

EIDD – Design for All Europe 2021-2023 biennium

Programme of Activities



Premise

1_ There is a **growing awareness of the role of DfA** in contemporary society and of its potential to promote inclusion by improving the quality of life (social dimension), increasing the competitiveness of businesses (economic dimension) and resolving conflicts (political dimension).

2_ There is also an **increasing tendency for people to grab the issues of inclusion and DfA** (from the academic to the professional, from the economic to the political level) often without a real awareness of the value (terminological and conceptual) of the contents, the objectives, the correct design approaches and expected results ("from green wash to inclusive wash").

3_ There is a **risk that EIDD – Design for All Europe is not always automatically acknowledged to be the default international interlocutor recognised** at all political and institutional levels, referring specifically to the principles and practice of Design for All



in this scenario,

what role should EIDD-Design for All Europe play in the coming years?

How do we imagine EIDD-Design for All Europe to be in 2030? and in 2040?



Scenario

1_ **In almost thirty years** of consistent and transparent activity with respect to the principles of Design for All, **EIDD – Design for All Europe** has **maintained a policy of personal and discreet contact with European institutional decision-makers**, participating in conferences, maintaining contacts in several DGs and sometimes seeking meetings with Commissioners and/or their advisors.

2_ In the process of growing awareness towards the themes of Design for All, EIDD has always tried to **provide input behind the scenes** whenever the need arose, often even without appearing in the foreground, but preferring to see its proposals appreciated and its advice recognised.

3_ **Today, EIDD – Design for All Europe** has the right maturity and authority, as well as awareness, to be **the acknowledged international reference**, recognised at all political and institutional, economic and cultural levels, about the themes of Design for All, so as to enhance human diversity, pursue equality and promote social inclusion.



Strategic actions

The following actions and activities are proposed, starting **from inside and projected towards the outside**, in two main areas:

- **socio-cultural**, through promotion and training activities that act on public awareness, starting with the younger generations and involving all the social and economic bodies of contemporary society;
- **political-institutional**, through lobbying activities and relations with other international institutions.

On this basis, four main objectives are identified, associating some actions to each:



Objectives

1. Promoting and strengthening EIDD Members' sense of belonging to the network

Actions:

- **Online Members Forum:** planning periodic appointment to increase the opportunities for interpersonal relationships, including informal ones, between Members
- **Intermeetings:** stimulating the organization of events or projects that favor meetings and relationships between EIDD Members: exchanging invitations to local events (speakers at conferences, workshops), teaching / PhD collaborations, exchanging professionalism and expertise on scientific and/or professional consultancy, etc.
- **Newsletter:** periodically updated tool (three or four months?) On the activities carried out by the Members



Objectives

2. Promoting and strengthening the international visibility of EIDD DfA Europe

2.1 (Direct) socio-cultural promotion of EIDD

Actions:

- **Communication** (undefined target):
 - **Website**: continuous updating of the News (to encourage frequent visits) and monitoring of visits
 - **Social media** (Facebook, twitter, etc.): website amplification tools (to which they refer for further information)
 - **Blog/FAQs**: possible implementation on the website, as a tool for relations with external communities and an official consultation channel on DfA



Objectives

2. Promoting and strengthening the international visibility of EIDD DfA Europe

2.1 (Direct) socio-cultural promotion of EIDD

Actions:

- **Conferences** (target: academic and/or professional and/or of civil society):
 - Organized **by** EIDD (annual conferences)
 - Organized together **with** EIDD (e.g. with partner organisations)
 - With the **patronage** of EIDD (we need an internal regulation for this)
- **Printing/advertising activities:**
 - (academic target) promoting the **Springer Book Series** (o. access?)
 - (academic/corporate target) **Scientific/Design/Business Journal?**
 - (corporate/institutional target) **Digital pamphlets** (what DfA/EIDD are?)
- **Organising cultural events** (target: young people and families):
 - **contest** “what is DfA?” in primary schools



Objectives

2.2 (Indirect) political-institutional promotion of EIDD:

- **Agreements with international organizations:**
 - renew existing ones (Cumulus, EDF, Icograda/IcoD)
 - draw up and sign new ones (IAUD, Any on Inclusive Design? Any on Business?)
- **Lobby activities** at a political level (relations with EU, UN, ecc.)
- **Monitoring the web** for improper DfA activities and definitions (Wikipedia, etc.)
- **Recruiting new members:** disseminating DfA and promoting EIDD:
 - in **EU countries** in which EIDD is no longer present;
 - in **new countries** and geographical areas outside the EU (rest of Europe, North and Latin America, Asia, Australia, Africa);
 - in **EU countries where EIDD is present only with one/two Members**, increasing the critical mass of memberships.



Objectives

3. Disseminating ideas and best practices among EIDD Members and outside EIDD

- Promoting the **DfA Archive** (Zamek Cieszyn?) at an international level
- Reviewing and updating the **EIDD Exhibition** (more stringent on the concept of "good DfA practice") and making it easily usable by Members when organizing events
- Updating the **website with DfA examples** and success stories (from EIDD Exhibition)
- **Summer Schools**



Objectives

4. Support EIDD Members for shared projects in their own countries or at the European and International level

- **Working groups:** with specific objectives, to facilitate the development of common activities, also through new network tools (like ACANET website):
 - DfA ACANET (Academic network)
 - DfA BIZNET (Business network): to be developed
 - DfA INNONET (Innovation network): to be developed
 - DfA CULTNET (Culture and arts network): to be developed
- **Workshops and seminars:** organized on single themes, useful for developing DfA theory and practice in specific fields.
- **EU-funding and grants:** joint research (possibly within the Working groups) for specific funding and useful opportunities to develop research activities or applied projects (to be carried out thanks to the specific skills of each Member).



Operating structure

It is needed:

- a well-organized team is needed (bigger than the EB)
- the active participation of other Members

In this framework:

- **The Executive Board Members** still has the administrative role and coordination role of the more complex activities, in relation to the objectives to be achieved;
- The **Working Groups** activate possible relationships between EIDD Members, involving them in shared projects
- **Individual Members** can be involved on specific projects (eg: DfA contest for schools, summer schools, etc.) or are responsible for structural activities (eg: Zamek Cieszyn/promoting the DfA Archive), also reporting to the EB the obtained results.



New Executive Board 2021-2022: proposal

President:	Pepetto Di Bucchianico
Senior Vice-President:	Nuno Sá Leal
Vice-President Administration:	Ewa Janczukowicz-Cichosz
Vice-President Finance:	Markus Haas
Former President:	Onny Eikhaug
Non executive officer_Ambassador:	Pete Kercher



Portfolios

“Members Forum” technical coordination:	Pepetto Di Bucchianico
“Newsletter” technical coordination:	Terhi Tamminen
Communication_website:	Ewa Janczukowicz-Cichosz
Communication_social media/blog/FAQs:	Pete Kercher
Conferences organized by EIDD:	Executive Board
Printed matter_Springer Book Series:	Pepetto Di Bucchianico
Printed matter_Journal:	Pepetto Di Bucchianico/Iva Mrak/Zuzana Ceresnova
Advertising_digital Pamphlet:	Terhi Tamminen
Contest for UE primary schools:	Kathleen Polders/Pete Kercher
Lobby activities/new international agreements:	Pete Kercher/Nuno Sá Leal
Monitoring of internet:	Daniel Kotsjuba
Associative recruitment:	
- Europe	Onny Eikhaug (N), Daniel Kotsjuba (N-E), Ivelina Gadzieva (S-E), Nuno Sá Leal (S-W), Beata Fabisiak (Center)
- North America:	Beatriz Itzel Cruz Megchun
- Latin America:	Carlos Aceves González
- Asia:	Onny Eikhaug
- Australia:	Janice Rieger
- Africa:	Onny Eikhaug
International promotion of DfA Archive:	(Zamek Cieszyn)
EIDD Exhibition:	Pepetto/Onny Eikhaug/Rama Geerawo/Beata Fabisiak
Summer School 2022:	Hosting Member
Working groups:	
- DfA ACANET:	Silvia Pericu/Pepetto Di Bucchianico
- DfA BIZNET:	Onny Eikhaug/Itzel Megchun
- DfA INNONET:	Ewa Janczukowicz-Cichosz/Carla Giusti
- DfA CULTNET:	Pete Kercher/Giedrė Bartusevičiūtė-Rimkienė

