

# 24-hour Inclusive Design Challenge organised by the DBA and HHRC and sponsored by SCOPE

## **Background**

'Fully Equipped', the March 2000 Audit Commission report was an unequivocal wake-up call to small businesses, service providers and government. In no uncertain terms, it highlighted the poor levels of design endemic to the disability aids and equipment sector and the need for a reform of current practices. In August 2000, the DTI described the difficulties disabled people have in using everyday consumer products. (These reports can be downloaded from [www.hhrc.ac.uk/events/DBAChallenge/index.html](http://www.hhrc.ac.uk/events/DBAChallenge/index.html))

The DBA Design Challenge was created in 2000 as a creative response to the situation. It illustrates and underscores the key role design can play in improving quality of life for disabled and older people. By providing beacon exemplars of inclusive design, it aims to highlight the potential for innovation and business opportunity in a growing but hitherto neglected field. DBA members only, working in partnership with users groups, spend approximately 3 months developing a product, service or environment which can be used and enjoyed equally by able and disabled users.

Five years on, 2005 sees the launch of a new 24-hour Inclusive Design Challenge, created to bring a unique and compelling twist to the original programme. Open to all, 5 team leaders have been selected to take up the 24-hour challenge outline below.

## **The Challenge**

You have 24 hours within which to develop a concept that solves a clearly defined public transport issue that currently limits or excludes a disabled or older person from using it. You could choose to look at modes of public transport, stations (mainline or underground) or sources of information around public travel to name but a few options. You should design a product, service, environment or communication piece that is focused on mainstreaming the lives of disabled or older users but that also brings benefit to all in society.

An added benefit would be that your concept creates a tangible business opportunity.

## **What do you need to prepare and by when?**

You must be present at Imperial College (full address details below) tomorrow evening by 6pm to allow for set-up and rehearsal. The evening commences at 7.30pm. You will be given a six-minute slot within which to present your solution to an audience of about 300 people. They will be your judge and jury! Having heard all five teams' responses, the audience will be asked to cast their vote deciding on an overall winner. While the votes are counted, Michael Wolff will give a keynote address.

Your presentation can take any form and need not be delivered by a member of your team. We do recommend that you keep it technically simple. Your ability to engage the audience

could impact your chances of winning, so careful consideration should be given to what you plan to present.

The audience will be given the following criteria against which to make their decision. Your concept will be judged on how well your solution:

- promotes social inclusion through goods, services, communications or environments which have mainstream potential
- shows insight into the needs and aspirations of excluded groups of people
- demonstrates a creative approach and communicates key ideas and messages

### **Presentation Formats**

The lecture theatre will be equipped with a digital projector, PC and Macintosh computers, DVD and VHS video players. Other equipment such as overhead projectors, document viewers or 35mm slide projectors can be provided if requested well in advance. You will also be able to also present from your own laptop.

If presenting from our computers, presentations should be prepared in one of the standard formats e.g. Powerpoint; PDF; Keynote; Director/Flash (in projector mode); JPEG images or video.

### **Full Programme for Wednesday 6 April 2005**

- 6.00pm Teams arrive at venue
- 7.00pm Doors open
- 7.30pm Welcome by Professor Bill Green, University of Canberra,  
Include 2005 Conference Chairman
- 7.35pm Jon Sparkes, Executive Director, Human Resources, Scope
- 7.40pm Challenge Introduction by Deborah Dawton, Chief Executive, Design Business  
Association and Julia Cassim, Research Fellow, Helen Hamlyn Research Centre,  
Royal College of Art
- 7.50pm Team Presentations:
  - Applied Information Group
  - Factory Design
  - Fraserdesign
  - Sky Interactive
  - Team a go-go
- 8.30pm Audience Vote
- 8.40pm Michael Wolff
- 9.10pm Announcement of winning team
- 9.20pm Drinks Reception

### **Venue for Wednesday's event**

Imperial College  
Lecture Theatre 220  
Mechanical Engineering Building (*Entrance opposite 55 Exhibition Road*)  
Exhibition Road  
London  
SW7 2AZ

**Further Information**

Further information on inclusive design and the five DBA Design Challenges to date can be found at [www.hhrc.rca.ac.uk](http://www.hhrc.rca.ac.uk) and [www.dba.org.uk](http://www.dba.org.uk)

If you have any other queries during the next 24 hours, you should contact Julia Cassim on 020 7590 4242 or [julia.cassim@rca.ac.uk](mailto:julia.cassim@rca.ac.uk) or Hannah Paterson on 020 7251 9229 or [hannah.paterson@dba.org.uk](mailto:hannah.paterson@dba.org.uk)