

Universal Design and Workplace

Value of Universal Design in Workplaces

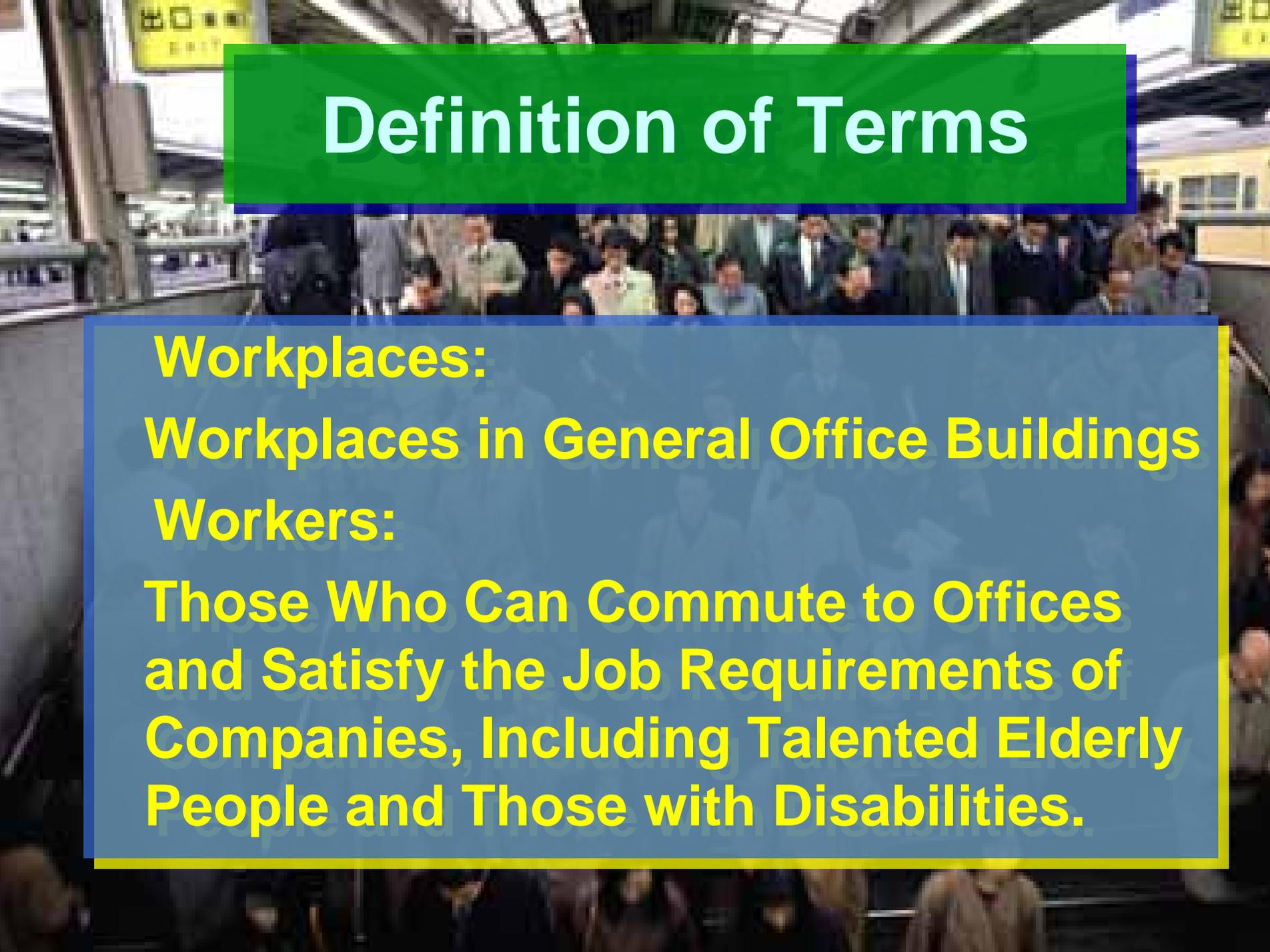
**Workplace Universal Design Study Team,
Japan Facility Management Promotion Association**

Presentation's Outline

- 1. Social Streams Surrounding Universal Design in Workplaces**
- 2. Analysis of Factors Influencing Corporate Management**
- 3. Concept of Guidelines for Practicing Universal Design in Workplaces**

Goals

- 1. To Bring Benefits to Corporate Management**
- 2. To Develop Practical Guidelines and Evaluation Tools for Universally Accessible and Usable Workplaces**



Definition of Terms

Workplaces:

Workplaces in General Office Buildings

Workers:

Those Who Can Commute to Offices and Satisfy the Job Requirements of Companies, Including Talented Elderly People and Those with Disabilities.

7 Social streams surrounding Universal Design in workplaces 1

- 1. Amended Accessible and Usable Building Law**
- 2. Marketability and Building Performance**
- 3. Securitization of Real Estate and Social Responsibility Investment (SRI)**
- 4. Corporate Brand Value**

An aerial photograph of a city, likely Tokyo, with a prominent red and white tower (the Tokyo Tower) visible on the left side. The city is densely packed with buildings and infrastructure, extending to the horizon under a blue sky with scattered white clouds.

7 Social streams surrounding Universal Design in workplaces 2

5. Change of Work Styles

**6. Managers' Responsibilities for
Occupational Safety and Health**

7. Liquidation of Human Resources

Amended Accessible and Usable Building Law

- Passed in July, 2002
- Mandates Provision of Barrier-free Access to Buildings for Unlimited & Limited Users such as Schools, Factories, Office Buildings and Multi-family Dwellings

Marketability and Building Performance

- **Overabundance of Office Buildings in 2003**
392 Acres of New Offices in Tokyo Area
- **Baby-boomers Retirement in 2007 to 2009**
906 Acres of Office Space Won't Be Necessary

Securitization of Real Estate and Social Responsibility Investment (SRI)

- **Property Is now Valued by Its Profitability, not by Land Prices**
- **Potential SRI Is about US\$1.1 Trillion (10% of Financial Assets Are Usually Allotted to SRI in Many Countries)**

Method of Analysis

Balanced Scorecard Is Applied to Depict the Advantages and Disadvantages of Universal Design to Corporate Management.

Balanced Scorecard 1

Developed to Keep a Healthy Relationship with Stakeholders (Stockholders, Customers, and Employees) in Order to Prosper in the Long Run

Balanced Scorecard 2

Evaluate the Status of a Company from Four perspectives.

1. Financial Results

2. Customer Satisfaction

3. Business Process and Performance

4. Competence Level of the Company

Target

1. Building Owners (or Property Managers)

2. Office Tenants (or Facility Managers)

Strategic Map 1

Based on the Four Perspectives of the Balanced Scorecard, Strategic Map Illustrates the Impact of Universal Design on Corporate Management.

- 1. Financial Results**
- 2. Customer Satisfaction**
- 3. Business Process and Performance**
- 4. Competence Level of the Company**

Strategic Map 2

1. Indicates Critical Success Factors for Each Group

- Motivators are Marked as “Plus”.
- Demotivators are Marked as “Minus.”

Building Owner's Perspective

Financial result

corporate value

value of assets

higher rent/ lower vacancy rate

Customer satisfaction

tenants' satisfaction

Business process/performance

longer asset life

adaptability

reduction of risk

construction cost

building efficiency rate

Competence level

better company reputations

—> positive impact
- - - -> negative impact

Tenant's Perspective

Financial result

corporate value

profitability

occupancy cost

Customer satisfaction

customer satisfaction

Business process/performance

employee satisfaction/ productivity

flexibility of HR management

Competence level

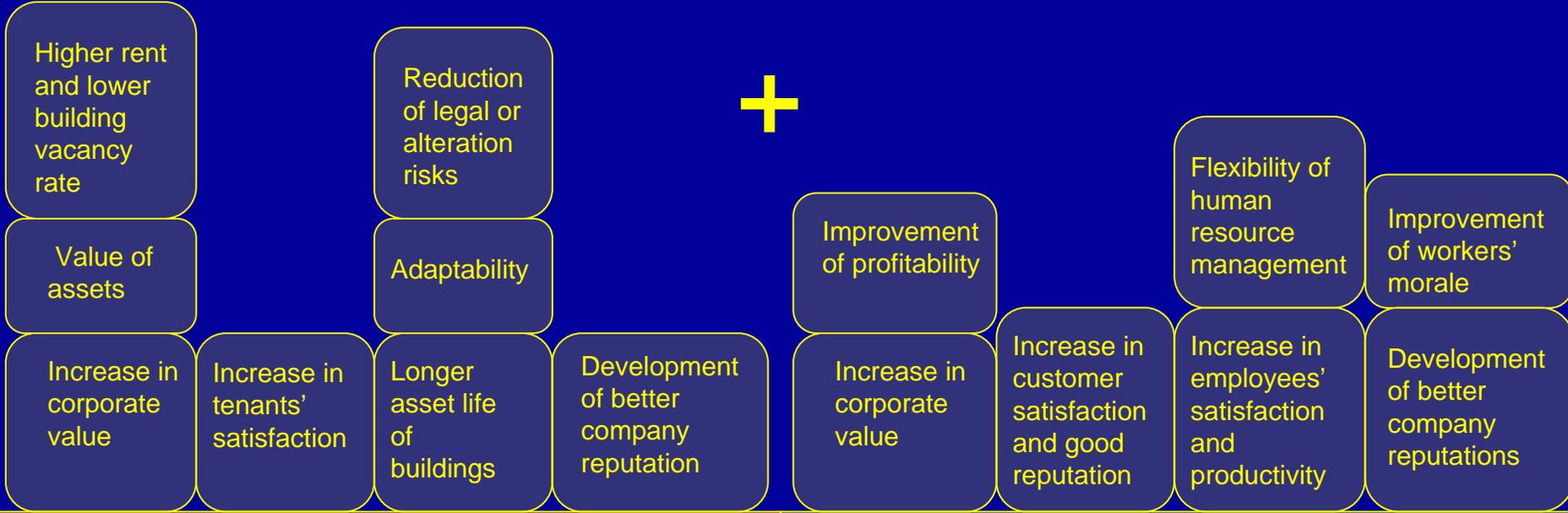
worker's morale

better company reputations

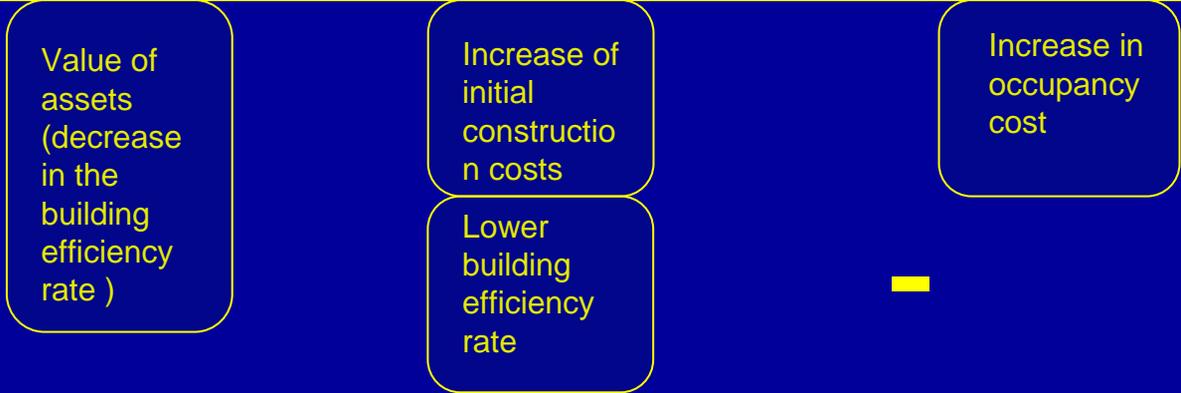
—> positive impact
- - - -> negative impact

Building Owner's Perspective

Office Tenant's Perspective



Financial results' perspective	Customer satisfaction perspective	Business process & performance perspective	Competence level perspective	Financial results' perspective	Customer satisfaction perspective	Business process & performance perspective	Competence level perspective
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Concept of Guidelines for Practicing Universal Design in the Workplaces

Guidelines Consist of Two Parts:

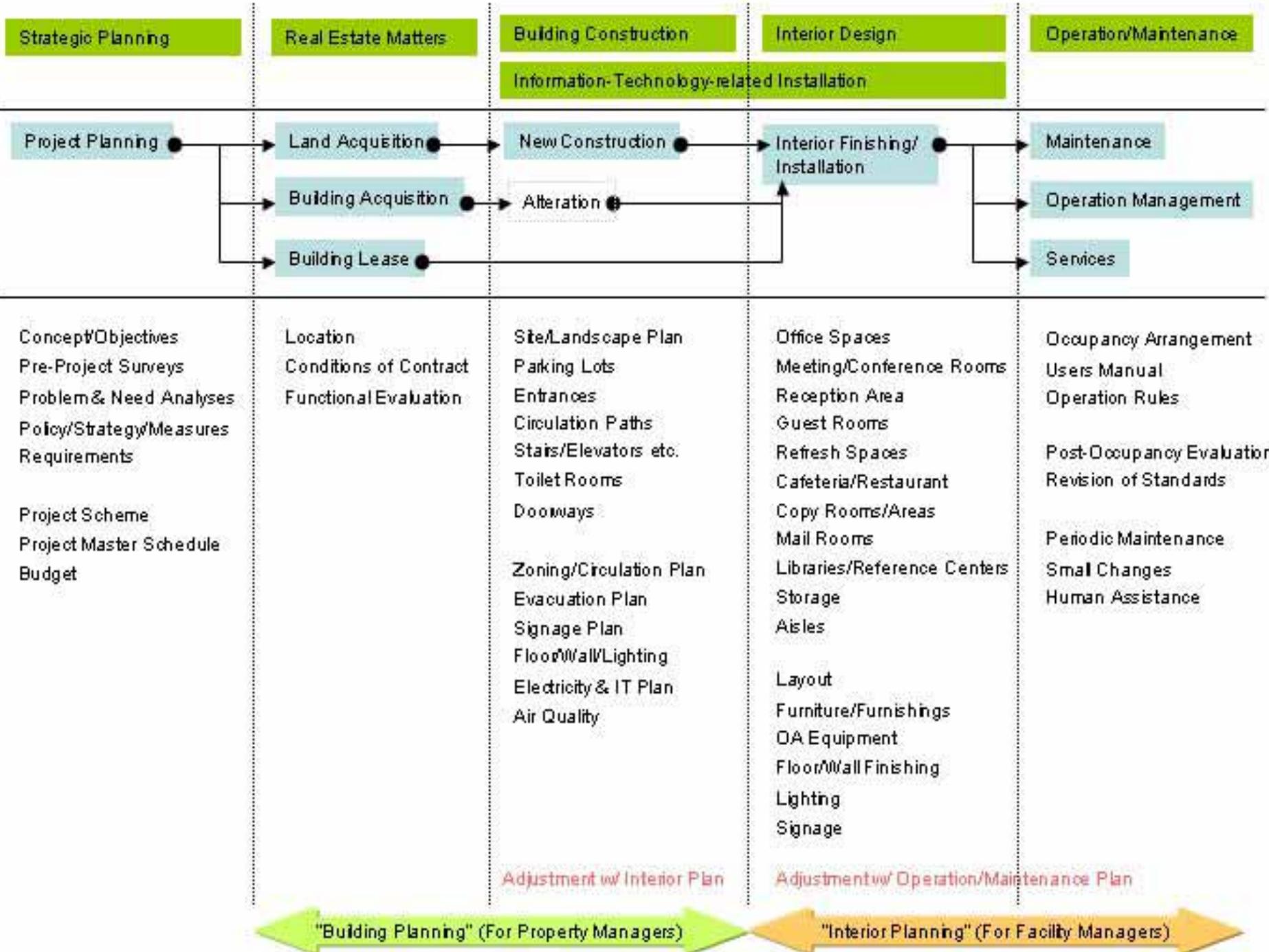
- 1. Building Planning (Building Structure, Utilities and HVAC, and Other Core Services Areas)**
- 2. Interior Planning (Workplace Layouts, Furniture, and Other Equipment)**

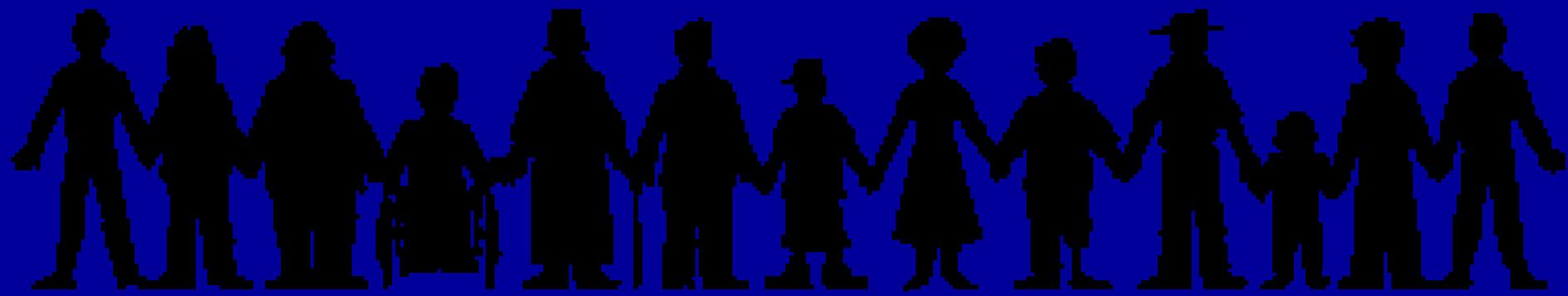
Building Planning

- 1. Concerns of Property Managers and Building Owners.**
- 2. To avoid Unreasonable Additional Costs, Adaptability for Probable Alteration from the Early Stages of Building Planning is Provided.**
- 3. Includes Accessibility into Facilities (Zoning, Circulation Plan, Doorways, Passageways, Stairs, Elevators, etc.), Arrangement of Core Services Areas, and Flexibility (Basic Module, Floor Planning, Floor Height, Floor Weight Capacity, HVAC, Electricity, etc.).**

Interior Planning

- 1. Connects Universal Design with Facility Management Practices. (Interior Elements of Facilities Directly Influence Workers' Comfort and Efficiency. It Brings a Positive Change in their Productivity.)**
- 2. Covers Layout, Materials, Lighting, Air Quality, Furniture, Fixture, Furnishings, Sign Planning, Color Planning, OA Equipment, and Operation and Maintenance.**





**Hi mom,
I'm promoted!**

