



EIDD – DESIGN FOR ALL EUROPE

ENHANCING THE QUALITY OF LIFE THROUGH DESIGN FOR ALL

**5th General Assembly
Melzo, Milan, 22 May 2015**

Minutes

1. Opening and welcome of participants, apologies for absence

The President, Ewa Golebiowska, declared the 5th General Assembly open at 9.30 on 22 May, welcomed the participants and thanked Chiara Cerea, President of DfA Italia, for the organisation. Chiara Cerea welcomes the GA in a short speech, translated by Pepetto Di Bucchianico.

Apologies for absence and proxies, when specified, were noted.

Present

Ewa Golebiowska	EIDD President, Cieszyn Castle	Poland
Josyane Franc	EIDD Vice-President Administration, Cité du Design	France
Markus Haas	EIDD Vice-President Finances, Freiraum	Austria
Pepetto di Bucchianico	EIDD Special Projects, DdA, Univ. of Chieti-Pescara	Italy
Terhi Tamminen	EIDD Special Projects, Avaava	Finland
Pete Kercher	EIDD Ambassador, Design for All Italia	Italy
Lisa Ehrenstrasser	Design for All Austria, DfA Austria	Austria
Jasmien Herssens	EIDD Belgium	Belgium
Simon Kesting	EDAD – DfA Deutschland	Germany
Silvia Pericu	DSA, University of Genoa	Italy
Jan Stavik	Norwegian Centre for Design and Architecture	Norway
Malwina Studzinska	Design Centre Gdynia	Poland
Nuno Sa Leal	Portuguese Design Museum	Portugal
Javier Blazquez Abril	ONCE Foundation	Spain
Finn Petré	DfA Sverige	Sweden

In attendance

Victoria Høisæther	Norwegian Centre for Design and Architecture	Norway
Ewa Janczukowicz-Cichosz	Design Centre Gdynia	Poland
Maria de Graça Guedes	University of Minho	Portugal
Rob Imrie	Goldsmiths University of London	UK

Apologies for absence

Name	Organisation	Country	Proxy
Peter Neumann	EIDD Senior Vice-President, EDAD	Germany	Simon Kesting
Jesus Hernandez Galan	EIDD Special Projects, ONCE Foundation	Spain	Javier Blazquez
Severin Filek	Design Austria	Austria	Lisa Ehrenstrasser
Veronika Egger	DfA Austria	Austria	Lisa Ehrenstrasser
Hans Christian Kirketerp-Møller	DfA dk	Denmark	Jan Stavik
Ilana Quirós	Estadística Designers Asociados	España	Ewa Golebiowska

Onny Eikhaug	Norwegian Centre for Design and Architecture	Norway	Jan Stavik
Guida Faria	APDR	Portugal	----
Alexander Bogdanovic	CRID	Serbia	Pete Kercher
Maria Samova	CEDA, Univ. Bratislava	Slovakia	Pepetto Di Bucchianico
Francesc Aragall	Design for All Foundation	Spain	----
Finn Petrén	DfA Sverige	Sweden	----
Rama Gheerawo	Helen Hamlyn Centre RCA	UK	----

2. Agenda

The agenda was approved as proposed (Appendix 1).

3. Minutes of the 4th General Assembly, Berlin, 27-28 May 2014

There were no matters arising from the minutes of the 4th General Assembly, held in Berlin on 27-28 May 2014. Pepetto Di Bucchianico proposed approval of the minutes and Markus Haas seconded. They were accepted as a true and faithful record of the proceedings.

4. Executive Board's Report

The President, Ewa Golebiowska, presented the Board Report (attached as Appendix 2). The Board Report was accepted unanimously into the minutes by the assembled members.

5. Financial Report

The Financial Report for 2014 was presented by the Vice-President Finances, Markus Haas (attached as Appendix 3). Discussion ensued.

Jan Stavik queried the outstanding liabilities of €6.690,00. MH explained that this had been inherited from the past and was relevant to project work undertaken in c. 2009-2010 for which EIDD had never received an invoice. On a proposal from JS, the GA agreed that MH should consult the auditor about cancelling this liability if the law permits after such a period of time.

Pete Kercher raised the issue that EIDD is a non-profit organisation and as such may not make and accumulate a profit over a medium to long period. He therefore proposed this motion:

“The EIDD – Design for All Europe General Assembly, meeting in Melzo, Milan, on 22 May 2015, notes that EIDD has accumulated a modest financial surplus in recent years and agrees that this is solely a process of good financial management in a period of a delicate economic climate, whose purpose is to prolong the association's viability in the face of falling income”. This motion was approved unanimously.

Jan Stavik proposed to treat the outstanding membership fees of €4,000.00 as a loss and maybe set them off against the cancelled liability. It was agreed that MH shall look into this possibility.

The approval of the 2014 Financial Report was moved by Jan Stavik and seconded by Nuno Sa Leal, then approved unanimously by the GA.

5.1 Appointment of the Auditors

The GA did not proceed to the appointment of the auditor for the future, pending a firm proposal to move the bank accounts, so also change the auditor, from the Vice-President Finances.

6. Other Reports

6.1 EDF Representative's Report

Jasmien Herssens reported that there has been no assembly of EDF since her appointment as EIDD representative last year, but that she will attend the EDF Assembly in Warsaw on 20-22 May 2015 and report back.

Terhi Tamminen proposed that EIDD synergise with EDF to work for useful accessibility and web standards, promising to create a link for Jasmien with the Finnish representative on the EDF.

Pete Kercher reported on the failure of all EIDD candidates (himself, Francesc Aragall and Peter Neumann: PK had also been one of the candidates proposed by EDF) to be selected for the crucial work of drawing up the metanorm on European standardisation processes in the field of Design for All. This was particularly surprising (and worrying), as the experts chosen all came from the background of the technical aids industry and the first results of their work constitute the erection of a serious barrier to progress with holistic methods.

7. Reports from Member Organisations

Reports were given by the following 14 member organisations:

Design Centre Gdynia, Zamek Cieszyn, Avaava, University of Chieti-Pescara, Cité du Design, Norwegian Centre for Design and Architecture, EDAD – DfA Deutschland, EIDD Belgium, Design Austria and DfA Austria (joint report), Fundación ONCE, Portuguese Design Museum, DA University of Genoa and DfA Italia. Reports were also given on behalf of DfA-dk, the Estonian Designers Association and CRID.

Some of these reports were short, others very detailed: it was agreed that the member organisations should upload them to their own spaces on the EIDD website, or send them to Pepetto Di Bucchianico so that he can upload them on their behalf.

7.1 General discussion

The member reports were followed by considerable lively discussion, which continued during the lunch break.

8. Elections

The GA then proceeded to the elections, for which Ewa Golebiowska invited the Ambassador Pete Kercher to take the chair temporarily.

8.1 Election of President

The chairman asked the meeting for nominations and received that of Ewa Golebiowska. There were no other nominations at the meeting.

Ewa Golebiowska accepted the nomination and was re-elected unanimously.

8.2 Election of Senior Vice-President

Terhi Tamminen was nominated. There were no other nominations at the meeting. Terhi Tamminen accepted the nomination and was elected unanimously.

8.3 Election of Vice-President Administration

Josyane Franc explained that, although she had held this office for two years, she did not feel it to be the most suitable for what she can bring to the organisation. Pepetto Di Bucchianico was nominated. There were no other nominations at the meeting. Pepetto Di Bucchianico accepted the nomination and was elected unanimously.

8.4 Election of Vice-President Finances

Markus Haas was nominated. There were no other nominations at the meeting. Markus Haas accepted the nomination and was re-elected unanimously.

8.5 Special Projects team

The chairman asked for nominations for the special projects.

Josyane Franc, Jesús Hernández Galán and Onny Eikhaug were proposed as Special Projects Officers. There were no other nominations at the meeting. All three accepted the nominations and were elected, with EDAD abstaining in the case of Jesús Hernández Galán. It was understood that distinct tasks will be attributed to the members of the special projects team by the Executive Board.

Jan Stavik pointed out that the elections should be declared with more advance notice, in the interests of transparency and participation. Ewa Golebiowska thanked him for this point, agreed with him and promised that the administration will be more effective in this respect next time.

9. Matters for Discussion and Decision-making

9.1 Project Activities (progress reports)

9.1.1 New Cities for All Exhibition

Terhi Tamminen presented the concept for the new electronic format traveling exhibition (attached as Appendix 4).

The GA accepted it and set the deadline for members to send their proposals by 15 September 2015. It was agreed that Terhi will prepare a presentation, consisting of the last slides, each one marked "facsimile", as a tool to help members market additional cases of inclusion in the exhibition at the prices indicated in the list (€500 for schools and universities, €1,000 for associations and businesses: this compares very favourably with the price of €2,000 for taking part in the Cities for All Helsinki 2012 traveling exhibition). Agreed: member organisations can also use this option to help pay their EIDD membership fees.

Agreed: in case of doubt about the DfA quality of the proposals, the Executive Board shall sit as a jury.

Agreed: in addition to photographs, the new travelling exhibition may also include video formats.

9.1.2 Academic Network and Journal

Pepetto Di Bucchianico reported on the work of the Academic Network: a EU project proposal, based on the "DfA Circus" Traveling Workshop idea presented during the 2014 GA in Berlin had been prepared for a recent EU Call for Participation, but failed to reach completion because one of the consortium members (not an EIDD member) failed to sign the papers in time. The proposal will be repeated for the next Call for Participation.

Members are encouraged to identify schools and universities working in the area of DfA with the potential to become members of EIDD and take part in the Academic Network.

PDB also reported that he has convinced the Board of Chairs of the US AHFE International (Applied Human Factors and Ergonomics) to include the 1st International Conference on "Design for Inclusion" in their broad agenda of Conferences due to take place next July 2016 in Orlando (Florida), featuring an open confrontation between Design for All, Inclusive Design and Universal Design. The first step will be the establishment of a viable international scientific advisory committee capable of sourcing the number of papers necessary for the conference to be held (a minimum of 50).

PDB then reported on the slow progress of the Academic Journal project: the University of Chieti-Pescara is finally going to develop its new University Press and the Academic Journal is one of the first in line for publication. Members were reminded why EIDD has not pursued the path of talking with traditional publishers: they cost too much, demand that partners take out large subscriptions and tend to be self-fulfilling. EIDD needs a more flexible and cheaper online vehicle.

Discussion then ensued about the need for other types of communication, but was postponed to the correct point on the agenda (Communications).

9.1.3 EIDD Summer School Programme

Josyane Franc introduced the topic of the EIDD Summer School Programme. EIDD intends to hold this event for the first time in 2016, probably in Saint-Etienne, but it still requires considerable work to define the model. The following questions were formulated for members to answer:

- Who is the target (students, young professionals, aspiring corporate or administrative decision-makers, cultural organisers, multiple-generation family groups, others...)?
- How many people should attend (50, 100, more)?
- How long should it last (one week, more than one week, less than one week)?
- What format should it take (dissemination conference, lectures, workshops, other)?
- Where should it be held (in 2016, 2017 and 2018)?

Members are asked to send their answers to these questions and their suggestions by a deadline of 22 June 2015 to Josyane Franc, copy to Pepetto Di Bucchianico.

9.1.4 SToAnet (Small Towns For All Network) EU Project

Pepetto Di Bucchianico introduced the topic and the consortium that is awaiting the appraisal of the STOA Net project proposal. STOA stands for Small Towns for All. The consortium is led by Roccaraso (I, guided by PDB) and the other members are EIDD, Cieszyn (PL), Sollefteå (S), Municipality of Paços de Ferreira (Portugal) and MTÜ Eesti Maaturism (Estonia).

Pete Kercher explained the difference between this proposal and the Small Towns for All project launched in Roccaraso on 1 November 2014 by PK and PDB. This aims to provide a meeting place for small towns to come together to compare experiences, share problems and solutions and build a network, first in Italy and then at European level. At EU level, the focus is always on larger towns and cities (e.g. the European Access City Award is only open to cities with a population of at least 100,000), which in any case have quite different problems from smaller towns and country villages. The aim is to build a sustainable network of these towns and villages (population up to 50,000) and then in due course present it to the EU. The STOA Net proposal aims to back this project up, but the project will continue even if the STOA Net proposal is not successful.

PDB then added that the Roccaraso event had the partnership and patronage of the Council of Europe, the Region of Abruzzo, the Association of Municipalities of Italy, Federculture, Italia Nostra and several other national organisations. It produced the Roccaraso Charter (Appendix 5).

9.1.5 European Design for All Day

The proposal was introduced by Pete Kercher. Avaava has already launched a Finnish DfA Day on 29 May 2015 and discussion preparatory to the GA in the Executive Board on 21 May, with PK attending as Ambassador, raised the possibility of organising a European Design for All Day in future.

The GA discussed the idea and **agreed**: starting in 2016, the last Friday of May every year will be the European Design for All Day. On this day, members will organise events, exhibitions, lectures, meetings, happenings... whatever they consider to be most suitable as a way of promoting Design for All. EIDD will co-ordinate the communication work of these many different activities and promote them to the press, the European institutions and any other relevant partner.

The first European Design for All Day will be held on Friday 27 May 2016.

9.1.6 Inter-member project proposals

By the time this topic on the agenda was reached, it had been covered amply in informal discussions. Nevertheless, members were encouraged to make pro-active use of the EIDD website for the purpose of launching their proposals for projects, with or without the aim of achieving European project funding.

9.2 Membership policy

Ewa Golebiowska introduced the issue of membership policy: EIDD is losing small members, usually in central and Eastern Europe, who are having difficulty paying our membership fees, even though they are low. Discussion ensued.

Pete Kercher summarised: the choice is between a smaller number of larger, stronger members, capable of driving the EIDD agenda forward (but then they must accept a

significant increase in membership fee, as we cannot afford to keep losing income), and a larger number of smaller members with a geographical spread including central and Eastern Europe. But how can they pay? The question is one of principle and takes time to discuss, but in the meantime we have a real situation to settle with existing members. He then proposed the following motion circulated with the Membership Policy paper before the GA (Appendix 6):

“The EIDD – Design for All Europe GA, meeting in Melzo, Milan, on 22 May 2015, mandates the Executive Board to explore alternative possibilities for paying part or all of the membership fees of those members who can provide reasonable evidence of economic difficulty and to put them into practice. The Executive Board shall issue a full report on any such steps taken to the General Assembly following on the decision. These solutions shall be temporary, until alternative sources of funding arrive for the member(s) in question, and shall be subject to annual ratification if they are practised for more than one year.”

This motion was **passed unanimously**.

The question of potential individual membership was also raised. PK explained when, how and why it had been abolished and proposed that individuals who want to become members should make every effort to encourage the organisation or faculty to which they belong to become a member of EIDD. It might also be possible to consider creating an ancillary body called Friends of DfA Europe, but this might cause more work and bureaucracy than is worth the effort.

9.3 Future thematic conferences

Nuno Sa Leal proposed organising a conference in Porto (Portugal) in June 2016. Pete Kercher asked NSL to bring this issue up at point 11 of the agenda and pointed out that this item was intended to discuss the general principle of thematic conferences. It was agreed that the discussion will be co-ordinated by the Executive Board: any members interested in participating in this discussion should send their proposals to Pepetto Di Bucchianico in time for the next meeting of the Executive Board in September (deadline: 31 August).

9.4 Communications and website

Pepetto Di Bucchianico introduced the topic, reminding members that the new website at www.dfaeurope.eu has been online for one year but some members have still not provided the material for their own pages. This new model relies to a great extent on members being active in updating their own information: it provides an excellent, easy-to-use opportunity to make a communications impact for each member by maximising the impact of EIDD itself, but it can only function properly if all members are active in the site. With regard to the old website, PDB reported that it a control conducted on the previous day (21 May) revealed that it was still online, with incorrect information about the organisation (Finn Petrén was still headlined as President) two years after the change in the Executive Board. During the GA held in Berlin on 27-28 May 2014, Finn had given a solemn promise “to provide access to the old website (www.designforalleurope.org) so that the technicians working with Pepetto Di Bucchianico can import all relevant material and then close the old site down” (point 9, Minutes of the 2014 GA), but had not fulfilled this promise. As a result, and to solve the unpleasant situation of multiple websites with misleading institutional information, PDB had written to the provider (Episerver), instructing it, in the name of EIDD – Design for All Europe, to take the website down. Update: a check run on 26 May 2015 confirms that Episerver has now taken the old website down.

9.5 Budget 2015

The Vice-President Finances Markus Haas presented the Budget for 2015-2016 (Appendix 7). After discussion, MH proposed and Jan Stavik seconded the approval of the budget, which was **passed unanimously**.

10. Institutional relationships

Pete Kercher reported on progress with institutional relationships.

10.1 European Commission

In the past year, EIDD has focused less than usual on direct contacts with the Commission, first because the old Commission was reaching the end of its mandate and then because the new one was settling in. This period of transition is now over, so the focus will be renewed.

Nevertheless, things have changed in recent years: in the past, EIDD had created and maintained high-level institutional relationships especially with DG Culture, as a consequence of PK's work as Ambassador during the European Year for Creativity and Innovation 2009, when he attended and made an impact in the Design and Culture conference organised by DG Culture, procuring an invitation for himself and the then-President of EIDD Finn Petrén to the closing conference in Stockholm. He then secured a meeting with the chief advisor to the Director in January 2010, when together they planned the joint DG Culture-EIDD conference on Design and Learning, held in Brussels in November 2010. Unfortunately, the top staff at DG Culture then retired. However, PK attended a joint meeting between DG Culture, the Council of Europe and the Culture Committee at the European Parliament in June 2011, restoring personal contacts with the Council of Europe and strengthening the ones with the Committee. The Council of Europe is often the source of new cultural policy that is then implemented through DG Culture with the aid of the Committee: EIDD now has an excellent working relationship with the Mediterranean Office of the Council of Europe and has direct access to contributing to policymaking. Although public meetings are less frequent than in the past, EIDD's impact is improved.

With regard to the other DGs where EIDD has traditionally had an interest (Growth, Justice and Employment & Social Affairs), EIDD must prioritise its activities, also in the light of new contact with DG Research and Innovation.

As a result of a pro-active offer made by Nuno Sa Leal at the end of 2014, PK, Markus Haas, NSL and Maria de Graça Guedes had a preliminary meeting in Vienna in January, followed by a session in Cieszyn with Ewa Golebiowska, to prepare a working document for a meeting with the new Commissioner for R&I, Carlos Moedas. This document was completed by PK, MGG and NSL in spring and has secured an appointment for the group representing EIDD to meet the Commissioner on 15 September in Brussels.

10.2 European Parliament

Contacts here can be classified under two headings: the ongoing link to the Culture Committee, through the good offices of its President, and the increasing interest in the work of EIDD expressed by the President of the Urban Intergroup. In this second case, the Group President approached PK after a session entitled "The City Defined Anew" at the European Economic Congress in Katowice on 21 April 2015, with the result that PK suggested, and the Group President accepted, to organise an EIDD workshop for the Urban Intergroup in Brussels after the summer.

10.3 Partner Organisations

10.3.1 Cumulus

Cumulus holds two conferences every year, one in Europe and the other in some other location worldwide. Following a practical proposal from Josyane Franc, Pete Kercher contacted the Cumulus President Luisa Collina to propose reviving the EIDD-Cumulus partnership by organising a workshop in DfA on the occasion of the European conference.

Luisa Collina expressed her interest: the proposal will now be followed by the Executive Board in collaboration with Cumulus.

10.3.2 Ico-D

Ico-D is the new name of IcoGrada. The new approach adopted by this organisation is quite different from the past. Nevertheless, PK has been in contact with one of the council's Vice-Presidents to discuss potential relationships.

10.3.3 UITP

UITP is the International Union of Public Transport. After first contacts during his presidency (2003-7), resulting in bilateral relations (visits to UITP offices, a UITP speaker at an EIDD event in Brussels), PK renewed contacts in late 2014, in view of the forthcoming UITP World GA in Milan in June. As a result, he was invited to attend a round table at Chalmers University, in Sweden, in March 2015, but on consultation with Ewa Golebiowska, he suggested that UITP invite Pepetto Di Bucchianico instead (who attended the round table: see Executive Board Report). UITP then invited PK to attend a meeting of the UITP Design and Culture Platform in Stockholm in April, also asking for contact with the local representative of EIDD. PK provided the contact to Finn Petrén, who also accepted the invitation. Unfortunately, poor health made it impossible for PK to attend the meeting and it was also impossible for any member of the EIDD Executive Board could replace him at short notice. The meeting was attended by Finn Petrén, who has not yet provided any report or feedback.

The plan is for PK to meet the UITP Design and Culture Platform in Milan in June 2015.

10.3.4 Eurocities

Following on contacts established during the Berlin GA in 2014, EIDD explored the possibility of some form of official associate status with Eurocities, but was obliged to abandon the prospect by the cost: associate status costs over €10,000 per annum, while membership runs to over €100,000. Clearly, this is beyond the scope of EIDD. Contacts are therefore maintained via the good offices of the ONCE Foundation, enabling Javier Blazquez to attend the Venice meeting of Eurocities on EIDD's behalf (see Executive Board Report).

10.3.5 BEDA

Jan Stavik raised the question of EIDD's institutional relations with BEDA. It was emphasised that, ever since BEDA President Francisco Carrera's Design Europe project (BEDA; Cumulus, EIDD and DMI Europe), EIDD has always had an open-door policy towards BEDA (e.g. inviting its to send a representative when EIDD first met with a European Commissioner), but this has seldom been reciprocated. If EIDD now has a change of heart, this will certainly be welcome, but it is to be hoped that it will not change again with the next new BEDA President. JS promised to act as link to BEDA and mentioned the forthcoming BEDA Assembly in Milan in June.

11. Date and venue for the General Assembly 2016

After discussion, also following on the proposal made by Nuno Sa Leal at point 9.3 above, Jan Stavik proposed and Markus Haas seconded the motion that the EIDD 2016 General Assembly and conference will be held in Porto, Portugal, on 16-17 June 2016. NSL shall propose the topic of the conference by 22 June 2015.

12. Any other business

Labels, awards and stamps.

Pete Kercher presented the document drawn up by DfA Italia, asking that EIDD take note of the proposal to internationalise the DfA Quality Label. The details of how this Quality Label functions were presented at the Cities for All Conference in Helsinki in 2012 by Avril Accolla and Luigi Bandini Buti; printed and electronic format information in English is available.

At the same time, a mail had been received by EIDD members prior to this GA from Guida Faria of APDR, Portugal, asking for formal approval and adoption of the APDR Access Stamp, but providing no information about how it functions.

The GA then discussed the desirability of labels, awards and stamps, reaching no conclusion, except to take note of the DfA Quality Label (as this requires no immediate action on the part of EIDD) in the document slightly amended as in Appendix 8

Since members clearly did not feel sufficiently informed to make a reasoned decision about these various models of approval, PK then proposed and **the GA agreed** that EIDD organise a meeting later in the year to receive detailed presentations about the various models and how they function, then to discuss the relative benefits and drawbacks for EIDD and reach a conclusion.

13. Meeting closed

The President Ewa Golebiowska thanked participants for a successful and very intense day's work and closed the 2015 General Assembly at 18.20.