



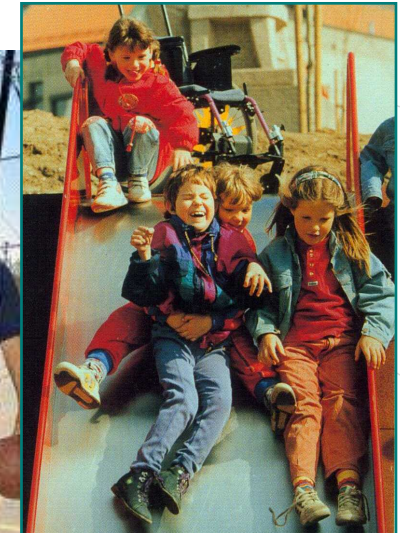
THE WORLD BANK

WORKSHOP **on** **Innovation in Accessible** **Transport For All**

USA-Washington DC, 14 January 2010

Design  for all
FOUNDATION

Because the population is diverse



MISSION STATEMENT

We work so that the environments,
products and services respect
human diversity, by means of the
“Design for All”

VISION

The Foundation will become a worldwide referent in the field of “Design for All”, by means of:

- **Knowledge:** Having a team trained at the highest level, and developing research works aimed to demonstrate the benefits of the DfA and the ways to implement it.
- **Participation and Spreading:** Reaching everywhere in more languages, putting ourselves in the centre of the social networks linked to the DfA.
- **Commitment:** Making that enterprises and administrations assume DfA and apply it in the interest of all citizens.

The Design for All Foundation method to promote the implementation in companies

H.U.M.B.L.E.S. METHODE

(©Aragall 2007)

Highlight Design for All opportunities

Users identification

Monitor interaction

Break through options

Lay out solutions

Efficient implementation and Communication

Success evaluation

The Foundation gives advise to the companies on how to implement the H.U.M.B.L.E.S. method so they can:

- **Get to know better their customers and users, both real and potential.**
- **Direct the company towards them, satisfying their needs, expectations and wishes.**
- **Improve the communication strategies.**
- **Create internal and external benefit.**

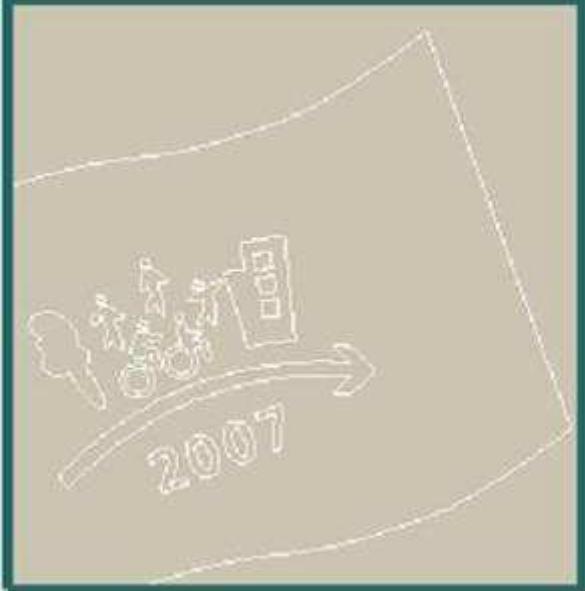


Flag
of Towns and Cities
for All

The **main goal** of the “Flag of Towns and Cities for All” is to **make visible the continuous efforts governments make to improve the quality of their environments and services** by adapting them to the diversity of their citizens.

- But also to ensure that actions are structured in a plan developed with citizens participation.

Aims



- **COMMITMENT**
- **PLANNING**
- **PARTICIPATION**
- **COOPERATION**
- **DISSEMINATION**

Obtaining the
“Flag of Towns
and Cities
for All”



Towns
and Cities
for All

Obtaining the Flag is formalized by an agreement between the government and the Design for All Foundation.

This agreement specifies:

- **The involvement of the government** with the aims and requirements of the Flag.

- Actions and projects should:
 - ✓ Mean at least an amount equivalent to **2% of their investment budget**. Although the funds used can come from other budgets or administrations.
 - ✓ Obtain the support of citizens by **participatory processes** or the involvement of at least one local association.
 - ✓ Must be of direct benefit for all citizens, showing **tangible results**.
 - ✓ Must be **validated** by the Design for All Foundation.

- Appointment of a **coordinator** of the project to act as technical link with the Design for All Foundation .
- The **participation fee** of the municipality, approved by the Towns and Cities Committee, is established according to the number of inhabitants.



COMPANIES & ORGANIZATIONS



Barcelona Centre de Disseny



Federación Empresaria Catalana



Manuel Societán



microarquitectura



TALLER DE TECNOLOGIA Y CULTURA



FEDERACIÓ ACAPPS



Conseil en accessibilité



Associació per a la inclusió



DuatisDISSENY



Centre Tecnològic para el CiberEspai y la Producción Industrial de Asturias

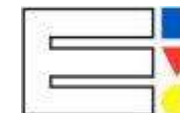


European Network for Accessible Tourism

TRANSPORTS CIUTAT COMTAL



ASSOCIAÇÃO PORTUGUESA PARA O DESIGN EM REABILITAÇÃO

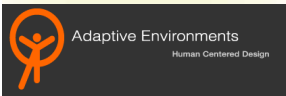


snack tapas

FUNDACIÓ



vins, esperits i olis

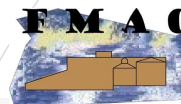


Human Centered Design

Col·legi Professional de Disseny Gràfic de Catalunya



GRUP D'INVALÍDS DE MARRÓ I MARRÉSME



STUDIO STEFFAN PROGETTAZIONE & RICERCA

Cambra de Comerç de Manresa

[koine-aequalitas]



Design for All Institute of Ir



centar živetni uspravno



FUNDACIÓ ABADIA DE MONTSERRAT, 2025



Cambrils.org

accessible .COM.AR



SOCYTEC SOCIEDAD Y TÉCNICA, S.L.

QUÒDLIBET, SL

Design for all FOUNDATION

SPECIFICS RESEARCHES

- **Railways benchmarking study**
- **Electrical bicycle/tricycle**

THANK YOU VERY MUCH



Francesc Aragall
foundation@designforall.org
www.designforall.org