



TACKLING THE CORE VALUE OF INCLUSION

INSIGHTS AND EXAMPLES

When talking about **being inclusive** in the lifestyle industries, we think of products and/or solutions that are **accessible and affordable** to all, but inclusion is more than just those two topics. For example, *inclusivity throughout the whole value chain; how workers are being treated, if there are equal opportunities for women or minorities, etc.*

Another thing we heard in the co-design phase is that being disabled is something we all face at a certain moment in our life (e.g., *being elderly pregnant or temporarily disabled*). And then there is also the process component of **inclusiveness**: *were end users involved in the first phases of the design process?*

This article might give an impression of some more variety of inclusiveness, although only specified for one aspect (the gender data gap): that smart phones are so big because they had to fit in the hand of an average man; that body armour of female police officers does not protect, and many other examples here. <https://www.theguardian.com/lifeandstyle/2019/feb/23/truth-world-built-for-men-car-crashes>

If we need to give more details in defining what is inclusive design, let us add/expand the following points:

- Introduce participative actions into the whole design process/cycle, (e.g., collecting ideas and needs from future users via on-site studies, public surveys etc.).
- Combine more than one expertise/discipline in the design team (e.g., for footwear: physiotherapists + designers + experts in biomaterials).
- The object itself promotes and strengthens the possibility for people to be together (e.g., a bench that can fit many people, a virtual platform for swapping vintage clothes, a board game for kids that calls for their parents to play along).
- Ergonomics principles in product design needs to take in consideration more than the standard human body features (and function regardless of gender, age, ability, body stats etc.).
- Introduce the concept of adaptability (if the object doesn't fit the use of somebody, it can be easily adapted: e.g., adjustable height of a chair or a table, a modular sofa that can be expanded as the family grows, a double layered pair of jeans that can fit multiple weather conditions/temperature).
- Consider a fluid, broad spectrum of users (e.g., a pen that can be used both with the left and the right hand, genderless clothes, extra-tactile objects for people with reduced sight).
- Quality/style and sustainability should not prevent the object to be affordable.

Source: Joint Research Center

New European Bauhaus

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