**

***Ron Wickman, Architect, Edmonton , Alberta***

**I was four months old when my father was injured at work and became a paraplegic. I did not consider this much during my childhood years, but my upbringing in a family with one of my parents in a wheelchair was indeed unique. This was no more evident than during my travels with my father, where I was often afforded the opportunity to experience the built environment in an unusual and not always pleasant way.**

**-I remember strategically planning each and every new / unknown journey, whether it be a one hour or one month. This most often involved several phone calls to see if a restaurant, or a bowling alley, or a hotel / motel afforded an individual in a wheelchair freedom to enter without the need of assistance.**

**- I remember going to a hotel / motel reception desks to ask if they had any wheelchair accessible units. If the answer was yes, I would often follow someone through winding hallways, through kitchen / dishwashing areas, out the back door and through the garbage area: this was the accessible path into a building! Once we were inside the unit we would often have to remove the bathroom door to allow for my father access to the tub, sink, and toilet.**

**- I remember numerous garbage areas, back doors, kitchen / dishwashing areas of the many restaurants we visited; the main entrances had steps leading to them.**

**- I remember using the freight elevator instead of the public elevator; again steps lead to the public elevator.**

**- I remember pulling my father up more stairs and curbs than I would like to count.**

**It is clear to me now that the 40 years that my father used a wheelchair, he had to adapt to the built environment, even in his own home. Urban planners, architects, and often designers rarely consider the needs of persons with disabilities.**



**It was because of all my experiences growing up, that I chose to become an architect. From my apartment, I could view a video store, and often I would see persons in wheelchairs outside the store looking in; they were unable to get in because**

**of the three steps at the store's entrance. This just reinforced my ambition to finish school and get to work. When I look back at my School of Architecture days, I realize we all generally design for ourselves and the immediate world around us. For me, the difference was that I grew up with my father being in a wheelchair. Therefore, I was unable to design without thinking about how it would function for my father and others with disabilities who I knew. The most popular question I would ask my fellow students was: "How would my father get into your building?"**



**I have travelled extensively throughout the world, often times with my father. Often times I would need to leave my father at the building entrance and visit the inside myself. Most times we would need to find an alternative way to access and travel throughout the building. An example of this is a recent visit my**

**family made to the Salk Institute. As I was preparing to take the classic photo I had viewed so many times in books, I realized that I would need to explore the route that my friends in wheelchairs would need to take to access the plaza space. Luckily, there was one, but the power of moving onto the plaza was lost. So my question was what if the plaza was accessed by a sloped pathway rather than the stairs, would the power of this master building be lost?**

**It is clear to me that beautiful buildings can be Barrier Free. It is simply an issue of good design. Today, almost all Architects incorporate sustainable features into their buildings. In the near future, I believe this will be the same for Barrier Free features. Architects will think of Barrier Free Design because they want to, not because they have to. What will all make us take this issue more seriously is the fact that our aging population is our fastest growing. In 2001, in Canada, 12.5% of the population was 65 or older, and by 2026, it is estimated that this will increase to 20%. By 2030, when the last of the Baby Boomers hit 65, we are all likely to know someone with a disability. Most of us will also own a dwelling that someone with a disability will be unable to independently access. Most people do not give the issue of accessibility much concern until they are personally affected by it. This concerns me. We are building so much now without any concern for a very real future. There will be so much renovation work required to address an issue that we can do properly right now. How is this possibly a sustainable way of thinking?**

**Through the study of Architecture, I have come to realize that a space will only be truly beautiful when everyone can enjoy it in the same way. I also recognize that, by and large, the profession and media of Architecture focuses on the visual identity of buildings and space.**

**There will always be debate on what is aesthetically pleasing, for this is a subjective issue. However, there is no debating whether there is value in designing to accommodate as many people as possible in the best possible way.**

***Ron Wickman, Architect, Edmonton , Alberta***



## **Book Received:**

### **Chronicling Social Change and Innovation: The *Universal Design Handbook*, 2<sup>nd</sup> Ed.**

Since the publishing of the *Universal Design Handbook* in 2001, the world of design has seen major transformations, rendering some of that book obsolete. In less than a decade, the world has experienced a century's worth of change, with enormous implications for design disciplines at all scales. In 1900, for example, only 13% of the world's population lived in urban areas. In 2005, the world's population reached the tipping point, as 49% of people lived in urban areas. Now, for the first time in world history, the majority of the world's population lives in urban areas. What implications does this shift have on inclusive design?

In 2010, nearly a decade after the publishing of the first edition, the *Universal Design Handbook*, 2<sup>nd</sup> Ed. (UDH2) was released, including an electronic edition accessible to readers with visual impairment. With 45 chapters and contributors from around the globe—including chapters by Singanapalli Balaram and Jim Sandhu, who discuss universal design in India and abroad—the UDH2 illustrates some of the recent advancements in inclusive design, but it also begs the question as to the future of inclusive design from the perspective of the “majority world,” i.e., developing countries. As such, the editors will utilize the contents of the UDH2 to present developments (e.g., case studies from contributors) that have occurred over the past decade. This In addition, the presenters will provide an

overview of the editorial process, self-critiques of the newest edition, and speculation on the next decade of inclusive design.



***Wolfgang F.E. Preiser is a Professor Emeritus of Architecture at the University of Cincinnati, USA.***

***Wolfgang F.E. Preiser holds a Ph.D. from the Pennsylvania State University, Masters degrees in architecture from Virginia Polytechnic Institute and State University and the Technical University of Karlsruhe, Germany, as well as the First State Exam from the Technical University in Vienna, Austria. On a global level, he has lectured at 155 universities and organizations, in addition to many conferences. As a researcher and international building consultant, he has worked on topics ranging from universal design, to facility programming, building performance assessments, health care facilities, and intercultural design. He is widely published, with 17 books and 125 chapters, articles, and papers in conference proceedings to his credit. Most recent books are Universal Design Handbook, second edition (2010); Designing for Designers: Lessons Learned from Schools of Architecture (2007), Assessing Building Performance (2005), Improving Building Performance (2003) and, the Universal Design Handbook (2001). He serves on the editorial boards of major journals. Preiser has received many honors, awards, and fellowships, including the Progressive Architecture Applied Research Award and Citation,***

***Professional Fellowships from the National Endowment for the Arts, the 1999 EDRA Career Award , the 2007 and 2010 EDRA Achievement Award, and the Fulbright Fellowship.***

***The Universal Design Handbook (2001, with Elaine Ostroff, Senior Editor) has been translated into Japanese, and it was the culmination of decades of research and scholarship on accessible environments. A second edition of that book will be released in 2010. An early example of Preiser's interest in universal design was the NSF supported, student-managed publication Public Building Accessibility for the Handicapped: A Self-Evaluation Guide (1978). Later research focused on guidance systems for the visually impaired, including the testing and development of tactile and electronic prototypes (1981, 1982). He assisted in the design for the Jerusalem Center for Multi-Handicapped Blind Children in Israel, and has served on grant review panels for the National Institute for Disability Rehabilitation Research on multiple occasions.***



***Korydon H. Smith, Ed. D., M. Arch.  
Associate Professor  
Fay Jones School of Architecture***

**University of Arkansas, WALK 120**

**Fayetteville, AR 72701**

**United States**

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***Korydon Smith is a tenured associate professor in the Fay Jones School of Architecture at the University of Arkansas. Professor Smith teaches courses in architectural design, theory, and methods. Dr. Smith's primary scholarship investigates the roles that design, especially housing, play among marginalized groups of American society. A second line of scholarship focuses on the development of alternative models of design education. Smith is the lead author of *Just Below the Line: Disability, Housing, and Equity in the South* (University of Arkansas Press, 2010) and is co-editor of the forthcoming *Universal Design Handbook, 2<sup>nd</sup> Ed.* (McGraw-Hill, 2010). As well, he is an active design consultant and lecturer.***

***Smith holds a BPS in architecture as well as a professional M.Arch degree, with a concentration in architectural theory and design, from the State University of New York at Buffalo. In addition, Smith holds a doctoral degree in higher education leadership from the University of Arkansas. He received the UA Department of Architecture's Outstanding Teacher Award in 2005, 2006, 2007, and 2008, received the School of Architecture Outstanding Academic Advisor Award in 2006, is a member of the Honors College Faculty, and is an active member***

*of the campus community through both teaching and service activities.*

**Australia**

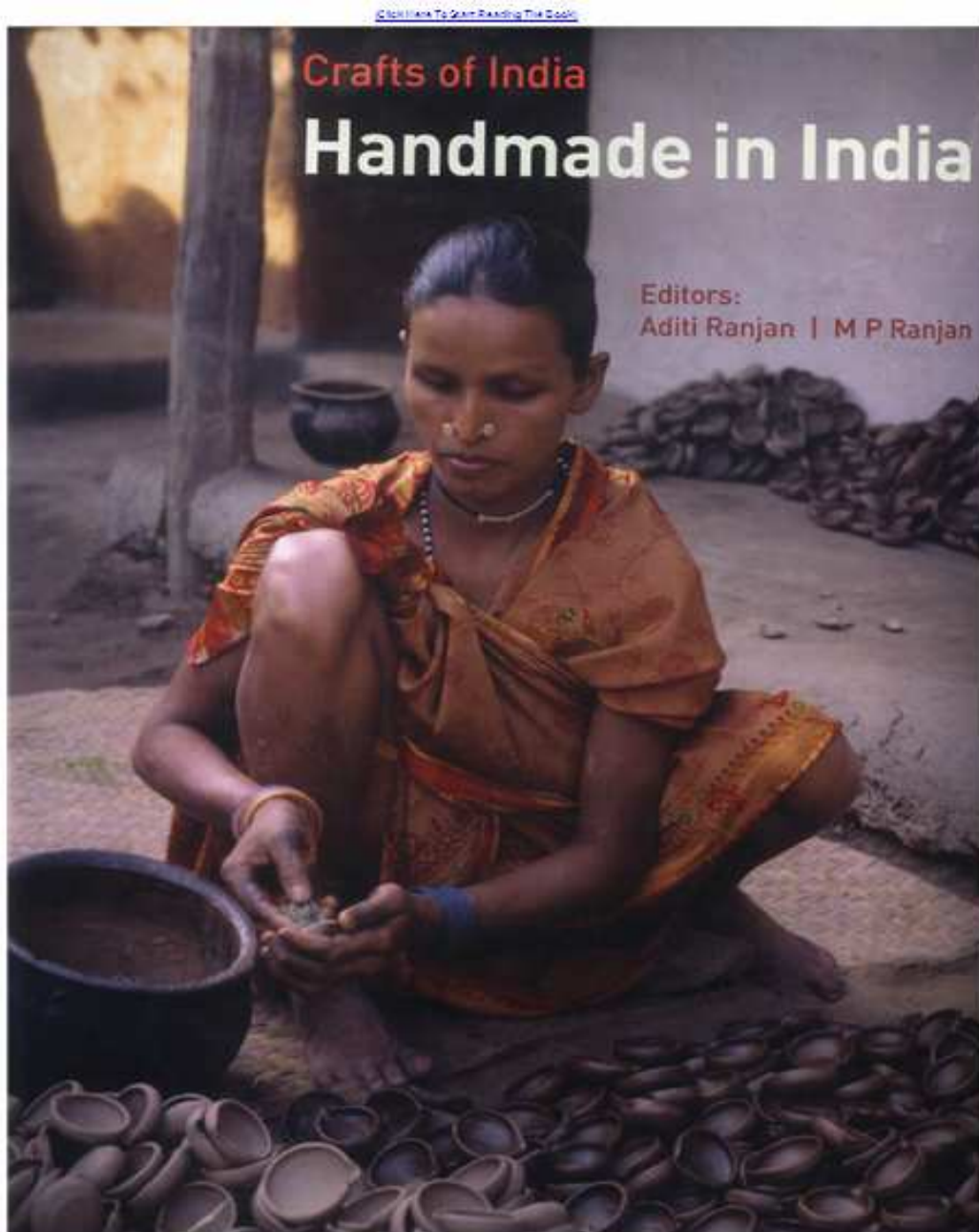
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2.



## **Appeal:**

**1.**

**Department of Science & Technology  
Ministry of Science & Technology  
Government of India**

### **TECHNOLOGY INTERVENTIONS FOR ELDERLY (TIE)**

#### **Call for R&D and Technology Development Proposals**

The Department of Science & Technology (DST) has introduced a focused initiative on S&T interventions for benefit of elderly population in the country under Science for Equity, Empowerment & Development Division (SEED). Under these initiatives, Proposals on R&D for technological solutions with multidisciplinary approach to ameliorate problems and improve quality of life of the elderly population will be considered:

Some indicative areas are:

1. **Development of simple solutions/ assistive devices required by the elderly population in the urban/semi-urban/rural areas characterized by:**
  - Cost effective and affordable by elderly of different segments in society
  - Inclusive designs
  - Potential for commercialization
2. **Field testing of newly developed technology for acceptance evaluation and further adaptation.**
3. **Modulation of already existing technology specific for use of elderly to suit Indian conditions.**
4. **Development of technology package for healthcare of elderly to include preventive care in the area of:**
  - area specific nutritional package
  - Cost effective visual/hearing aids.
  - Cost effective dentures/dental implants, etc.
  - Documentation and validation of traditional health practices for elderly in codified Indian health system.
  - Cognitive support for elderly (Alzheimer/Parkinson/Dementia, etc)
5. **Safe Kitchens for elderly.**
6. **Some indicative technology areas are given below:**
  - Assistive devices for improving functionality, cognitive and assisted safety measures, excretionary defects & related issues.
  - Assistive Device for various form of monitoring devices/ non-invasive measuring devices/systems [Injury preventions, blood parameters for non communicable diseases, standing and balance training].

**2.**

**MIT Institute Of Design is proud to announce its new PG program PGDM(Strategic Design For Business).**

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**If you feel that you have the ability to see beyond the obvious, explore the unknown terrain and identify patterns in complex phenomenon around you, come and be part of this experience called**

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**<http://www.mitid.edu.in>**

**Coordinator- Strategic Design for Business**

**3.**

**Dear Friends**

**I hope you must have received my earlier mail on the Design Clinic Scheme for MSMEs. I am happy about the interest shown by some of you for providing design intervention to MSMEs.**

**As you are aware, MSME is a vast sector employing the largest number of human resources. However, a lot needs to be achieved as far as their productivity and quality aspects are concerned. During a recent meeting of the Project Implementation Committee, the need for a more aggressive design intervention in the MSME clusters has been emphasized. The meeting also suggested that more clusters and areas for design intervention for the MSMEs need to be identified to widen the reach of the Scheme.**

**I would invite your involvement in this Design Clinic initiative and also request you to identify any MSME clusters you might have knowledge about, where our Design Clinic Schemes could be implemented.**

**I am quite confident that we, the design community, can contribute a lot in this sector to make it more competitive through this scheme.**

**For more information on this, you may like to get in touch with Shri Shashank Mehta- Senior Faculty at NID who is heading this initiative**

**(e mail: [shashank@nid.edu](mailto:shashank@nid.edu)) or log on to [www.designclinicsmsme.org](http://www.designclinicsmsme.org).**

**With best wishes**

**Pradyumna Vyas**

**Director**

**National Institute of Design**

**Paldi**

**Ahmedabad 380 007**

**India**

**Tel: 0091 79 26605241**

**Fax: 0091 79 26605242**

**E-mail: [director@nid.edu](mailto:director@nid.edu) / [pradyumna@nid.edu](mailto:pradyumna@nid.edu)**

**4.**

**CALL FOR PAPERS - VOL. 7 NO. 2 (JULY – SEP 2010)**

**Models & Methodologies: Mobile and Contextual Learning  
Innovative Web-based Teaching and Learning Technologies /  
Advanced Distributed Learning (ADL) technologies / Web,  
Virtual Reality/AR and mixed technologies / New technologies  
for e-Learning /E-Training and e-Skills / Mobile E-Learning /  
Computer Graphics and Web-Lecturing Technology /  
Innovative Teaching and Learning Technologies / Web-based  
Methods and Tools in Online Education / Cognitive Modeling  
and Intelligent systems.**

**TYPE OF SUBMISSIONS**

**Research papers (maximum of 20 pages)**

**Articles (maximum of 10 pages)**

**SUBMISSION GUIDELINES**

**The author must provide:**



- name,
- job title,
- Organisation/ institution of affiliation name,
- a brief biographical description,
- a photograph in JPEG format.

**In case of more than one author, the corresponding authors' full details including email, fax, phone and address for communication need to be provided.**

**In addition:**

- The paper needs to contain a title, an abstract, keywords, a main body and references,
- All references should be cited,
- APA format should be followed for reference and citation,
- Font style: Arial in 10 pt size,
- Figures and tables should follow the references. Make sure that every table or figure is referred in the text. The table or figure will be placed after the first mention in the text,
- Illustrations if provided, should be clear and in JPEG format,
- All articles should be error free to the maximum extent possible and any technical matter must be as clear as possible.

#### **SUBMISSION PROCEDURE**

**Researchers and practitioners are invited to submit on or before the 12th July 2010 an abstract of maximum 200 words, along with a one page proposal, including Title of the paper, author name, job title, organisation/ institution and biographical note. Authors of accepted proposals will be notified by the 17th July 2010 about the status of their proposals. All submitted articles in full text are expected to be submitted before the 24th July 2010, along with an acknowledgement stating that it is an original contribution.**

#### **REVIEW PROCEDURE**

**All submissions will undergo an abstract review and a double blind review on the full papers. The abstracts would be reviewed initially and the acceptance and rejection of the abstracts would be notified to the corresponding authors. Once the authors submit the full papers in accordance to the suggestions in the abstract review report, the papers would be forwarded for final review. The final selection of the papers would be based on the report of the review panel members.**

## **CONTACT DETAILS**

**Submissions have to be sent electronically, in MS Word format to: - Corresponding Editor  
Ms. Shyni at: [submission\\_jet@imanagerpublications.com](mailto:submission_jet@imanagerpublications.com)  
5.**

**Instituted by:**

### **NATIONAL CENTRE FOR PROMOTION OF EMPLOYMENT FOR DISABLED PEOPLE**

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Conservative estimates put the population of persons with disability in India at 70 million. Yet, it is only a minuscule percentage of the population that has been seen in the mainstream of any aspect of life in the country; be it the workforce, education or anything else. Any study undertaken to determine the reason for this would point to one direction and that would be the lack of access.

A cursory study of history too would reveal that all great movements arose from the very lack of access to basic facilities, discrimination and the fight for one's dignity and belief that all humans are equal and born free. The disability rights movement advocates equal access for people with disability to social, political, and economic life which includes not only physical access but access to the same tools, services, organisations and facilities which we all pay for.

Over the years, Accessibility

- has come to occupy the most identifiable cause that has unified the global approach towards disability – across social, political and economic lives of disabled people.
- has become the most fundamental cause that any disabled person identifies with, irrespective of the disability.
- has become the fulcrum to the disability rights movement globally.

Accessibility not only means access to physical spaces but also means access to information, technology, transport, services, aids and appliances, etc. For example, only 0.05% of printed books are available in accessible formats to print impaired people! Only a handful of Indian websites are accessible to people with disabilities!! And, most television programming is not accessible to hearing impaired people in India!!! These are just a few examples.

Access, therefore, is an issue that cuts across disabilities and sectors and forms the very basis of empowerment of disabled people. A concept that is intrinsic to any kind of access is 'Universal Design', which means a design that is usable to the greatest extent possible by everyone, regardless of age, ability, or situation. This could mean the built environment, technology, transport, and so on. Universal design accommodates people with disabilities, older people, children, and others who are non-average in a way that is not stigmatising and benefits all users. The seven Principles that describe characteristics that make designs universally usable are:

1. Equitable Use
2. Flexibility in Use
3. Simple and Intuitive Use
4. Perceptible Information
5. Tolerance for Error
6. Low Physical Effort
7. Size and Space for Approach and Use

Though this approach benefits older people and people with disabilities most of the time, Universal Design benefits every human being to some degree at some point of time. Universal Design has attained major ground in the developed nations, but in developing countries like India, this concept is yet to attain popularity. In fact, awareness on Universal Design is close to none and there have been very few attempts to educate architects, designers and others about this.

In order to spread awareness on Universal Design and to popularise this concept, NCPEDP, in association with AccessAbility and BarrierBreak Technologies, has instituted **The NCPEDP - Mphasis Universal Design Awards**. These awards will be given away every year to those who have been doing exemplary work towards the cause of accessibility and thus ensuring a life of equality and dignity for disabled people. The awards will cover accessibility in the following fields:

1. Built Environment
2. Transport
3. Information and Communication Technology
4. Services
5. Aids and Appliances

We are confident that in time, these Awards will gain tremendous recognition and credibility and will encourage more and more people to work in the field of promoting access and Universal Design.

The awards will be given under three categories:

- **CATEGORY A: PERSONS WITH DISABILITIES** Awards in this category will be given to people with disabilities who have created an impact in accessibility and Universal Design in any of the areas such as built environment, transport infrastructure, service provision, information and communication technology (ICT), universally designed consumer products, mobility & independent living aids, or assistive technology in their personal/professional capacity.

The work that the person has done can be in policy framework, grass-root level implementation, design and development, access audits, or even the rights movement/advocacy.

Every year, this award will be given out to 3 people across the country.

- **CATEGORY B: WORKING PROFESSIONALS** Awards in this category will be given to people who work for the cause of accessibility and Universal Design in any of the areas such as built environment, transport infrastructure, service provision, information and communication

technology (ICT), universally designed consumer products, mobility & independent living aids, or assistive technology.

She/he may be an employee of an education institute / NGO / corporate / government body that has taken up the cause, or may be a consultant or freelancer who has devoted her/his time for the cause. Her/his individual contribution to the cause is a major reason for the success achieved by the organisation/firm/movement. She/he may also be an individual who is involved in the cause independent of any organisational support and has achieved significant success in the core objective of gaining accessibility for disabled people.

Awards in this category will be given out to ensure that many dedicated people who have involved themselves in the cause get due recognition. This will not only help in sensitising the rest of the non-disabled community, but will also encourage young minds to join the cause as a career option.

Every year, this award will be given out to 3 people across the country.

- **CATEGORY C: COMPANIES/ ORGANISATIONS** Awards in this category will be given to those companies or organisations who have taken up the cause of accessibility and Universal Design in any of the areas such as built environment, transport infrastructure, service provision, information and communication technology (ICT), universally designed consumer products, mobility & independent living aids, or assistive technology.

Companies/ organisations that have implemented either/ all of these within their organisations, which has led to them to recruiting or serving people with disabilities and providing them equal opportunities to participate to the best of their abilities. These companies/organisations can be a role model for the rest of the society, and recognizing their efforts and giving them the encouragement will help the cause to reach out to many more.

These can be any type of an education institute / NGO / corporate / government body - private sector, public sector, joint sector, SME or even proprietorship/partnership firms. The selection criteria will not only be for adopting accessibility policies, but also for implementing them at the workplace.

Every year, this award will be given out to 4 companies/ organisations across the country.

Access symbolizes the true spirit of freedom as far as persons with disabilities are concerned. These awards would therefore be given away on 14<sup>th</sup> August, the eve of our Independence Day.

## DESIGN CLINIC SCHEME



Registration  
पंजीकरण

Contact  
संपर्क

ORGANIZERS

ABOUT DCS

GUIDELINES

### An initiative of the Ministry of Micro, Small & Medium Enterprises (MSME), Government of India (GOI) & National Institute of Design (NID)

News & Tender  
समाचार एवं टेंडर

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Design Clinic Scheme for Design Expertise to MSMEs, a unique and ambitious design intervention scheme for the country's large micro, small and medium scale enterprises, is an initiative of Ministry of MSME, Government of India has been launched under National Manufacturing Competitiveness programme. The main objective of the Design Clinic Scheme is to bring MS&ME sector and design expertise into a common platform and to provide expert advice and solutions on real time design and medium scale enterprises, is an initiative of Ministry of MSME, Government of India has been launched under National Manufacturing Competitiveness programme. The main objective of the Design Clinic Scheme is to bring MS&ME sector and design expertise into a common platform and to provide expert advice and solutions on real time design problems, resulting in continuous improvement and value addition for existing products. This model brings design exposure to the door step of industry clusters for design awareness, improvement, evaluation, analysis and design related intervention. Design clinic scheme will assist industrial clusters to open a channel for design information inflow for creative, innovative and futuristic approach towards the product, process, operations, manufacturing and business design. The scheme will help generate insight for opportunity identification and design intervention for competitive and breakthrough solutions for MSMEs.

The National Institute of Design, Ahmedabad, has been setup as the nodal agency for the scheme. With its rich experience in design training and consultancy, NID will act as matchmaker to the MSMEs and design professionals. It shall also administer effective implementation of the plan.

The objective of Design Clinic scheme is to enhance industry competitiveness and productivity with the help of design intervention at various functional levels. Design Clinic Scheme will help MSMEs to develop product/process/business expertise through design intervention at multiple level interactions. Design awareness seminar, design awareness programme and design projects will help MSMEs in various stages to develop competitiveness. The goal is to help MSME manufacturing industries move up the value chain by switching the production mode from original equipment manufacturing to original design manufacturing and hence original brand manufacturing.

Design Clinic Scheme will help MSMEs to develop product/process expertise through design intervention through multiple level interactions. Design sensitisation seminar, design awareness programme and design projects will help MSMEs in various stages to develop competitiveness.

The overarching approach in implementing the scheme will be to bring Indian MSMEs and design experts on a common platform. This will enable the MSMEs to access expert advice and cost-effective solutions for their real-time design problems, with some financial support from the Government. The expected outcome of such interventions is new product development or discernible design improvement and value addition for existing products.

The total scheme budget will be Rs. 73.58 crores, out of which Rs. 49.08 crores will be assistance from Government of India at various stages and the balance amount will be contributed by the beneficiary MSMEs. The scheme provides great opportunity to the large sector of MSME (Associations and Units) as well as Indian design fraternity – the design consulting firms, independent designers, various design institutes of the country and also the design students to engage them to assist the country's large MSME sector move up the value chain through increasing the value and competitiveness of their products and services.

The scheme targets to reach out to about 200 MSME clusters over the next two and half years. This will be achieved through organization of about 200 design sensitization seminars, 200 Design Clinic Workshops and 400 design projects including 100 student design projects (final year thesis projects).

For easy percolation of design thinking and philosophy and maximum benefit for MSME units the Design Clinic Scheme is divided at 3 broader levels. These activities are helpful in smooth transition in to several levels of design intervention in industrial and business activities of MSMEs.

1. Design Awareness Seminar
2. Design Awareness programme
  - a. Need Assessment Survey
  - b. Design Clinic Workshop

## **News:**

**1.**



**Finn Petren was re-elected President of EIDD Design for All Europe three weeks ago.**

**2.**

**We are pleased to inform you that Prof. Pradyumna Vyas, Director, NID, has been invited by the University for the Creative Arts (UCA), UK, to present him with an 'Honorary Master of Arts' in recognition of his contribution to design education and promotion.**

**He will be presented with the award at UCA Farnham's graduation ceremony on 29 June 2010 at Guildford Cathedral in UK.**

**Our heartiest congratulations!!!**

### **3. The EU Commits to Sustainable and Responsible Tourism**



**In its first meeting after the coming into force of the [Treaty of Lisbon](#), EU**

**Tourism Ministers approved the 'Madrid Declaration', making a series of recommendations to the European Commission to implement a European tourism policy for the first time in the EU's history.**

**After giving congratulations for the inclusion of tourism in the Treaty of Lisbon, the Spanish Industry, Tourism and Trade Minister, Miguel Sebastián, stated that it is necessary 'to move from words to events' and that the Madrid Declaration's 'a first step in the commitment of the EU and all member states to sustainable, modern and socially responsible tourism.'**

**'The European Union commits to social tourism', underlined the Minister. For him the sector 'should be an asset all citizens can enjoy, in particular those with physical disabilities or financially disadvantaged.'**

**The Vice-president of the Commission and Commissioner for Industry and Entrepreneurship, Antonio Tajani, stressed this idea and stated that 'we work to turn every European citizen into a tourist.'**



**Both also coincided on the fact the ageing of the European population allows for policies that contribute to the sector no longer being seasonal and makes it possible for tourism to be maintained in the low season.**

**The declaration places emphasis on the role of innovation and information and communication technologies for maintaining the competitiveness of tourism companies, largely SMEs, in a globalised economy. In this respect, Commissioner Tajani expressed his satisfaction for the 'inclusion of the word tourism, also for the first time, in the EU 2020 Strategy' and indicated that awarding credits to SMEs will be dealt with by the Commission in a meeting in Brussels on 9 May.**

**Excerpt from the Declaration:**

**'With a view to the "Communication on the renewed EU Tourism Policy Framework", which the Commission is to present before the EU Council, the Tourism Ministers meeting in Madrid wish to invite the Commission to take into consideration the pertinence of:**

**(3) Facilitating the access to holidays to groups with impaired mobility or those who are socially and/or economically disadvantaged, promoting as the same time a better and more prolonged use of tourist infrastructures, the maintenance of tourist activity in the regions for longer periods, and a strengthening of the feeling of European citizenship'.**

**4.**

**Group to show car that can be driven by the blind**

**WASHINGTON – Could a blind person drive a car? Researchers are trying to make that far-flung notion a reality.**

**The National Federation of the Blind and Virginia Tech plan to demonstrate a prototype vehicle next year equipped with technology that helps a blind person drive a car independently. The technology, called "nonvisual interfaces," uses sensors to let a blind driver maneuver a car based on information transmitted to him about his surroundings: whether another car or object is nearby, in front of him or in a neighboring lane. Advocates for the blind consider it a "moon shot," a goal similar to President John F. Kennedy's pledge to land a man on the moon. For many blind people, driving a car long has been considered impossible. But researchers hope the project could revolutionize mobility and challenge long-held assumptions about limitations.**

**"We're exploring areas that have previously been regarded as unexplorable," said Dr. Marc Maurer, president of the National Federation of the Blind. "We're moving away from the theory that blindness ends the capacity of human beings to make contributions to society."**

**The Baltimore-based organization was announcing its plans for the vehicle demonstration at a news conference Friday in Daytona Beach, Fla.**

**Maurer first talked about building an automobile that the blind could drive about a decade ago when he launched the organization's research institute.**

**"Some people thought I was crazy and they thought, 'Why do you want us to raise money for something that can't be done?' Others thought it was a great idea," Maurer said. "Some people were incredulous. Others thought the idea was incredible."**

**The vehicle has its roots in Virginia Tech's 2007 entry into the DARPA Grand Challenge, a competition for driverless vehicles funded by the Defense Department's research arm. The university's team won third place for a self-driving vehicle that used sensors to perceive traffic, avoid crashing into other cars and objects and run like any other vehicle.**

**Following their success, Virginia Tech's team responded to a challenge from the National Federation of the Blind to help build a car that could be driven by a blind person. Virginia Tech first created a dune buggy as part of feasibility study that used sensor lasers and cameras to act as the eyes of the vehicle. A vibrating vest was used to direct the driver to speed up, slow down or make turns.**

**The blind organization was impressed by the results and urged the researchers to keep pushing. The results will be demonstrated next January on a modified Ford Escape sport utility vehicle at the Daytona International Speedway before the Rolex 24 race.**

**The latest vehicle will use nonvisual interfaces to help a blind driver operate the car. One interface, called DriveGrip, uses gloves with vibrating motors on areas that cover the knuckles. The vibrations signal to the driver when and where to turn. Another interface, called AirPix, is a tablet about half the size of a sheet of paper with multiple air holes, almost like those found on an air hockey game. Compressed air coming out of the device helps inform the driver of his or her surroundings, essentially creating a map of the objects around a vehicle. It would show whether there's another vehicle in a nearby lane or an obstruction in the road.**

**A blind person, who has not yet been chosen, will drive the vehicle on a course near the famed Daytona race track and attempt to simulate a typical driving experience.**

**Dr. Dennis Hong, a mechanical engineering professor at Virginia Tech who leads the research, said the technology could someday help a blind driver operate a vehicle but could also be used on conventional vehicles to make them safer or on other applications.**

**Advocates for the blind say it will take time before society accepts the potential of blind drivers and that the safety of the technology will need to be proven through years of testing. But more than anything, they say it's part of a broader mission to change the way people perceive the blind.**

**Mark Riccobono, executive director of the NFB's Jernigan Institute, said when he walks down the street with his 3-year-old son, many people might think he, as a blind person, is being guided by his son.**

**"The idea that a 3-year-old takes care of me stems from what they think about blindness," Riccobono said. "That will change when people see that we can do something that they thought was impossible." ( Courtesy : Associated Press)**

**5.**

### ***Inclusive Design : Redesigning the Sewing Needle***

**This might be one of the toughest and most impressive redesign work that has happened recently. A first time inventor from Minnesota, Ms.Pam Turner solved the age-old problem of weak eyes and threading a sewing needle. This intelligent design which is called the Sprial Eye needle, has got spiral slot by the side of the needle's eye, which allows the user to thread the needle. All you have to do is make a loop of thread and slide over the slot. Ms. Turner is currently making these in surgical grade stainless steel, so that this finds**

application in surgery too, where accessibility is very important.



**This might be one of the shining examples of Inclusive Design / Designing for accessibility, whereas a wide range of fringe users like elderly people, weak eyes, surgeons, etc benefit from the redesign (Even a blind man can thread the needle with this, but am not sure about sewing...!).**

**( Courtesy : Core77)**

**6.**

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This eNewsletter is also available for viewing and printing at:  
[http://www.whitehutchinson.com/news/learnenews/2010\\_summer/](http://www.whitehutchinson.com/news/learnenews/2010_summer/)

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# Children's **LEARNING ENVIRONMENTS** eNewsletter

A newsletter of the White Hutchinson Leisure & Learning Group

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Vol. IX, No. 2, Summer 2010

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[View/print this individual article](#)

## 6.



### **Himalaya on Wheels – An Overview**

Himalaya on Wheels invites you to explore the spectacular mountain region of Ladakh in your wheelchairs, with your family and friends. PAGIR, a group of people with disabilities, has helped identify sites you can visit, sometimes with a little help, to get a glimpse of the Ladakhi way of life. You will be accompanied by a Helper and a Driver who have been specially trained to make your journey through Ladakh comfortable. A guide book will tell you about the history of each place you will visit along with details of the accessibility issues there.

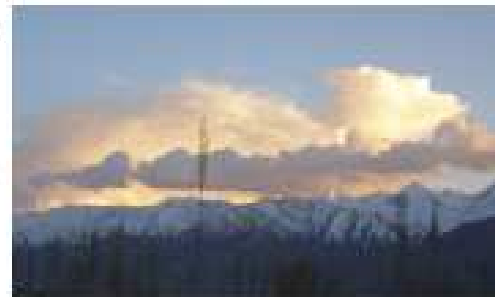
If you do not use a wheelchair and would like us to organise your Ladakh holiday for you [write2ous@travelandtheindia.com](mailto:write2ous@travelandtheindia.com) or call at +91 9940 559 513.

### **What to do there**

The first day of any trip to Ladakh is a mandatory day of rest, giving the body time to get used to the high altitude with its low oxygen levels. Try not to sleep during the day. Read a book (the guide book?), chat with friends, soak in the view of the mountains or just be. Drink a lot of water throughout your trip and especially on the first day.

While headaches are normal, any sign of discomfort beyond that needs the attention of a doctor. It is better to raise a false alarm than ignore the early signs of High Altitude Sickness. Please read the details in the guide book.

Once you are better adjusted to the high altitude, get ready to visit the monasteries of Shey, Alchi and Likir, see the Indus or Sindhu wind its aquamarine path through the majestic mountains, do a little shopping and watch a cultural programme in the evening. Shopping will include hunting for typical Ladakhi souvenirs as well as products made out of waste by PAGIR members. The camp at Uley Tolpo will give you views of the looming peaks around and the gushing river below, while you make your way through orchards. If you choose to stay on for an additional day, you can hold your breath at the exquisite Pangong Lake (made famous by Aamir Khan in "The Three Idiots") on the Tibetan border. Of course, no visit to Ladakh is complete without a taste of momos or the famous noodle soup thukpa. Also take a sip of the butter tea that is unique to Ladakh.



The cheerful disposition of the Ladakhis and the magic of their universal greeting, Julley, will keep up your spirit throughout your visit and in your memories.

### **Accommodation - Luxury**

In Leh, you will stay at the Hotel Grand Dragon, a 4-star hotel. The hotel is built using facets of traditional architecture with modern rooms to ensure a comfortable stay. The double glazed windows and central heating ensure that the rooms are warm even in winter.



road, and the Pangong Lake, a 134 km long lake extending from India to Tibet. Being nature's gifts, both these places are fully accessible. For me, the beauty was so overpowering that it was easy to overlook some inaccessibility. Moreover, Ladhaki people are very welcoming and helpful. Members of the Himalaya on Wheels team went out of their way to ensure I enjoyed the trip, assisting me wherever required. Given a chance, I would run back every year to de-stress and be one with nature.

By Shivani Gupta  
Director, AccessAbility

### **How you make a difference with this holiday**

Himalaya on Wheels has been set up by Travel Another India with expertise provided by PAGIR. People's Action Group on Inclusion and Rights or PAGIR is a group of people with disabilities and their families who have come together for their collective rights as well as to ensure livelihood options for people with disabilities. The President of PAGIR, Mr Mohammed Iqbal, was recently conferred the "Real Heroes" Award by CNN-IBN. You can see a video about his work at <http://www.youtube.com/watch?v=0bNoPqFu1s>

Profits from Himalaya on Wheels will flow back to PAGIR to help them take forward their work.

During the trip, you will visit the PAGIR shop Jungwa Shrungskyob, where their members have transformed waste into craft, making beautiful products such as mobile pouches, letter racks, folders, etc. These products are Jungwa Shrungskyob's contribution to a cleaner Ladakh and towards the economic independence of people with disabilities.

So go ahead, indulge! And do your bit for the land of limitless beauty and opportunity.

To find out more [writations@travelanotherindia.com](mailto:writations@travelanotherindia.com) or call at +91 9940 559 513.



## Program & Events:

# USID GURUKUL 2010

**Collaborate  
Explore  
Experience  
Learn  
Create**

Application Last Date  
July 18th 2010

Send your application to  
[usid@usidfoundation.org](mailto:usid@usidfoundation.org)

#### Partner Institution



**Design Programme**  
Indian Institute of Technology, Kanpur



USID GURUKUL 2010

### *Collaborative & Immersive learning experience*

USID Gurukul 2010 is an inspiration taken from "Gurukul", a school concept from the ancient times. USID Gurukul 2010 brings together 45 to 50 students (*Shishyas*) selected from the disciplines of Design, Technology, Management and Social Sciences. These *Shishyas* will attend the Gurukul free of charge and learn under the mentorship of eminent academicians & researchers (*Gurus*) from institutions such as IIM, IIT NID, & Sristhi and experienced practitioners representing a variety of industry domains.

To encourage a collaborative and immersive learning experience, the *Shishyas* are divided into teams of 6 to 7 with each team having a mix of design, technology, management and social science students. Each of these teams will be assigned to *Gurus* who will use their experience to guide the team to achieve realistic goals over a period of 2 weeks.

During the Gurukul, boarding and lodging at IIT Kanpur for the *Shishyas* and *Gurus* will be taken care of by the USID Foundation.

#### FORMAT & SCHEDULE

USID Gurukul 2010 is divided into the following phases:

##### **Virtual Gurukul (Aug. 21st to 26th, 2010)**

Each team will initiate the ground work and know its team members while working in a virtual/online format using the online and video conferencing technologies.

##### **On-Campus Gurukul at IIT Kanpur (Aug. 28th to Sep 4th, 2010)**

After working together in virtual Gurukul format, the teams and the *Gurus* will arrive at IIT Kanpur Campus on August 28th, 2010 and will spend the whole week working on the problem statements.

#### ACTIVITIES & FOCUS

Activity during the week include the project work under the assigned *Gurus* as well as some field trips and external sessions including *yoga*, workshops, presentations, demos, performances, movies and other team activities.

We intend to focus on problem statements from the following domains:

- Education
- Health & Care
- Agriculture & Food Shortage
- Transportation & Traffic
- Public policies, and its impact on citizens, and government

#### WHO CAN APPLY?

Students currently pursuing education in Design, Technology, Management and Social Sciences are eligible to apply.

#### APPLICATION PROCEDURE

The recruitment process focuses broadly on recruiting the most inspired students. To apply, do the following:

1. Submit a Resume, stating what you have done so far in school, in internships, and as potential researchers.
2. Submit a Statement of Purpose, stating what is your motivation to attend the Gurukul, why you are the right candidate for the same and also explicitly state how this experience will benefit the society.
3. Submit email ID and Phone of at least one referee.

[www.usidfoundation.org](http://www.usidfoundation.org)



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## **USID Gurukul 2010**

### ***Collaborative & Immersive learning experience***

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- 2. Submit a Statement of Purpose, stating what is your motivation to attend the *Gurukul*, why you are the right candidate for the same and also explicitly state how this experience will benefit the society.**
- 3. Submit email ID and Phone of at least one referee**

### **APPLICATION LAST DATE**

**July 18th, 2010**

Send your application to:  
[usid@usidfoundation.org](mailto:usid@usidfoundation.org)  
For more details visit  
[www.usidfoundation.org](http://www.usidfoundation.org)  
2.



**BRITISH COUNCIL**

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## Are YOU the next Young Creative Entrepreneur?

If you are a design entrepreneur waiting to gain a foothold in the UK design industry, the YCE Design Award could be your springboard to a world of opportunities.

Apply now and you could win a study tour to UK, attend a design trade event and interact with peers and design leaders.

**Take the initiative – the next big idea can be yours!**

Rajat Tuli  
Happily Unmarried  
YCE Design 2009

For more details, please visit us at [www.britishcouncil.org/nyce](http://www.britishcouncil.org/nyce) or email us at [yce.india@in.britishcouncil.org](mailto:yce.india@in.britishcouncil.org)

**YCE** YOUNG CREATIVE ENTREPRENEUR AWARDS

3.

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**2nd International Workshop on Comparative Informatics (IWCI 2010):**  
*Understanding Cultural Influences in Usability, Gaming, Collaboration, Government and Design*

**Overview**  
Comparative informatics is the study of design, development, evaluation, use, and impact of information technologies across a diverse set of domains, organizations, contexts, cohorts, cultures, and countries. The scientific focus of the 2nd International Workshop on Comparative Informatics (IWCI 2010) is on the following core questions:

- How can we better understand the mutual relations between information and communication technologies and cultures?
- To what extent is the appropriation of technologies culturally relative?
- To what extent do technologies exert their own agency regardless of local practices and cultural accommodations?
- To what extent do people shape, alter, bend, adapt, adjust, align, configure, reconfigure, and re-imagine technologies?

Layered into the inherent complexities of technologies themselves as artifact whose qualities we do not fully understand are the technologies' uptake and appropriation in multiple cultural contexts. Temporality will be a key discussion point at the workshop and we will discuss methodological and epistemological aspects of time and its relation to technologically mediated activity. Methodological discussion will also examine the applicability of the comparative method to informatics and will proceed to identify a range of appropriate research methods.

**The workshop will have five themes: online gaming, e-government, collaboration, usability, and design**

**Outcomes of the workshop**  
Given globalization and the multicultural social reality of the 21st century, it is clear that the core questions outlined about culture and technology cannot be approached without a coordinated global effort. A federation of researchers is required, for both practical and intellectual reasons, to shape and inform such investigations. IWCI 2010 aims to create such a research federation and a socio-technical environment to help sustain it. An edited collection or special issue of the workshop papers is planned.

**To Participate**  
We invite position papers from researchers, practitioners, and students from a diversity of fields including but not limited to human-computer interaction (HCI), computer supported cooperative work (CSCW), computer supported intercultural collaboration (CSIC), information systems (IS), and learning sciences, languages, organizations and nations.

- **Author Guidelines:**
  - *Length & Format:* A position paper of maximum 4 pages formatted using the [ACM SIGCHI template](#)

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- *Relevance and Substance*: Ideally, the position paper should address one or more of the core questions and/or focus on one of the five themes outlined above. We also welcome conceptual and methodological papers on comparative research in general.
- **Submission Guidelines**:
  - Please submit your position paper no later than 02-August-2010 by email to [vatrapu@cbs.dk](mailto:vatrapu@cbs.dk).
- **Important Dates**
  - *Submission of Position Papers*: 01-August-2010
  - *Author Notifications*: 15-August-2010
  - *Final Versions for Accepted Papers*: 17-September-2010
  - *Workshop Date*: Sunday, 17-October-2010

**Description of activities planned**

Preliminary workshop plan is below:

09:00-09:30	Introductions
09:30-10:30	<i>Theme 1: Online Gaming</i> Paper Presentations Plenary Discussion
10:30-10:45	BREAK
10:45-11:45	<i>Theme 2: Design</i> Paper Presentations Plenary Discussion
11:45-12:15	Small Groups Discussion
12:15-13:15	LUNCH
13:15-14:15	<i>Theme 3: Collaboration</i> Paper Presentations Plenary Discussion Small Group Discussants' Reports
14:15-15:15	<i>Theme 4: Usability</i> Paper Presentations Plenary Discussion Small Groups Discussion
15:15-15:30	BREAK
15:30-16:30	<i>Theme 5: Digital Government</i> Paper Presentations Plenary Discussion

	Paper Presentations Plenary Discussion Small Groups Discussion
15:15-15:30	BREAK
15:30-16:30	<i>Theme 5: Digital Government</i> Paper Presentations Plenary Discussion Small Group Discussants' Reports
16:30-17:00	<i>Workshop Wrap-up</i> Edited Book Process Discussion Farewells & Good-Byes

**Workshop Organizers**

- Ravi Vatrapu**, Copenhagen Business School, Denmark  
**Bonnie Nardi**, University of California, Irvine, USA  
**Scott Robertson**, University of Hawaii at Manoa, USA  
**Zhengjie Liu**, Dalian Maritime University, China  
**Pradeep Yammiyavar**, Indian Institute of Technology-Guwahati, India  
**Yair Amichai-Hamburger**, Interdisciplinary Center (IDC) Herzliya, Israel

**Ravi Vatrapu** is an assistant professor at the Center for Applied Information and Communication Technologies (CAICT) of the Copenhagen Business School. His current research focus is on conducting theory-based empirical studies of socio-technical affordances and developing an empirically-informed theory of technological intersubjectivity.

**Bonnie Nardi** is a professor at the Department of Informatics in the Donald Bren School of Information and Computer Sciences at the University of California, Irvine. Her most recent research concerns massively multiplayer online games. She is conducting participant-observation fieldwork in *World of Warcraft*, the most popular MMOG, studying how players collaborate as well as the relationship of offline, online, and in-game activity.

**Scott Robertson** is an associate professor at the Department of Information and Computer Sciences at the University of Hawaii at Manoa. He is the founder and director of HI'CHI - the Hawaii Computer-Human Interaction Lab. He teaches and conducts research in the area of Human-Computer Interaction, specifically Digital Government.

**Zhengjie Liu** is a professor at School of Information Science & Technology of Dalian Maritime University (DMU), the founder and director of Sino European Usability Center (SEUC), and Adjunct Chair for Developing Worlds of ACM SIGCHI. He has been working in usability and HCI since 1989 and is recognized as a pioneer in this field in China. He founded SEUC in 2000 as the first research center dedicated to usability in China and led it to become a leading usability research, consultancy and education in this country.



## Special Issue on

# *Designing for Services*

Full Paper Due: 31 October 2010

## Call for Papers

The International Journal of Design, which is devoted to the transfer of design knowledge among professionals in academia and industry, will be publishing a special issue on designing for services that emphasizes a human-centered design approach to service design.

Since the introduction of service design as a design discipline in 1991, there has been an impressive growth in both theoretical developments and practical applications. In recent years, more and more innovative processes, tools, and methods have been adopted to explore the activities involved in service design. The accelerating pace of change in technology and business practices has led to the need for more service design researchers and practitioners to be at the forefront in the development of new business services. In fact, an increasing number of service design insights that could make services more valuable and desirable have been generated, yet have often been overlooked.

In this special issue, we will aim to explore the value of service design in business and to uncover a variety of service design insights arising from academic and practitioner perspectives. The issue will include original theoretical, empirical, or methodological contributions related to innovative service design processes, tools, or methods. We also welcome high-quality case studies that can provide guidance on improving the quality of service design or illuminating some perspective of service design research.

Articles for this special issue should address one of the following four themes:

### Theme One: Design of Service Encounters

This includes the design of useful, usable, and desirable encounters between the server and the customer. Specific articles might address these topics:

- User experience design and thinking
- Expectations, emotions, and experience of the customer with regard to service design
- The matching of customer expectations and service design touchpoints
- The connection between service encounter satisfaction and quality of service design
- Technological, non-technological, or hybrid service encounter design

### Theme Two: Service Design for SMEs

This includes how small and medium-sized enterprises (SMEs) can benefit from service design by using it to better understand their customers and to contribute to their bottom line. Specific articles might address these topics:

- Case studies of service design for SMEs
- Business impact of service design on SMEs
- Service design processes, tools, and methods for SMEs
- Barriers to the use of service design in SMEs
- Service design consultancy for SMEs



## Theme Three: Co-creation In Service Design

This includes the implementation of co-creation with stakeholders to effectively and efficiently enhance service design. Specific articles might address these topics:

- Types of co-creation in service design
- Strategies for co-creation in service design
- The value of co-creation in service design with regard to the customer experience
- The actual and potential roles of stakeholders in service design
- How to successfully execute a service design project using a co-creation team

## Theme Four: Service Design and Change of Systems

This includes the development of service design competence and the development of models to use for dealing with changes taking place in the complex systems of service organizations. Specific articles might address these topics:

- The emerging role of service design in organizational change in terms of culture, structure, or process
- New service design models for change
- How to successfully create service design competence in an environment that is undergoing change

## Schedule

- Abstract (optional): 31 August 2010
- **Full Paper Due:** **31 October 2010**
- Notification of Acceptance: 31 December 2010
- Final Version of Paper Due: 31 January 2011
- Special Issue Publication Date: 1 August 2011

## Submission of Papers

The authors are encouraged to e-mail an abstract of no more than 800 words to the Special Issue Editors <[sungd@mail.ntust.edu.tw](mailto:sungd@mail.ntust.edu.tw)> by August 31 to receive a quick evaluation on suitability of a proposal.

Manuscripts should be prepared with the template file and guidelines found at [www.ijdesign.org/authorGuidelines](http://www.ijdesign.org/authorGuidelines). Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. A double-blind review process will be employed for this special issue.

Manuscripts should also be sent through the on-line system at [www.ijdesign.org/submissions](http://www.ijdesign.org/submissions). Authors should choose "Special Issue on Designing for Services" as the Journal Section when submitting papers.

## Special Issue Editors

### Birgit Mager

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Köln, Germany  
Tel: +49(0)221 8275-3220  
E-mail: [mager@service-design.de](mailto:mager@service-design.de)

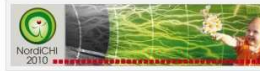
### Tung-Jung David Sung

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National Taiwan University of Science and Technology,  
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June 2010						
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## NordiCHI Workshop



### Invitation to a full day workshop at NordiCHI2010, Reykjavik, Iceland on Crisis management training: design and use of online worlds

Jointly organised by IFIP 13.6 HWID and the FP7 CRISIS project.

#### Contacts

#### Recent Posts

- Project Kick-Off Meeting Photos
- Consortium Group Photo
- New site up and running

#### Meta

- Register
- Log in
- WordPress

#### Workshop theme and goals

In this workshop, we will analyse and discuss empirical studies of interaction design methods for training crisis management in safety critical, emergency and disaster situations. The workshop theme is thus narrow in a contextual way (by dealing with unusual situations); but broad in the sense that we wish to discuss various experiences to form an understanding of current practice, and how people adapt and learn to act in new (often extreme) situations. Online worlds (which include simulations, virtual environments, augmented reality and massive multiplayer games) have potential to aid in training staff to deal with crisis situations. We wish to investigate possibilities for designing, using and evaluating interactive online worlds for learning key skills and enhancing current training methods.

This workshop is co-organised by two different entities, who share a mutual interest in studying human activities for understanding system design and use. The FP7-funded CRISIS (Critical Incident management training System using an Interactive Simulation Environment) project aims to develop a crisis management train-on-demand and simulation platform for improving the training methods for both on-site emergency services, and control centre decision makers.

During the workshop current research within the above outlined field will be discussed, and we call for positions papers investigating, but not limited to topics and questions as:

- In which ways can online worlds, as customised simulations, serious games, virtual and augmented reality and commercial virtual worlds be used for training in and for emergency situations, using emerging characteristics of presence and believability, enabling decision making, knowledge transfer and agency?
- Which theories and techniques can be applied from the domains of human computer interaction / interaction design; crisis management / safety critical systems and theories of learning and competence training?
- Which methodological and process considerations come into play in analysis and design (for example, the use of distributed cognition, action theory, grounded theory, activity theory, etc)?
- What is the wanted and obtained user experience when performing emergency training through online worlds, how can usability and user experience be evaluated, and are there contextual, organisational and cultural differences to consider?

#### Outcomes of the workshop

Through the workshop's discussions and analytical frames, we will develop a specification based on relevant methods and case studies of empirical work. The hope is that this will bring us closer to understanding how such emergency / disaster training systems could work and be designed.

#### Relevance to the field

Emergencies of various scales happen everywhere and every day, and are vital to be trained for. A vast variety of professions (such as police, fire and medical personnel) often need to work together in emergency situations, especially in domains with a high density of people and traffic (such as airports or

#### Description of activities planned

The workshop uses a mix of position paper presentations and a case-based discussion approach, giving the participants a mutual frame for discussing opportunities and barriers in the empirical studies, methods and analytical work presented in the position papers.

In the morning session, after a round table presentation of all participants, a number of selected papers will be presented and analysed by the discussant and in plenary, providing a common ground. Prior to or just after lunch a case-study will be presented in plenum; thereafter three-four break-out groups are created. Here, the remaining position papers are discussed, and the workshop organisers facilitate the group discussion, so as to find "suitable ways" and "problematic areas" for the case-study at hand. At the afternoon session, the participants meet for an exchange of experiences, where the participants are asked to provide an overview and commentary on what their group found intriguing and sum up the case-discussions.

#### Intended audience

The participants will primarily be people attending NordiCHI2008. In particular we expect participants coming from IFIP WG 13.6 HWID and the FP7 CRISIS project, as well as people with an academic interest in connecting empirical work analysis and interaction design in the domain of training for crisis management.

#### Expected number, balance and selection of participants

Approximately 20 participants, primarily with a research background or methodological design interest in the field of training for crisis management. The requirement for participation will be the submission and acceptance of a 4 to 8 page position paper (formatted according to the NordiCHI2010 publications format). The papers will be peer reviewed by the organizers and future participants of the workshop. The review will assess appropriateness of the paper according to topic of the workshop, as well as provide feedback to the authors. Participants will be asked to read at least two other papers, and are expected to act as discussants at the workshop (to the papers that they have reviewed).

#### Deadlines:

To accommodate both those with the need for early notification to organise travel arrangements and those who need a bit longer for writing, we offer two deadlines:

requirement for participation will be the submission and acceptance of a 4 to 8 page position paper (formatted according to the Nordichi2010 publications format). The papers will be peer reviewed by the organizers and future participants of the workshop. The review will assess appropriateness of the paper according to topic of the workshop, as well as provide feedback to the authors. Participants will be asked to read at least two other papers, and are expected to act as discussants at the workshop (to the papers that they have reviewed).

#### Deadlines:

To accommodate both those with the need for early notification to organise travel arrangements and those who need a bit longer for writing, we offer two deadlines:

- First deadline for early submission of position papers 1/7 with an early notification by 16/7 2010
- Second deadline for late submissions 16/8 with a late notification by 30/8 2010

Please submit your paper to Rikke Orngreen: rior@dpu.dk as a word and a pdf file, according to the length and specification described above.

You have to register for the workshop through the NordiChi website: <http://www.yourhost.is/nordichi2010> and early bird closes at 17/9 2010

#### Organisers' names and backgrounds

**Prof. William Wong**  
Professor of Human-Computer Interaction and Head of Centre  
**Mr. Chris Rooney**  
Post Doctoral Researcher  
**Dr. Janey Barnett**  
Post Doctoral Researcher  
Interaction Design Centre, Middlesex University, England

**Dr. Rikke Orngreen**  
Assoc. Prof at the research program: Media and ICT in a Learning Perspective,  
Danish School of Education, Aarhus University, Denmark

**Dr. Torkil Clemmensen**  
Assoc. Prof.,  
Department of Informatics,  
Copenhagen Business School, Denmark

**Prof. Edda Þóra Hvaninberg**  
Professor of Computer Science,  
University of Iceland, Iceland

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7.



**2010  
HAMAMATSU**

## The 3rd International Conference for **Universal Design** in HAMAMATSU 2010

Dates :Symposium / Concurrent Sub-sessions  
October 30 (Sat), 2010 — November 3 (Wed), 2010  
Exhibition in parallel: Open to public (for free)  
Venue : ACT CITY Hamamatsu, etc.  
Host : [International Association for Universal Design \(IAUD\)](#)

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**Announcement**

- [Conference registration has just begun.](#) (2010.5.17 updated)
- [Abstract Submission Closed](#) (2010.2.17 updated)

Please check Report of The 2nd International Conference for Universal Design in KYOTO 2006 to get a general idea of what is expected to take place on the day.  
[Go to: Organization of conference reports](#)

Details of the conference are now public.

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**IAUD** International Association for Universal Design  
[IAUD official page](#)  
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8.



### [The Registration for universal design 2011 is opened!](#)

universal design represents the design challenge of the coming decades.

Precipitated by a global demographic shift, both existing products and new developments will acquire a new simplicity.

The universal design GmbH is dedicated to publicizing this challenge to a broad international audience. Its activities - for example hosting the international universal design award - are intended to serve as an inspiration for designers and manufacturers so that their creativity, competence and experience can flow into products, architecture and services for everyone - not just the "aged".

### **universal design in Hannover+ Weimar**

universal design GmbH  
Nienburger Straße 14a  
30167 Hannover  
Germany



- **Thomas Bade**  
CEO

[tb@ud-germany.de](mailto:tb@ud-germany.de)

Phone: 0049.(0)511.70037988

The somewhat different international design competition, the 4<sup>th</sup> "universal design award 2011" continues on where other design competitions often (have to) leave off.

Increasingly complex products, architectures and services are combined to form complete solutions, the complexity of which is often no longer apparent or, better yet, should not be apparent to the user at all.

Users of today and tomorrow are looking for age-independent, yet still fascinating and inspiring products, architectures and services.

Thus, the universal design award serves as a constant challenge to designers, architects and service designers, who have to “integrate” the demands of the customers – from young to old – in user-oriented, sustainable and intercultural complete solutions.

We are firmly convinced that enormous design and commercial potential still lies in the field of universal design and we have yet to even scratch the surface of what is possible.

For us, universal design is not a standard, nor is it a norm, but rather a process that we will be happy to continue to develop with the help of your entries (students are also invited to take part for the first time this year).

Welcome to the 4<sup>th</sup> international universal design award 2010 – most likely the only design competition in the world able to boast such a renowned jury of experts from many different fields and a consumer jury of 100 people (aged 14 to 79).

We wish you every success!

Thomas Bade  
Managing Director  
universal design GmbH





**Industry Day Presentations: (1-2 page proposals)** There are two types of submissions for this new, special one day Industry Day Track:

**Industry Cases** - that report on the use of participatory design (PD) methods, tools, and/or practices within commercial, non-profit and governmental organisations, and,

**PDC Pitch Fest Presentations** – where representatives from not-for-profit and academic sectors “pitch” design ideas in a short, lively format. This is an opportunity to present participatory design research, concepts and ideas to a panel of ‘industry’ representatives.

**Submissions for Industry Day** do not require academic reviewing and will be reviewed instead by an industry panel. If you have any questions, please contact [industry@pdc2010.org](mailto:industry@pdc2010.org)

**Artefacts, posters, products, interactive demonstrations: (2 page proposal)** Works may include projects, techniques, and products developed with a commitment to the principles and philosophy of Participatory Design and they may incorporate any forms or genres of information/communication technologies or digital media (e.g., sound, still/moving images, touch, space, text, etc.). Successful proposals will be presented during a session where participants can interact with presenters and artefacts. The proposal should include title, goals, technique, relevance to Participatory Design and a sketch or design, as appropriate. Please describe your plan for audience participation. If you have any questions, please contact [pc@pdc2010.org](mailto:pc@pdc2010.org).

**Doctoral consortium: (2 page proposal)** Full day session. The doctoral consortium is intended for PhD students working within the field of Participatory Design. It will provide students with an opportunity to present issues of concern to them in their doctoral studies and receive extensive feedback from the session co-chairs and student participants. Enrolment is limited and selection will be based on application submissions. The proposal should give an overview of the PhD project, including research question, method, how the PhD work is related to Participatory Design, the status of current work, major findings and plans for further research. Accepted applicants will be asked to provide a revised and elaborated proposal a few

**months before the conference. If you have any questions, please contact [phd@pdc2010.org](mailto:phd@pdc2010.org).**

**Student volunteers: We are looking for a team of dedicated student volunteers to make PDC function. In exchange for free registration you are expected to work about 20 hours during the conference. Sometimes this means you will be in sessions, sometimes you will not be. If you are presenting you will of course we will work with your schedule. We will soon have instructions for how to apply to be a volunteer, in the meantime if you have any questions, please contact [vounteer@pdc2010.org](mailto:vounteer@pdc2010.org).**

**Follow us on twitter @PDCSydney. And join us to celebrate the first PDC to be held in the southern hemisphere!**

**10.**

## **2<sup>nd</sup> International Workshop on Comparative Informatics (IWCI 2010):**

*Understanding Cultural Influences in Usability, Gaming, Collaboration, Government and Design*

### **Overview**

Comparative informatics is the study of design, development, evaluation, use, and impact of information technologies across a diverse set of domains, organizations, contexts, cohorts, cultures, and countries. The scientific focus of the 2nd International Workshop on Comparative Informatics (IWCI 2010) is on the following core questions:

- How can we better understand the mutual relations between information and communication technologies and cultures?
- To what extent is the appropriation of technologies culturally relative?
- To what extent do technologies exert their own agency regardless of local practices and cultural accommodations?
- To what extent do people shape, alter, bend, adapt, adjust, align, configure, reconfigure, and re-imagine technologies?

Layered into the inherent complexities of technologies themselves as artifact whose qualities we do not fully understand are the technologies' uptake and appropriation in multiple cultural contexts. Temporality will be a key discussion point at the workshop and we will discuss methodological and epistemological aspects of time and its relation to technologically mediated activity. Methodological discussion will also examine the applicability of the comparative method to informatics and will proceed to identify a range of appropriate research methods.

**The workshop will have five themes: *online gaming, e-government, collaboration, usability, and design***

### **Outcomes of the workshop**

Given globalization and the multicultural social reality of the 21st century, it is clear that the core questions outlined about culture and technology cannot be approached without a coordinated global effort. A federation of researchers is required, for both practical and intellectual reasons, to shape and inform such investigations. IWCI 2010 aims to create such a research federation and a socio-technical environment to help sustain it. An edited collection or special issue of the workshop papers is planned.

## To Participate

We invite position papers from researchers, practitioners, and students from a diversity of fields including but not limited to human-computer interaction (HCI), computer supported cooperative work (CSCW), computer supported intercultural collaboration (CSIC), information systems (IS), and learning sciences. languages, organizations and nations.

- **Author Guidelines:**

- *Length & Format:* A position paper of maximum 4 pages formatted using the [ACM SIGCHI template](http://www.sigchi.org/publications/chipubform) (<http://www.sigchi.org/publications/chipubform>).
- *Relevance and Substance:* Ideally, the position paper should address one or more of the core questions and/or focus on one of the five themes outlined above. We also welcome conceptual and methodological papers on comparative research in general.

- **Submission Guidelines:**

- Please submit your position paper no later than 02-August-2010 by email to [vatrapu@cbs.dk](mailto:vatrapu@cbs.dk).

- **Important Dates**

- *Submission of Position Papers:* 01-August-2010
- *Author Notifications:* 15-August-2010
- *Final Versions for Accepted Papers:* 17-September-2010
- *Workshop Date:* Sunday, 17-October-2010

## Description of activities planned

Preliminary workshop plan is below:

09:00-09:30	Introductions
09:30-10:30	<i>Theme 1: Online Gaming</i> Paper Presentations Plenary Discussion
10:30-10:45	BREAK
10:45-11:45	<i>Theme 2: Design</i> Paper Presentations Plenary Discussion
11:45-12:15	Small Groups Discussion
12:15-13:15	LUNCH
13:15-14:15	<i>Theme 3: Collaboration</i> Paper Presentations Plenary Discussion Small Group Discussants' Reports
14:15-15:15	<i>Theme 4: Usability</i> Paper Presentations Plenary Discussion Small Groups Discussion
15:15-15:30	BREAK
15:30-16:30	<i>Theme 5: Digital Government</i> Paper Presentations Plenary Discussion Small Group Discussants' Reports
16:30-17:00	<i>Workshop Wrap-up</i> Edited Book Process Discussion Farewells & Good-Byes

## Workshop Organizers

**Ravi Vatrapu**, Copenhagen Business School, Denmark

**Bonnie Nardi**, University of California, Irvine, USA



## Monsoon Course on HCI 2010

Take your shoes off and get your feet wet in new waters this monsoon. IDC, IIT Bombay is happy to announce a nine-day course on human-computer interaction design from **September 30 to October 9, 2010**. The course is an exposure to user studies, interaction design, usability evaluation and user experience metrics.

[Contents](#) | [Schedule](#) | [Fees](#) | [FAQs...](#)

Time: 9:00 am to 5:30 pm

Venue: IIT Bombay Guest House

[Directions to IDC](#) | [Ten Years of HCI Courses](#)

Photo: Monsoon in Mumbai, Arkoprovo Mukherjee, 2007

## **Job Openings:**

**1.**

**Think Design is looking for 2 User Interface Designer and 2 Visual Designers on contract for a period of 3 Months, for a ongoing assignment. The positions are based out of Hyderabad, at Client's side.**

**We will be filling the requirement by between 1st - 3th July 2010.**

**Remuneration is not a constraint for the right candidate.**

**Ideal candidate should possess strong User Interface Design fundamentals with flair for Visual Design.**

**Interested candidates can send in your CV and Portfolio to:**

**[rama@thinkdesign.in](mailto:rama@thinkdesign.in)**

**Head- User Experience Design**

**Think Design Collaborative Pvt. Ltd.,**

**6-3-252/1/7/ 1, APM Square, Adjacent to Taj Deccan,**

**Road No. 1, Banjara Hills, Hyderabad - 500082**

**[www.thinkdesign.in](http://www.thinkdesign.in)**

**2.**

**Bombay based design studio, Maya Studios, requires visual/graphic designers for an on going UX project.**

**Interested candidates may apply by sending CV and portfolio to**

**[vikram@mayastudios.in](mailto:vikram@mayastudios.in) with MHGD\_01 as the subject header.**

**Basic Requirements:**

- Working knowledge of the principles of information architecture, usability, and user experience design**
- Strong time management, communication, and interpersonal skills**
- Excellent design portfolio.**
- Good knowledge of Photoshop and Illustrator, besides sketching with pencil and paper**

**The project duration would be 2-3 months.**

**Maya Studios is a design studio based in Mumbai which specializes in mobile entertainment and hand held UX. Established in 2008, Maya Studios has quickly built a solid portfolio working with players like Virgin mobiles, Tata Photon, Mahindra & Mahindra, Apalya technologies etc.**

**+91 9867248967**



### **3. Director of Innovation, Node, Barcelona or Madrid Spain**

**Node - Innovation for Growth is looking for a Director of Innovation to lead the innovation practice within the Europraxis consulting group. This position reports directly to the Europraxis partner in charge of innovation offerings, and is a combination of offering development, team leadership/building, setting project and practice vision, designing methodology and solutions, business development (commercial activities) and collaborating across other geographies and business units.**

**The ideal candidate for this position has 9+ years of experience in user-centered innovation, customer experience or product development, and is comfortable planning, conducting and analysing empathic research (ethnographic or contextual inquiry methods) in order to bring value to clients' businesses.**

**Node is looking for a hybrid thinker - right brain/left brain, qualitative/quantitative, rigorous but creative, who is comfortable working with and guiding designers and the design process and can be a creative spark in a data-driven culture. The director of innovation will need to have experience working in a consulting environment or an innovation, market intelligence, NPD business unit within a client-side organization. You must be Spanish/English bilingual and comfortable working in different business and cultural settings.**

**This position is based in Barcelona (or potentially Madrid), and will require splitting time between these two cities as well as regular travel around Europe, the middle East, and South America. We are looking for someone who already has the legal right to work in the EU.**

**If you believe that you are qualified for this position, please respond to [richradka@gmail.com](mailto:richradka@gmail.com) with your CV, cover letter that gives a sense of who you are and why you are right for this position, work samples if available, and general compensation expectations.**

#### **About Node**

**Node is the innovation agency within the Europraxis Group. Node provides people-centered innovation services across customer experience development, new product and service concepting, and future strategies. The focus is primarily in telecom, FMCG, banking, but we are industry agnostic. Our team is a mix of designers, engineers, marketing**

**professionals, and business strategists. We are based in Barcelona and Madrid, but work across Europe, the Middle East and the Americas.**

#### **About Europraxis**

**The Europraxis Group is a strategic business consulting firm headquartered in Barcelona with over 350 consultants in Spain, Portugal, Italy, the UK, the UAE, Brasil, Venezuela, Colombia, Mexico, and Peru with projects around the world. The Europraxis Group includes companies with specific market focus such as Node, OPTEAM, Travel & Leisure Associates, and Advanced Logistics Group.**

**3.**

**We require a very creative UI & Graphic Designer.**

**Extensive Mobile handset development team and with good scope for creating high end graphics, UI and applications for Mobile.**

**Same opening is there for other team with similar web, graphics application team.**

**Its and urgent requirement.**

**You can send me your resumes and also if you have url or samples to slourd-at-gmail**

**Salary will not be a constraint for the right candidate.**

**4.**

**a top fashion house in Delhi is looking for an experienced Jewellery/Accessory designer to work with them on a project for their next collection.**

**Anyone interested can email me at [bikram@designtrampoline.com](mailto:bikram@designtrampoline.com)**

**5.**

**Looking for some free lance graphic designers who should work remotely and have following skills**

**1) create visual (pixel perfect) mockups for ipad, iphone, android apps.**

**2) visual design for Web Applications, ecommerce sites.**

**3) Flash games design.. simple ones**

**Please reply me with link to your portfolio, your availability (hrs per week) and current city.**

**[www.sameerchavan.com](http://www.sameerchavan.com)**

**[www.lillychilli.com](http://www.lillychilli.com)**

**Mobile: +82.10.4362. 7277**

**4.**

**Whirlpool Global Consumer Design Asia, looking for Industrial Designers and Senior Industrial Designers with 2 to 6 years experience for our New Delhi Studios**

**Global Consumer Design Asia Studios – Delhi (NCR) and Shanghai – were established in 2005 to address the specific needs of the Asian consumer through the home appliances manufactured by Whirlpool Corporation in the region. The GCD Asia team is part of a global corporate network with studios in the US, Mexico, Italy and Brazil. GCD has developed and refined a highly consumer centric approach to design, fully aligned with local marketing strategies and backed by a well established robust product development process. The project teams are lead by design veterans and supported by experts in horizontal processes such as Usability, Product Platforms, CFM (Color, Finish, Materials), 3D Simulation and Graphics. The high energy teams located in dynamic metros – Delhi (NCR) and Shanghai - thrives on the excitement of responding to the rapidly changing lifestyles and consumer habits in the region while meeting the challenges of cost, quality and brand loyalty through appropriate and highly desirable design solutions. GCD Asia team is seeking to expand its team in New Delhi by adding a designers and Senior Designers who fit the following profile:**

**Bachelor's and/or Master's degree in Industrial design with 2 to 6 years experience in product design, preferably consumer goods.**

**Excellent sense of style backed by a very good understanding of trends and informed point of view with a passion for design.**

**Strong conceptual thinker, with excellent problem solving skills and attention to detail, Demonstrated knowledge of key Industrial design processes starting from consumer research, all the way through conceptualization, visualization, detailing, mockup building, validation and conversion.**

**Positive thinker and a team player, able to interact with different business functions like marketing, engineering, manufacturing, procurement etc through effective presentation and refined interpersonal skills.**

**Strong skills in sketching and modeling in Rhino or Alias, 2D software like Photoshop, Illustrator, Freehand, and CorelDraw etc.**

**Strong understanding of processes, materials and mechanisms demonstrated through examples.**

**A portfolio with a few products in the market would be a bonus.**

**People with demonstrable skills in some or all of the following areas would be especially welcome to the team:**

- Model/prototype building**
- Digital prototyping/simulation**
- Human factors and ergonomics**
- Interactivity and multimedia**
- Consumer focused innovation**
- Design methods and data analysis**
- Cadence in product architecture and platform thinking**

**While applying for a Senior Designer position you should have lead a project team with fair amount of complexity and cross functional interaction. While applying, please do mention the post being applied for in the subject box (Designer or Senior Designer)**

**Please note that people who have applied for other job openings @ Whirlpool in last couple of months will be automatically considered for these positions based on their skill and experience, they need not apply again. We offer a great working environment and competitive compensation packages.**

**Contact: Please respond on the following email only if you meet the qualifications:**

**[sushant\\_jena@whirlpool.com](mailto:sushant_jena@whirlpool.com)**

**Global Consumer Design Asia**

**New Delhi Studio**

**Whirlpool Of India**

**Plot No-40, Sector-44,**

**Gurgaon-122002 (Haryana), INDIA.**

**5.**

**Intuit Inc. is a leading software provider of business and financial management solutions for small and mid-sized businesses, consumers and accounting professionals. You probably know us by our flagship products, QuickBooks®, Quicken® and TurboTax®, but that's just the start. We are currently going through a fundamental transformation from a shrink-**

wrapped software company to one of the country's leading providers of web-based applications and solutions.

Come join Intuit as part of the Global Business Division team as a Senior Interaction Designer. We are looking for creative problem solvers with a passion for innovation to join our team and revolutionize the way the world does business.

**Basic Overview :**

**Role - Senior Interaction Designer in the Intuit Global Small Business Division (GSB)**

**Qualification - Minimum BA/BS degree in interaction design, human factors, graphic design or related field 5+ years of user interface design experience with consumer applications, preferably rich web apps/sites and mobile apps.**

**PFA The JD details for the position & aspiring candidates may reply their applications to : Nasarullah\_Khan@[intuit.com](mailto:intuit.com)**

**6.**

**"pramz2000" <[pramodx@gmail.com](mailto:pramodx@gmail.com)>**

**Interactive Developers and Sr. Interactive Developers required in SAPIENT for their Gurgaon, Noida and Bangalore offices.**

**Skills for Interactive Devs - 2-4 years in XHTML, CSS, basic javascript and Photoshop**

**For Sr. Interactive Developers - 4+ years exp in XHTML, CSS, photoshop, javascript, jQuery and AJAX.**

**Candidates should also be aware of W3C standards and Accessibility guidelines. Reach out to me for more details.**

**"pramz2000" [pramodx@gmail.com](mailto:pramodx@gmail.com)**

**Flash would be a plus.**

**7.**

**EchoUser is looking for a UI designer to assist in one of their web-design projects. This project will involve creating the web-site strategy along with the internal team and the client, helping create the content, the overall web-site interaction design as well as the visual design of the various elements.**

**This is a 2 month project but we are looking to expand so this is open to both freelancers as well as individuals looking for a full-time job.**

**The ideal candidate should have the following minimum criteria:**

- **Prior hands-on experience in designing web-sites (portfolio a must)**
- **Experience creating IA and wireframes for medium/large web portals**
- **Experience in conceptual and detail visual design for web-based interfaces**
- **Experience/knowledge of web-based development platforms like Wordpress**
- **Proficient in CSS**

**Ideally, the candidate should be in Mumbai but remote working is also possible. If interested, please send your resume and portfolio to [nitin.gupta@echouser.com](mailto:nitin.gupta@echouser.com)**

**8.**

**Visual Designer, Full-Time - Bangalore, INDIA**

**Minimum Job Qualifications:**

- # **Minimum of 3 years experience in graphic and visual design. Excellence in branding is a big bonus**
- # **A graduate or post graduate degree or diploma in graphic/web/multimedia design or design-related field**
- # **High quality design capability is a must with great attention to detail a continuous requirement**
- # **Expert with design tools Adobe Photoshop/Illustrator,Flash and ability to use effects, gradients and other tools to create rich designs**
- # **Comfortable working with a creative brief and references to unleash your own creative instinct**
- # **Experience and knowledge of Silverlight- MS Blend is must have requirement and will be key selection criteria**

**Your responsibilities will include:**

- # **Communicating conceptual ideas and visual design rationale**
- # **Designing visual design themes and concepts for cutting-edge,Healthcare web applications**
- # **Design of all visual artifacts for example icons, typography and Visual layout**
- # **Define overall styles and imagery, including page layout (screen schematics) and interactions (user paths)**
- # **Define and Update on Style guide for all products including web and**

**client-server**

**please send your CV and portfolio details along with other details like notice period, current and expected CTC to following email id: Manoj.Kaushik at [isofthealth.com](mailto:Manoj.Kaushik@isofthealth.com) company site : [www.isofthealth.com](http://www.isofthealth.com)**

**9**

**These openings are for Patni Computers Pune/ Mumbai location (India)  
UI & UX designers who would work on**

- **Designing mockups and developing prototypes while integrating feedback from the product teams and our end-users**
- **Developing detailed interaction and visual design specifications and work closely with the development teams to implement them**

**We are also looking for UX Analysts who are expected to**

- **Work with Business analysts, product management, software developers to enhance user experience**
- **Translate high level business requirements into tangible user interface proposals that integrate the latest standards in interaction design and trends in visual design**
- **Create low-fidelity and high-fidelity task flow mockups**
- **Influence and educate the product teams in user-centered design principles and development processes**

**Please send your CV to [hima.j@patni.com](mailto:hima.j@patni.com) with years of experience in the subject line.**

**10.**

**We would like to hire designers in the area of automotive styling, and in the context of attracting talented designers with passion , we would request your help in posting our requirement in the IDCIAN yahoo group and/or any other relevant groups on behalf of Mahindra.**

**::Dept.:: Styling:**

**::Post:: Deputy Manager / Manager**

**::Qualifications Required::**

**Masters/Bachelors Degree in Product/ Transportation Design from reputed institute**

**:: Work Experience :: 1 to 6 years**

**::Competencies Expected::**

Having worked on the design of a complete vehicle or component, interiors, exteriors, CMF or graphics, from design brief to production in auto industry/white goods

Trend research analysis, ideation, sketching, rendering, concept modeling and class A surfacing in Alias, relevant process knowledge, & visualization

resume'/portfolios can be sent to

**[HARIHARAN.SURESH\[at\]mahindra.com](mailto:HARIHARAN.SURESH[at]mahindra.com)**

technical specialist - styling

automotive division, mahindra & mahindra ltd.

akurli road, kandivali(e) , mumbai 400101

tel. +91 22 2846 7160

mo. +91 98670 16560

11.

**JOB TITLE:Visual and Graphic Designer**

**Required Qualification/ Skills Sets**

- 1)A graduate or post graduate degree or diploma in graphic/web/multimedia design or design-related field
- 2)Minimum of 3 years experience in graphic and visual design. Excellence in branding is a big bonus
- 3)High quality design capability is a must with great attention to detail a continuous requirement
- 4)Expert with design tools Adobe Photoshop/Illustrator and Flash and ability to use effects, gradients and other tools to create rich designs
- 5)Knowledge of creating templates/masters in applications like PowerPoint and Word is essential
- 6)Creativity is a must and the ability to create original designs required
- 7)Understanding of and experience working with standards compliant CSS is a big bonus
- 8)Comfortable working with a creative brief and references to unleash your own creative instinct
- 9)Comfortable working in a Mac environment
- 10)Excellent communication skills and attention to detail
- 11)The ability to work autonomously and collaboratively to bring projects to completion

**Activities/ Responsibilities**

- 1)Designing visual design themes and concepts for cutting-edge,



interactive websites and web applications.

2) Ideating and conceptualizing top-notch creative work for excellent clients

3) Execute client requirements for visual design including website designs, graphics for website and PowerPoint, e-marketing collateral, multimedia

4) Design PowerPoint and Word templates to match client needs

5) Optimize designs for special uses – high rez for print and low rez for web

6) Help define overall site styles and imagery, including page layout (screen schematics) and interactions (user paths)

7) Create unique brand identities for the web and execute corporate re-branding projects

8) Document brand and design guidelines for clients

9) Continually evolve new design techniques as well as learn and research emerging front-end technologies that create significant value for our clients.

Interested candidates do mail me your updated cv and profile at this same email address. Also do pass on this message to someone else who may be interested [www.paperplane.net](http://www.paperplane.net)

12.

UI & UX designers **who would work on**

- **Designing mockups and developing prototypes while integrating feedback from the product teams and our end-users**
- **Developing detailed interaction and visual design specifications and work closely with the development teams to implement them**

**We are also looking for UX Analysts who are expected to**

- **Work with Business analysts, product management, software developers to enhance user experience**
- **Translate high level business requirements into tangible user interface proposals that integrate the latest standards in interaction design and trends in visual design**
- **Create low-fidelity and high-fidelity task flow mockups**
- **Influence and educate the product teams in user-centered design principles and development processes**

Please send your CV to [hima.j@patni.com](mailto:hima.j@patni.com) with years of experience in the subject line.

13.

**Location: Delhi / NCR**

**Job Role includes:**

- **Will be responsible for communicating, conceptualizing, designing, meeting guidelines and applying out of the box ideas to various software applications in an effort to maximize user experience, site/product effectiveness, consistency & branding.**

- **Leading multiple project teams simultaneously and ensuring that all of them make quality, timely and cost-effective delivery of projects assigned to them. Ensuring the project deliverables meet the quality and schedule commitments.**
- **Defining User Experience Strategies for various Internet applications, Conducting Usability testing and Accessibility compliance of the application**
- **Will be responsible for the complete User Experience of the product, for which she/he will have to coordinate with all the cross functional groups like product, marketing, technology etc.**
- **Provide expertise and support to the product and development teams during creation of User Interfaces. In addition, will drive usability evaluation efforts with the goal of analyzing and translating usability evaluation outcomes into design improvements.**
- **Creating work models, user profiles and usability objectives aligned with business goals for moderately complex projects.**
- **Implement design methodology to include; personas/archetypes , interpret user goals, workflow diagrams, mockups/storyboards , paper and interactive prototypes, design and administration of usability.**
- **Managing the team and projects work including work and resource allocation, mentoring and coaching, guiding in their career growth and development, reviewing the quality of deliverable and providing them directions.**

**Qualification & Perquisites:**

**Masters degree (Industrial Design/Product Design/Visual Design/HCI/Architecture with over 9 + years of experience from IT/Dotcom companies**

**Should have:**

- **Knowledge of internet portal business and models(MUST).**
- **Academic or practical knowledge of user research methods, including lab-based usability studies, field studies, and usability inspections (heuristic evaluations or cognitive walkthroughs) .**
- **Knowledge of HCI principles, UDC, Usability testing & techniques.**
- **Knowledge of emerging technologies and capabilities of different platforms and browsers.**
- **Excellent analytical ability, especially with regard to observation of user behavior.**

- **Team player with excellent communication skills as well as the ability to lead a team of designers.**

**Interested to know more details, please drop your updated profile on [simi@naukri.com](mailto:simi@naukri.com) or reach me on 080 – 40439045.**

**14**

**Job profile: User Interface Engineer (Mobile UI)  
Location: Concept Labs at NIW, MindTree (Bangalore)  
Experience: Minimum 2 years**

**Introduction**

**MindTree has entered the business of developing feature-rich, white-labeled mobile handsets to telecom service providers and Original Equipment Manufacturers (OEMs) with design as the key differentiator . This new business unit is named as NIW (Next In Wireless) and the acquisition of Kyocera Wireless India (KWI) provides a foundation for creation of this vertical. The erstwhile KWI team has delivered 45 Million wireless phones and has extensive experience in 4G technologies such as WiMax and Long Term Evolution (LTE). Concept Labs at NIW, MindTree (Bangalore) is the Design and R&D wing of the organization with designers from domains like Industrial design, User Experience design, User Interface Engineering, Visual design and CAD design. It boasts of a highly creative environment, a talented team and one of the best infrastructures in the country. Concept Labs is expanding and looking for a talented and committed, passionate User Interface Engineers.**

**Summary:**

**The role of a User Interface Engineer is highly analytical and creative in nature. He/She will be working very closely with the User Experience design team and User Experience Architect to absorb the UX concept/theme and will be responsible for detailing the User Interface and documenting it as User Interface Specification documents (UI Spec). This document will work as the reference document for the Software development teams and UI Engineer will be continuously interacting with the developers for queries / clarifications / modifications etc. UI Engineer will also work with Visual Experience Designers and Visual Effects artists.**

**Aspirant should have good exposure of the UI design process and techniques like information architecture, wireframes, storyboards, use cases, task flows etc.**

**Experience:**

- **Minimum 3 years of experience.**

**Requirements:**

- **Bachelor's degree with relevant experience in UI Design / User Centered Design / Usability Analysis for handheld devices.**
- **Knowledge on Mobile domain is a plus.**
- **Experience of working closely with design team and software development team.**
- **Work experience as IA**
- **Excellent documentation skills especially writing of UI specifications/Style guides.**
- **Good Analytical thinking and problem solving abilities.**
- **Experience in mobile UI design domain is a huge plus.**

- Attention to detail and thoroughness of approach.
- Ability to execute within tight schedule and business constraints.
- Ability to adapt to the business dynamics and ability to learn quickly.
- Team playing.

Interested candidates please forward resume and contact details to < MobileCareer.Opp (at) [gmail.com](mailto:MobileCareer.Opp@gmail.com)>.

15.

We are looking for an Assistant/Junior Designer for our Silverware Division. The person would be mostly catering to our Ethnic Product line as well as Silver cladded Furniture. People from Furniture and Interior design as well as Accessory Design may apply.

Freshers or graduates with 1-2 years of experience may apply. Interested candidates please mail your resumes and portfolio(in pdf format) directly to [deepti.singhania@ravissant.in](mailto:deepti.singhania@ravissant.in)

16.

fabulis ([www.fabulis.com](http://www.fabulis.com)) is the network that helps gay men and their friends discover where to go, what to do, and who to meet. The service has a web component and a iphone (rolling V1 soon) component.

We are seeking a rock star talented UX designer to join the design team.

We're looking for someone who is super-scrappy, a go-getter, lives the product, has awesome graphics sense, and who is up-to-date on the latest web trends.

**NOT REQUIRED:** Knowledge of HTML, CSS, JavaScript, any scripting / coding languages.

You might want to check: <http://blog.fabulis.com>  
and <http://www.facebook.com/we.are.fabulis>

If interested in discussing more, please email your qualifications along with your portfolio to [deepa@truesparrow.com](mailto:deepa@truesparrow.com)

## **IMPORTANT ANNOUNCEMENT:**

***We have released a video film of approximately 40 minutes on concept of Universal/ Design For All/ Inclusive Design in the Month of June 2009 and speakers are***

**Prof Peter Zec of Red Dot, Germany,**

**Prof Jim Sandhu, Uk**

**Mr Mike Brucks , ICDRI**

**Prof Lalit Das, India**

**Mr John Salmen of Univesal Design Consultant Inc, USA**

**Mr Pete Kercher, Ambassdor EIDD ( 2<sup>nd</sup> Volume)**

**Prof Ricard Duncan, USA,( 2<sup>nd</sup> Volume)**

**Ms Onny Eiklong, Norweign Design Council( 2<sup>nd</sup> Volume)**



**Those who are interseted in free DVD kindly write to us along with their postal address or you can download from our website [www.designforall.in](http://www.designforall.in) or download from below links for single clipping .**

**If you wish to download the film kindly click the below link of your choice**

**Prof Peter Zec of Red Dot Min -8**

**<http://www.youtube.com/watch?v=3JML2EbzxDM>**

**Mr. Mike Brucks of ICDRI Min 1.5**

**[http://www.youtube.com/watch?v=4\\_7CbkLOkWc](http://www.youtube.com/watch?v=4_7CbkLOkWc)**

**Prof Jim Sandhu, UK Min-8**

**<http://www.youtube.com/watch?v=Std4PuK4CmM>**

**Index of the film Min-1.2**

**<http://www.youtube.com/watch?v=kFyCLPuQgkx>**

**John Salmen of UD Min-3**

**consultant Inc, USA**

**<http://www.youtube.com/watch?v=bU770Vqu19o>**

**Indian Example of Sari (female dress)**

**and Dhoti( Male dress) Min-4**

**[http://www.youtube.com/watch?v=\\_vmAmRUFptE](http://www.youtube.com/watch?v=_vmAmRUFptE)**

**Mr. Francesc Aragall Min- 5**

**[http://www.youtube.com/watch?v=d-D3JH\\_JGpA](http://www.youtube.com/watch?v=d-D3JH_JGpA)**

**Welcome note of Design For All**

**Institute of India Min-1.3**

**<http://www.youtube.com/watch?v=yqW2vR-3kRg>**

**We solicit your cooperation and looking for feedback at [Dr\\_subha@yahoo.com](mailto:Dr_subha@yahoo.com)**



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**[Feedback@designforall.in](mailto:Feedback@designforall.in)**



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We need your feedback on our publication and  
your support for popularizing the concept of our  
social movement of Design For All/ Universal/  
Barrier free/ Inclusive Design. It is our further  
request kindly submit your latest articles,  
research findings , news and events with us for  
publication in our newsletter.*

*With regards  
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## **Forthcoming Events and Programs:**

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**The views expressed in the signed articles do not necessarily reflect the official views of the Design for All Institute of India.**

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