



European Accessibility Act - Making full accessibility reality

Tallinn, 7th October 2017

- ◆ Feedback from parallel working group focusing on **Universal Design**
- ◆ Number of participants: **circa 10**
- ◆ Some specific aspects of that particular group: **practical aspects, focused on professionals**



Our panel's expertise

- ◆ Architecture
- ◆ Design
- ◆ Programming
- ◆ Built environment
- ◆ Audiovisual media services
- ◆ Public real estate
- ◆ Personal





Questions we discussed

- ◆ **Definitions:** Universal Design (USA) – Design for All (Nordic) – Inclusive Design (UK)
- ◆ Universal Design v Accessibility
- ◆ **Values** of private sector: € - Aesthetics – Quality
- ◆ Retrofitting in the concrete case: is it a reality?
- ◆ **Who is the client?** Don't design for an 'imaginary right-handed young white male' → research target group!
- ◆ Understand the **chain of production** (conception – consultation – transparency)



Key findings

- ◆ Cultivate empathy and understanding of ‘*others*’
- ◆ Motivate private sector by offering incentives:
 - Praise and publicity
 - Financial support
 - Preference for supply contracts
- ◆ Invest in competence (*compulsory* DfA curriculum)
- ◆ Involve end users and recognise their expertise
- ◆ Creative solutions for difficult cases
 - Reasonable accommodation when accessibility is not possible
 - Reallocation of financial aids



What next?

- ◆ Visibility of end users
- ◆ Motivation of the professionals
- ◆ Know-how

Thank you!

