



**Examples of UD activities  
(From IAUD award trial evaluation, 2005)**

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## **Purpose of the IAUD Award and Examples of trial evaluation**

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As head of the IAUD Award Section of the IAUD Project Planning & PR Division, We have been working with the section since 2004 to establish the IAUD Award (tentative title), with a view to holding the first Award in FY 2007 or FY 2008. The purpose of the Award is twofold:

- 1) Through further popularization and realization of universal design (UD), to revitalize Japanese economy thereby contributing to the healthy development of the society
- 2) To make known to the world "UD", a concept originated in Japan, so that it will contribute to the improvement of the welfare of all mankind

In FY 2005, a series of trial evaluation were held for IAUD member enterprises, as part of preparations for the establishment of the IAUD award. Thanks to the excellent entries by so many of them, these exercises were a valuable and highly informative experience for the IAUD Award Section in preparation for the upcoming award. We were able to fine-tune the points on which to judge entries and confirm our course for the years ahead.

The many entries for the trial evaluation were ably coordinated, thanks to the efforts of Akinori Komatsubara, Professor of Waseda University and chair of the trial evaluation committee. From a large field of entries, four enterprises and organizations were selected to make presentations.

As head of the IAUD Award Section of the IAUD Project Planning & PR Division, we are convinced that our dream of extending UD to all facets of modern society cannot be fulfilled by the actions of a few individuals, or of any specific organization. It can only be driven by inspiring a broad-based movement that gains the support of the general public.

This award will serve as an opportunity to reach the broader community. By showing the public how we operate and the attitudes we bring to UD activities, we can bring the comfort and fulfillment of UD to an ever-broader community.

As you seek to recruit entries for the IAUD Award, please be sure to understand these points. We wish you the best of luck in attracting as many entries as possible.

## Thoughts on the IAUD Award

Akinori Komatsubara  
Professor  
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How can a company or organization contribute to making the "UD society" a reality? By providing thoughtful, original UD products and services—not just as a temporary commitment but as a fully integrated aspect of everyday corporate activity. The initiative must be committed, continuous, creative and long term. If UD is regarded as company policy, and if an appropriate organizational structure is put in place, then outstanding UD products and services will follow. This is a natural template for corporate activity in a UD world.

Accordingly, rather than focusing on the UD value of an individual product or service, the IAUD Awards Section felt it would be more appropriate to acknowledge activities that do the best job of building the UD concept into an organization's corporate social responsibility (CSR). Consequently, we felt we should evaluate using three criteria: one, the objective of UD activities and the approach taken to them; two, their supporting organizational structure; and three, their content and outcome. We needed to find out if these criteria reflected real-world concerns, so in 2005 the IAUD Awards Section conducted a trial evaluation. Gratifyingly, many companies and organizations submitted numerous examples of outstanding UD activities. In this session, selected participants in that trial evaluation will each present an activity that is actually being undertaken to advance the UD cause.

UD activities can take any number of different forms. What's important is not so much the form of the activity as the feeling that drives it forward. We are delighted to welcome all of you, whether commercial enterprises or other organizations, to today's event. We hope that what you see here will guide you in forming a clearer vision of your own UD activities. Our ultimate wish is that you will develop UD activities that play to your own strengths, while being both considerate *and* decisive.

## **Nissan Human Interface Development Activity**

NISSAN MOTOR Co., Ltd.  
Design Centre · Technology Development Division

We, NISSAN MOTOR Co., Ltd. are striving for the betterment of drivability from the “standpoint of securing safety” based on the thought that “cars are dreams of man, widening his function of mobility.” Moreover, we aim to provide cars that are always attractive with comfortable interior. Best usability and drivability is essential to express agreeable comfort, thus we are taking on to develop operational devices by organizing company-wide task team in a cross functional manner, which includes every division. This time, we will introduce our concept on Human Machine Interface, or HMI, by making a case study on on-board HMIs for our luxurious sedan, “Fuga”. Towards the realization of a Universal Design society, we wish to create “a car with Nissan Taste” by further solidifying the development system of the Human Centered Design, while studying on customer’s physical characteristics and psychological situation which are becoming evermore diversified.

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## TOPPAN's Universal Design Activities

Toppan Printing Co., Ltd.

As an information media, printed matter is an integral part of our lives. We have adopted the idea of UD (Universal Design) and been engaged in its promotion and dissemination to industry and society from an early stage. For example, we organized an exhibition, "Universal Design Philosophy", in 2001. Now we define UD as "activities that target the realization of products, space, an environment, services, and communication which are easy to use for as many people as possible", and we apply UD in each of our business fields based on the "*6 Principles of Toppan Universal Design*". In our Packaging Division, making use of our original "Package UD Diagnosis" system and putting great importance on awareness of our customers' viewpoints, from both product based and service based perspectives we propose to our customers the design of packaging that is both user-friendly and customized for its specific use. Furthermore, through an approach based on color technology, our group company, Toyo Ink Mfg. Co., Ltd., is supporting the realization of color design with consideration for senior citizens and those who have difficulty with color perception. While the technology and know-how we have accumulated in our business provide us with a competitive edge, we also believe that these are things that should be shared with society, and we therefore make a social contribution through activities such as defining JIS Standards. This report covers Toppan's activities related to UD and its promotion in society.

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**Reaching beyond the Boundaries (Interests) of Corporations & Organizations  
to Provide User-oriented User Interface Design**

The CRX Project

"User interface of any office equipment should be consistent regardless of its manufacturer, like automobiles and audio instruments." - Based on this common belief, four leading office equipment manufacturers, Canon Inc., Ricoh Company, Ltd., Fuji Xerox Co., Ltd., and Seiko Epson Corporation are reaching beyond the boundaries (interests) of corporations and collaborating on the CRX Project. The CRX Project promotes consistencies of user interface designs by exploring user-friendliness from users' viewpoints. The project's name "CRX" stands for "Collaboration for Research and Exchange". The main aims of the CRX activities are to examine schemes for promoting consistencies of user interfaces based on the established designs and rules of individual companies, and put them together into "CRX Project User Interface Guidelines" for sharing the information. The CRX Project considers universal designs as "designs that provide consistent operation environment for users" and promotes activities for reflecting better operability in each company's products from users' viewpoints. The CRX Project makes the achievements of activities open through academic societies, related industry associations, and the website to further expand the efforts for user-friendliness throughout the industry.

<http://www.crx.gr.jp/index.html>  
[crx\\_project@crx.gr.jp](mailto:crx_project@crx.gr.jp)

## Hitachi's CSR Commitment and Universal Design

Hitachi, Ltd.

Since its establishment, Hitachi has pursued its basic philosophy of contributing to the community by developing unique technologies and products, and by putting this philosophy into practice, has maintained its founding spirit captured in the words “harmony,” “sincerity,” and “pioneering spirit.” These principles are considered to be the origin of Hitachi’s corporate social responsibility (CSR). Specifically, the spirit of sincerity, in which all employees address issues to understand the positions of others in a dedicated, steady, and cordial way, coincides with the concept of universal design. The Hitachi Group is engaged in a broad array of operations linked with everyday life, ranging from home electronics goods familiar to consumers and information systems, to public systems and other social infrastructure. The Group serves a broad array of customers and its activities have great social significance. We believe that universal design should be part of our corporate social responsibility (CSR). We are therefore taking this opportunity to show you some of the specific activities conducted from this perspective. In product development, we carry out basic and advanced research and development activities in an effort to commercialize them in accordance with the concept of universal design. In this process, we pay careful attention to the needs of people living in various environments and develop them into a database so that the information can be shared among those personnel who need it. Leveraging the knowledge and experience obtained from these activities, we have been striving to make a comprehensive contribution to the community. For example, the Hitachi Group actively dispatches educational support volunteers to boost awareness of universal design among children, the future leaders of society.

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