

# Accessibility Implementation

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**Creative**  
*Sustainability*

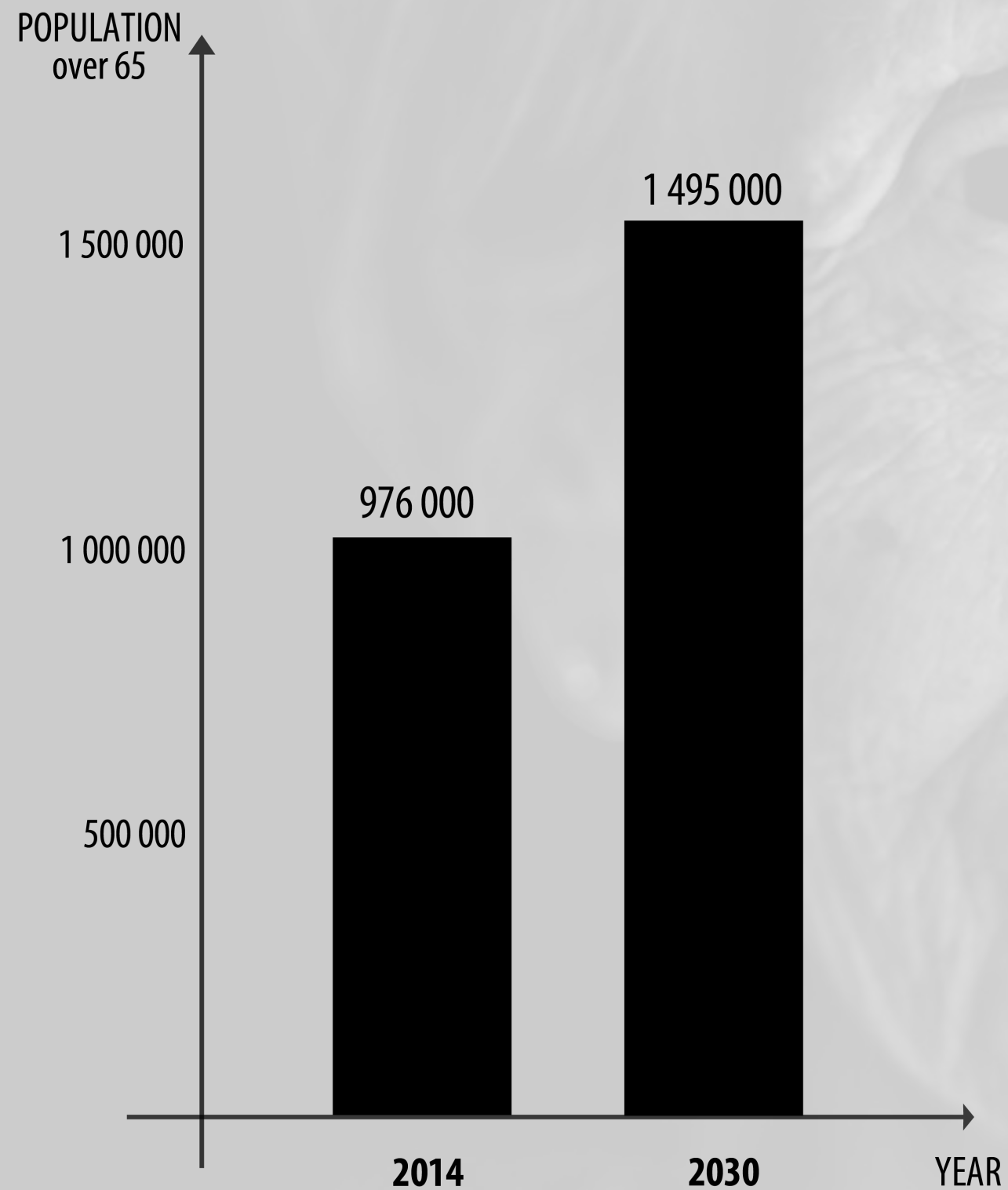


# AGING POPULATION OF FINLAND

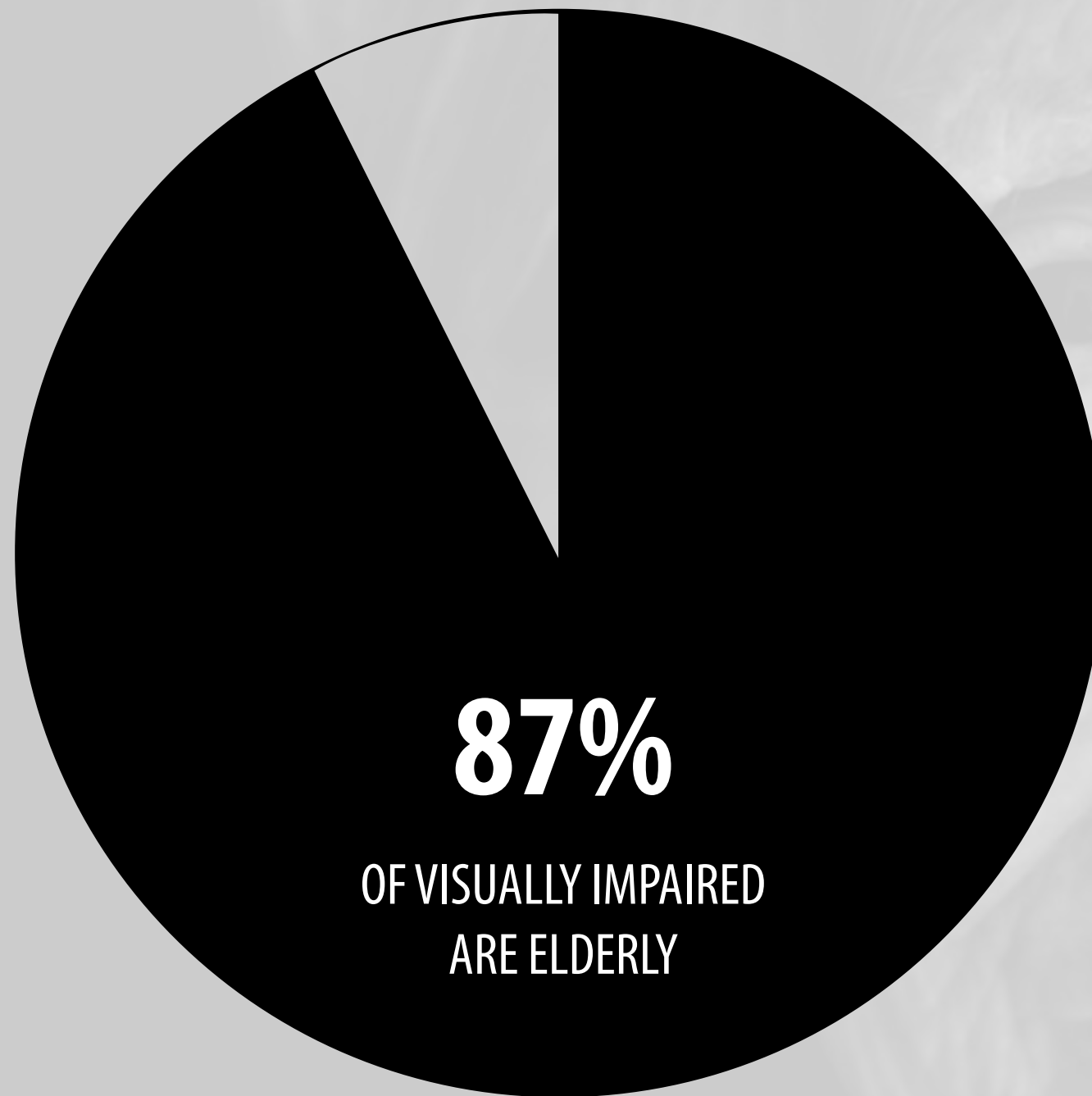


POPULATION AGES 65 AND OVER  
2014 year

# AGING POPULATION OF FINLAND



# GROWTH OF IMPAIRMENTS



**80 000**

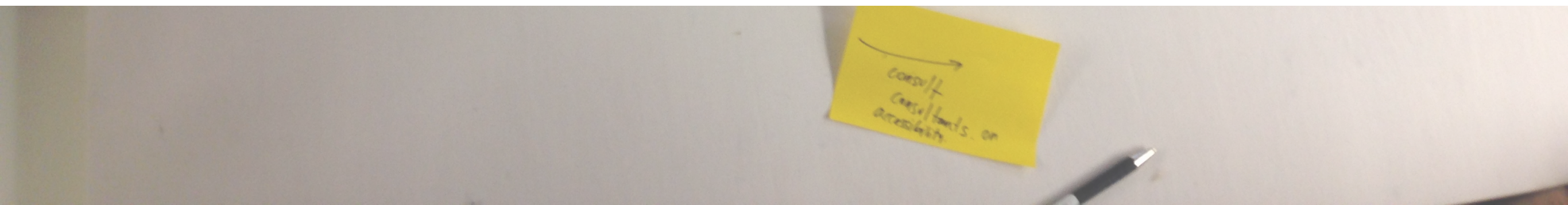
VISUALLY IMPAIRED IN FINLAND

*As the amount of elderly grows, so does the disabled population...*



How could we support  
independent living for all?

# RESEARCH PROCESS





# OBSERVATION

# Ateneum - Kamppi - Musiikkitalo - Iiris - Kiasma



## PUBLIC BUILDINGS

# USER NEEDS

## EXISTING SOLUTIONS

## MUNICIPALITY & GOVERNMENT

## THIRD SECTOR STRUCTURE

## BENCHMARK



# INTERVIEWS

VISUALLY  
IMPAIRED  
USERS

ACCESSIBILITY  
EXPERTS

ELDERLY  
INSTITUTION

SERVICE-  
PROVIDERS

CITY  
ACCESSIBILITY  
PLAN

DESIGN  
DISTRICT

NGO's

PUBLIC  
BUILDINGS

USER  
NEEDS

EXISTING  
SOLUTIONS

MUNICIPALITY &  
GOVERNMENT

THIRD SECTOR  
STRUCTURE

BENCHMARK





# EXPERIENCING

EXPERIENCING  
BLINDNESS

USER'S  
JOURNEY

USER  
NEEDS

EXISTING  
SOLUTIONS

MUNICIPALITY &  
GOVERNMENT

THIRD SECTOR  
STRUCTURE

BENCHMARK





# EXISTING SOLUTIONS



TECHNOLOGIES

TACTILE  
MAPS

VOICE INFO IN  
BUS STOPS

STATE FUNDED  
SERVICES

CULTURAL  
SERVICES

CONSTRUCTION  
REGULATIONS

SPATIAL  
SOLUTIONS





# BENCHMARKING

DESIGN  
DISTRICT  
HELSINKI

KULTTUURIA  
KAIKILLE

SERVICE MAP  
HELSINKI

SUOMI  
KAIKILLE

BE.ACCESSIBLE  
NEW ZEALAND

DESIGN  
DISTRICT  
HELSINKI

PUBLIC  
BUILDINGS

USER  
NEEDS

EXISTING  
SOLUTIONS

MUNICIPALITY &  
GOVERNMENT

THIRD SECTOR  
STRUCTURE

BENCHMARK



So, what does independent  
living mean?

Obviously, an accessible house...



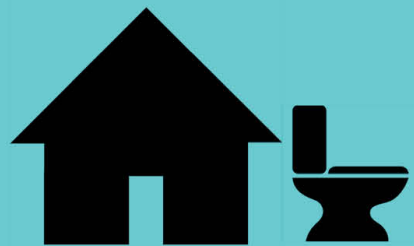
accessible house





“It is important that they stay active and social, it helps to maintain their health”

Physiotherapist. Kantti



accessible house

+



be active

+

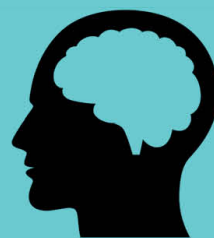


"I couldn't trust the bus driver to tell me when to go out so I had to count and try to see the surroundings as I still had some vision left."

Blind Man. 60 years old.



accessible house



be active



accessible transportation



6/6T Arabia  
Arabia

7B Pasila Töölö  
Böle Töölö

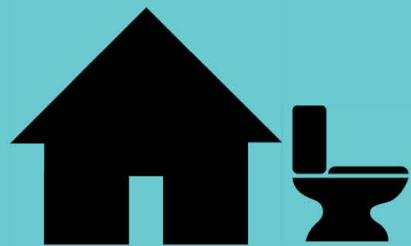
FIDA

LÄHETYS



“It’s the most common that  
when I go to a new place, I  
have to rely on others.”

Woman 35 years old. Visually impaired.



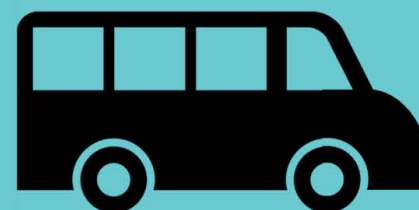
accessible house

+



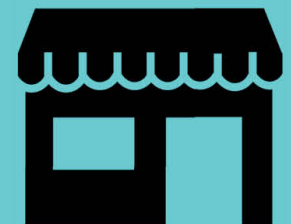
be active

+



accessible transportation

+



accessible environment

# Independency means



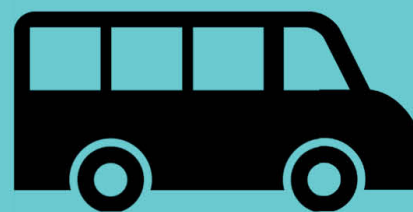
accessible house

+



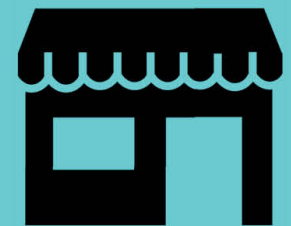
be active

+



accessible transportation

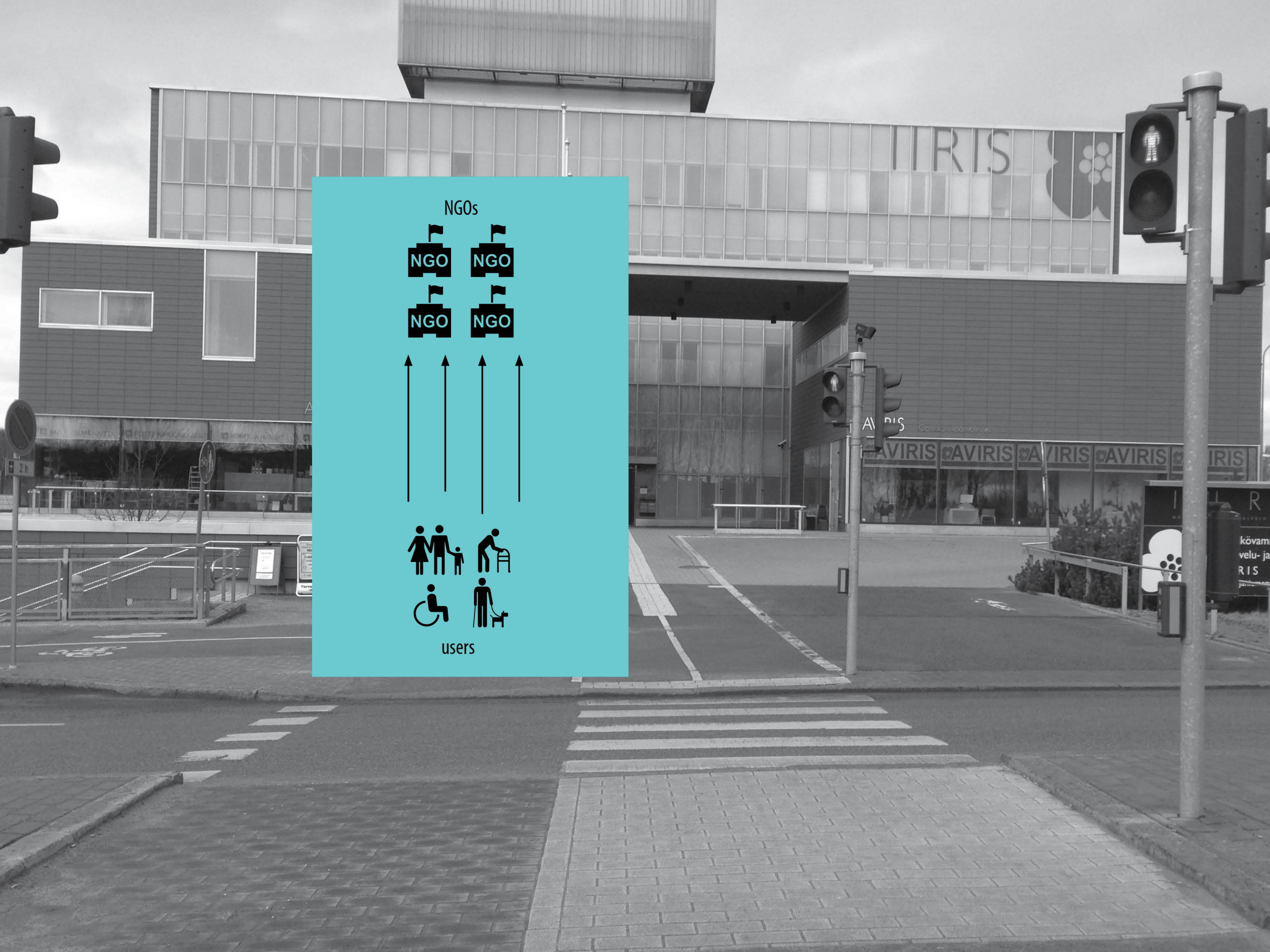
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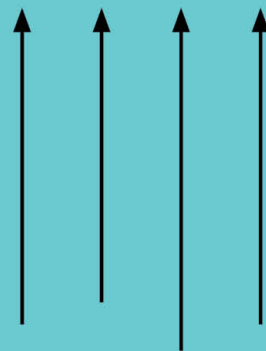
places to go

How are these needs treated  
by the service providers?



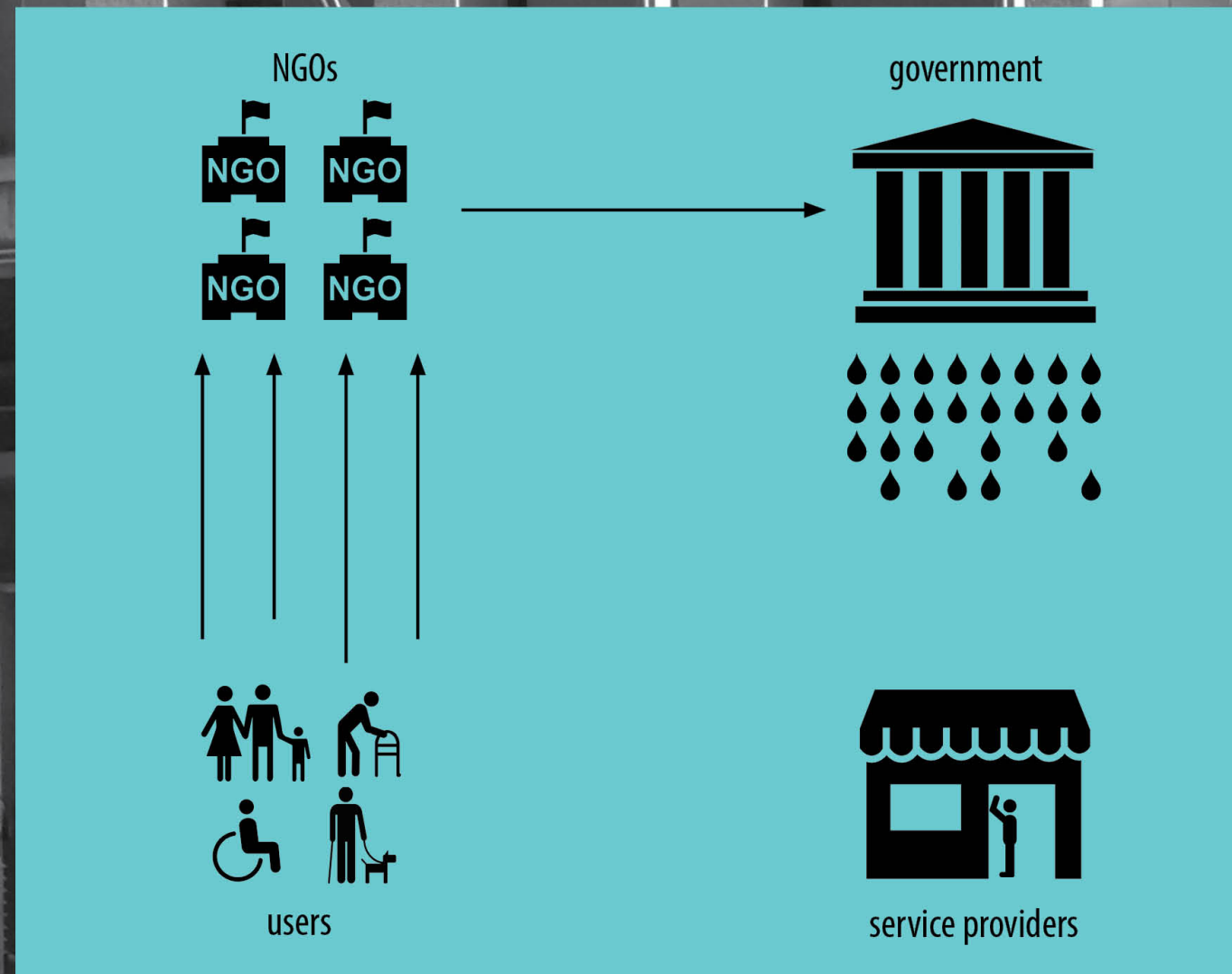


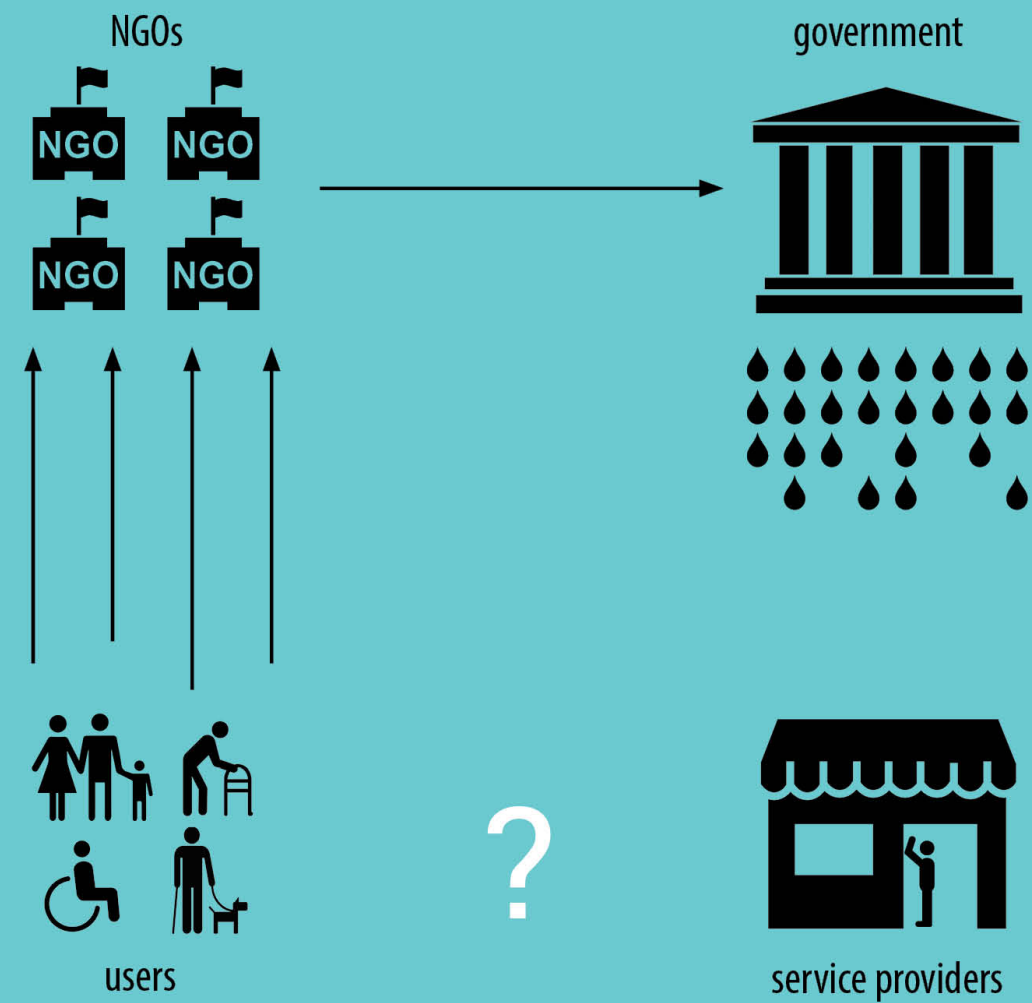
NGOs

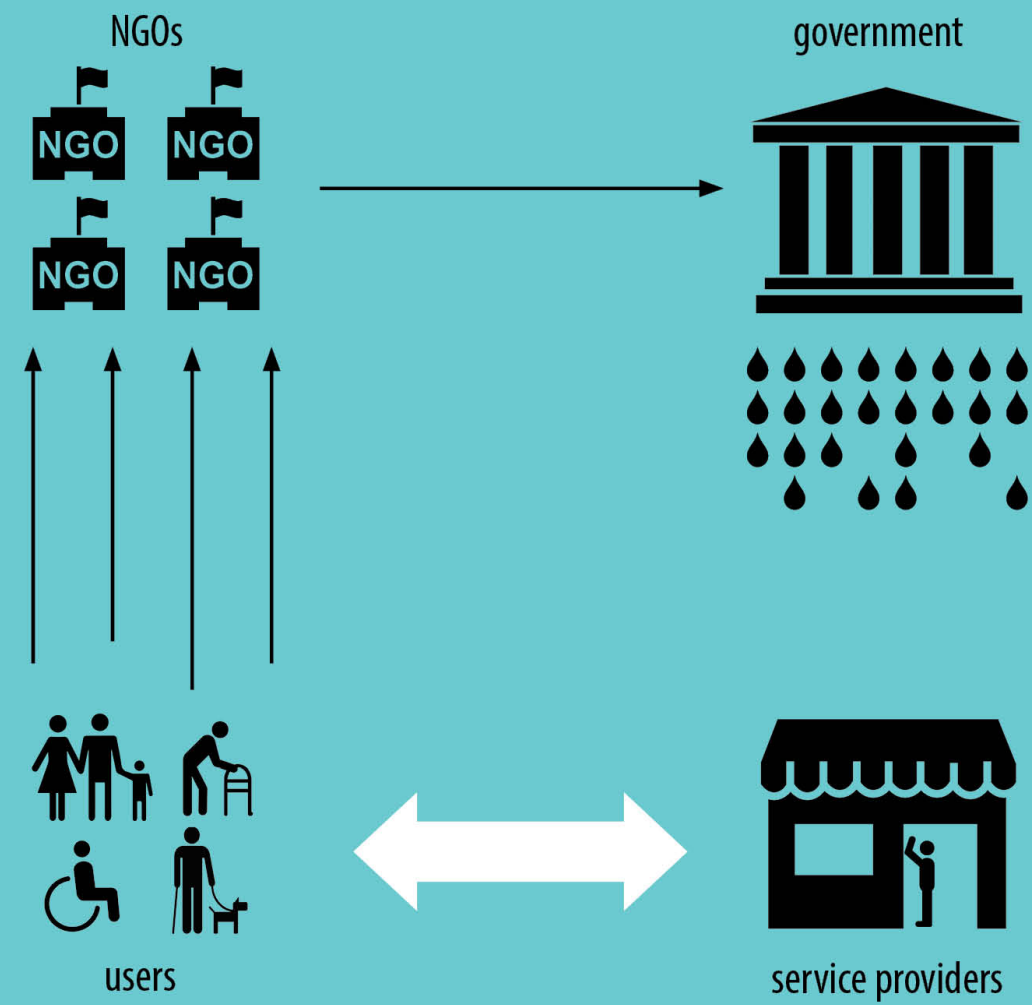


users









HOW COULD WE SOLVE THIS?





**INVITING CITY!**

## MEETING POINT.

Platform to collect and  
exchange information



## EASY-TO ACCESS.

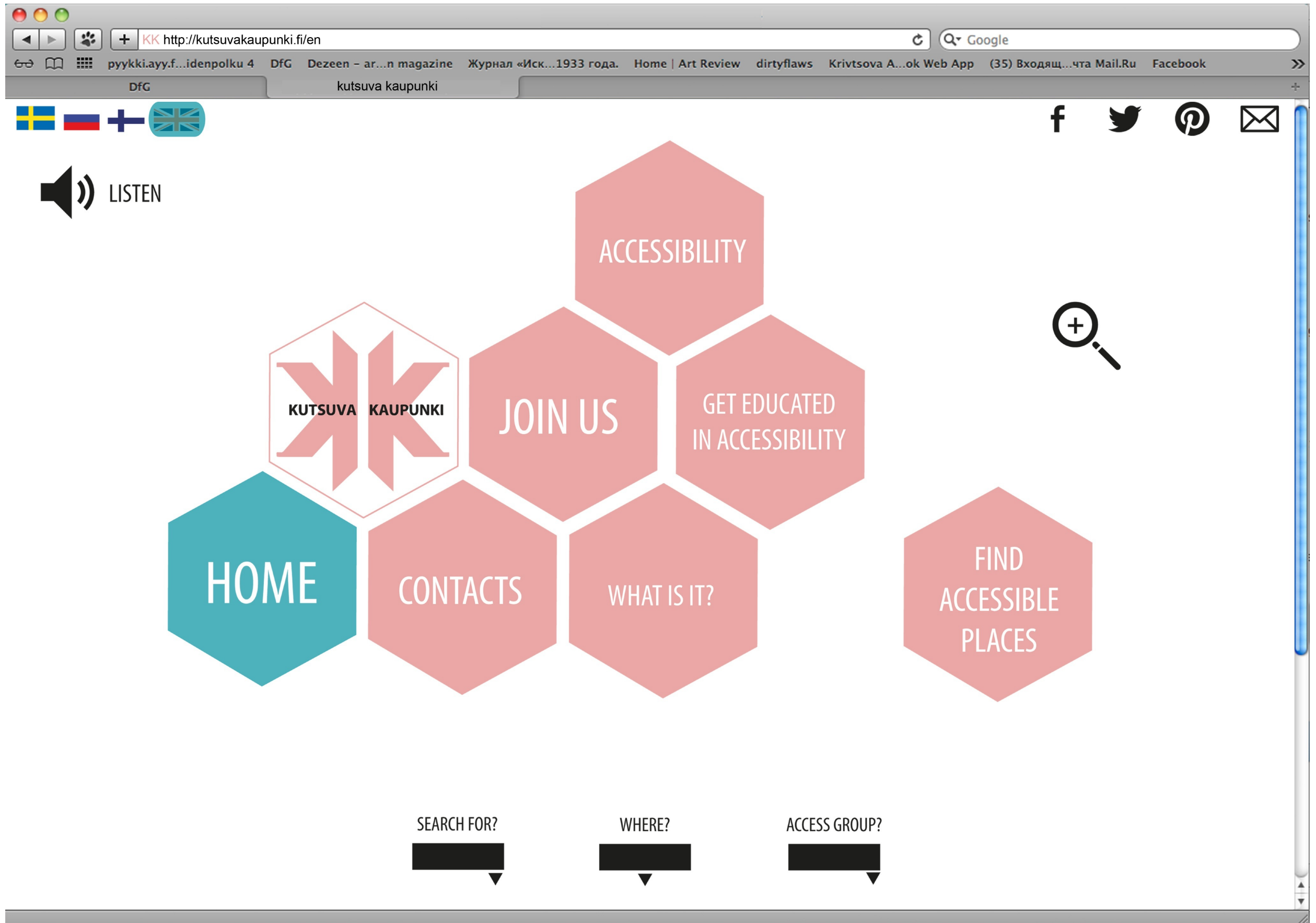
Digital and tangible tools

[www.kutsuvakaupunki.fi](http://www.kutsuvakaupunki.fi)

*See demo video*



# HOME PAGE



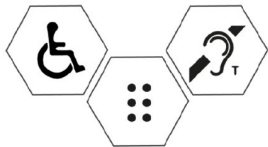
# FIND A PLACE AND GIVE FEEDBACK!



## 1 STEP FIND ACCESSIBLE PLACES

FOR USERS

## 2 STEP GIVE FEEDBACK

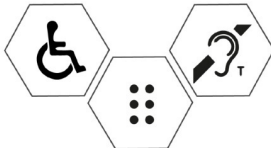


Café Mekka is a comfortable place with a nice atmosphere.

We have a ramp and we are also accessible for visually and hearing impaired customers.

KATAJANOKANRANTA 5, 00160 HELSINKI

For further details [www.cafemekka.fi](http://www.cafemekka.fi)



# FORM TO SIGN UP!



## 1 STEP FILL THE FORM

FOR  
COMPANIES

## 2 STEP BE ADDED TO THE MAP OF ACCESSIBLE PLACES



### FORM

ACTIVATION CODE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

POSTAL CODE: \_\_\_\_\_

CITY: \_\_\_\_\_

PROCEED

### EDUCATION OF PERSONNEL

\*1. Have one of your staff members attended to the access-able workshop?

- ☐ Yes  
☐ No

2. When?

Select Date of Workshop: MM / DD / YYYY  
□ / □ / □

3. If a staff, has been in the workshop, have they delivered the info-pack to the other members of your staff afterwards?

- ☐ Yes, to all.  
☐ Yes, to some.  
☐ No.

4. Does your staff know you want to welcome all people, despite their disabilities or special needs?

- ☐ Yes, they know how to welcome new clients.  
☐ Yes, they agree and try their best.  
☐ No, I haven't mentioned it.  
☐ I think they know.

5. Do you plan to include the access-able info-pack into training sessions for new staff members?

- ☐ Yes, definitely.  
☐ Maybe  
☐ No, I think it is too difficult.

6. Do you provide any additional service from your staff that you would like to get the public know about:

\_\_\_\_\_

PROCEED

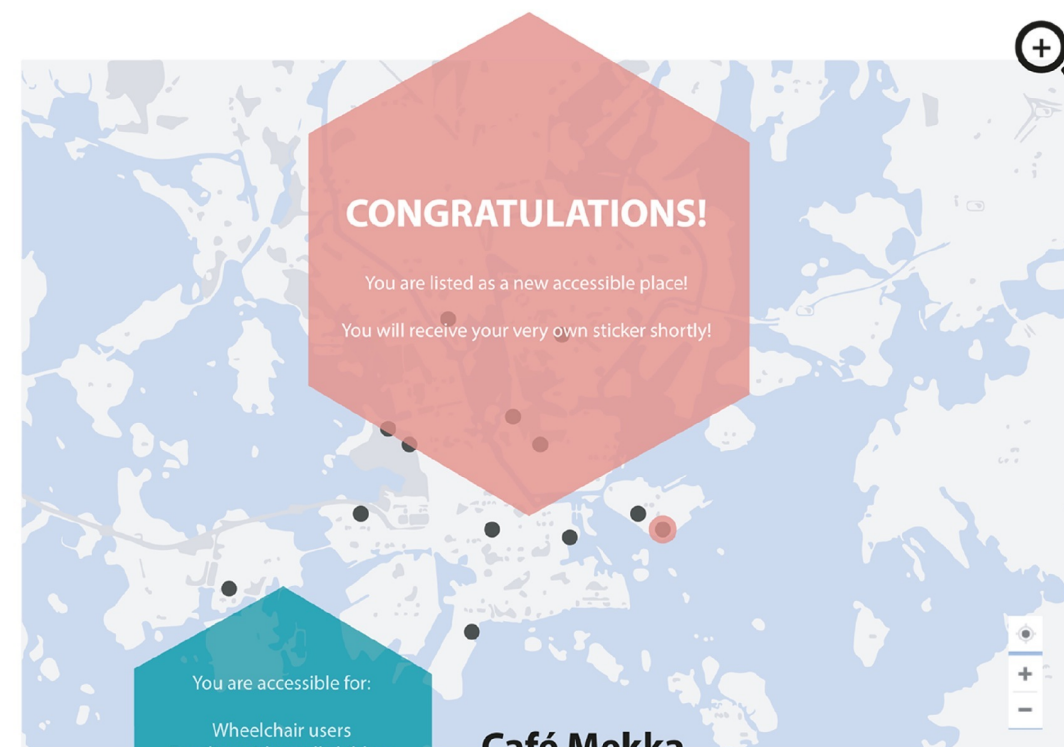
### CONGRATULATIONS!

You are listed as a new accessible place!  
You will receive your very own sticker shortly!

You are accessible for:  
Wheelchair users  
Families with small children

TIPS ON HOW TO BE  
MORE ACCESSIBLE

Café Mekka



# EDUCATION AND MOTIVATION



GET EDUCATION ABOUT ACCESSIBILITY

FOR  
COMPANIES

BE ADVERTISED AND AWARDED

PROFESSIONAL CONSULTANCY

EDUCATIONAL PROGRAMMS

## CALENDER OF UPCOMING EVENTS

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
26	27	28	29	30	31	1
2	3	4	5	<b>Workshop:</b> "How to serve visually impaired." Place: IIRIS	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	<b>Free consultancy day</b> Place: Cafe Mekka	25	26	27	28	29
30	1	2	3	4	5	6

THE MOST ACCESSIBLE PLACE OF THE MONTH!

**AUKI CAFE**



# STICKER

**ACCESSIBLE**  
FOR WHEELCHAIR USERS



**ACCESSIBLE**  
FOR HEARING IMPAIRED



**ACCESSIBLE**  
FOR FAMILIES WITH CHILDREN



**KUTSUVA KAUPUNKI**



**ACCESSIBLE**  
FOR VISUALLY IMPAIRED



**STAFF SPEAK 2 OR MORE  
LANGUAGES**



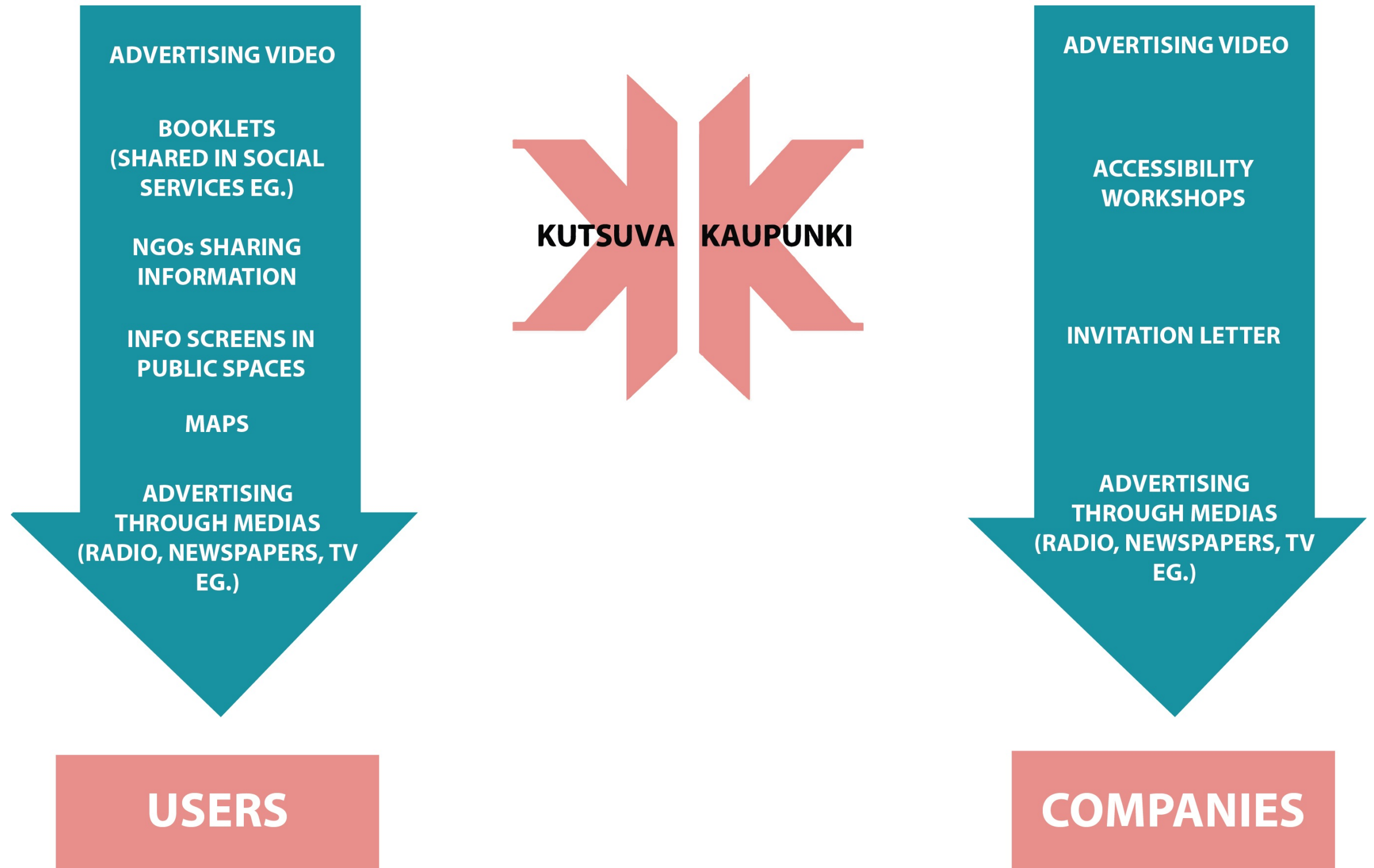
**STAFF EDUCATED**  
TO SERVE ALL TYPES OF USERS



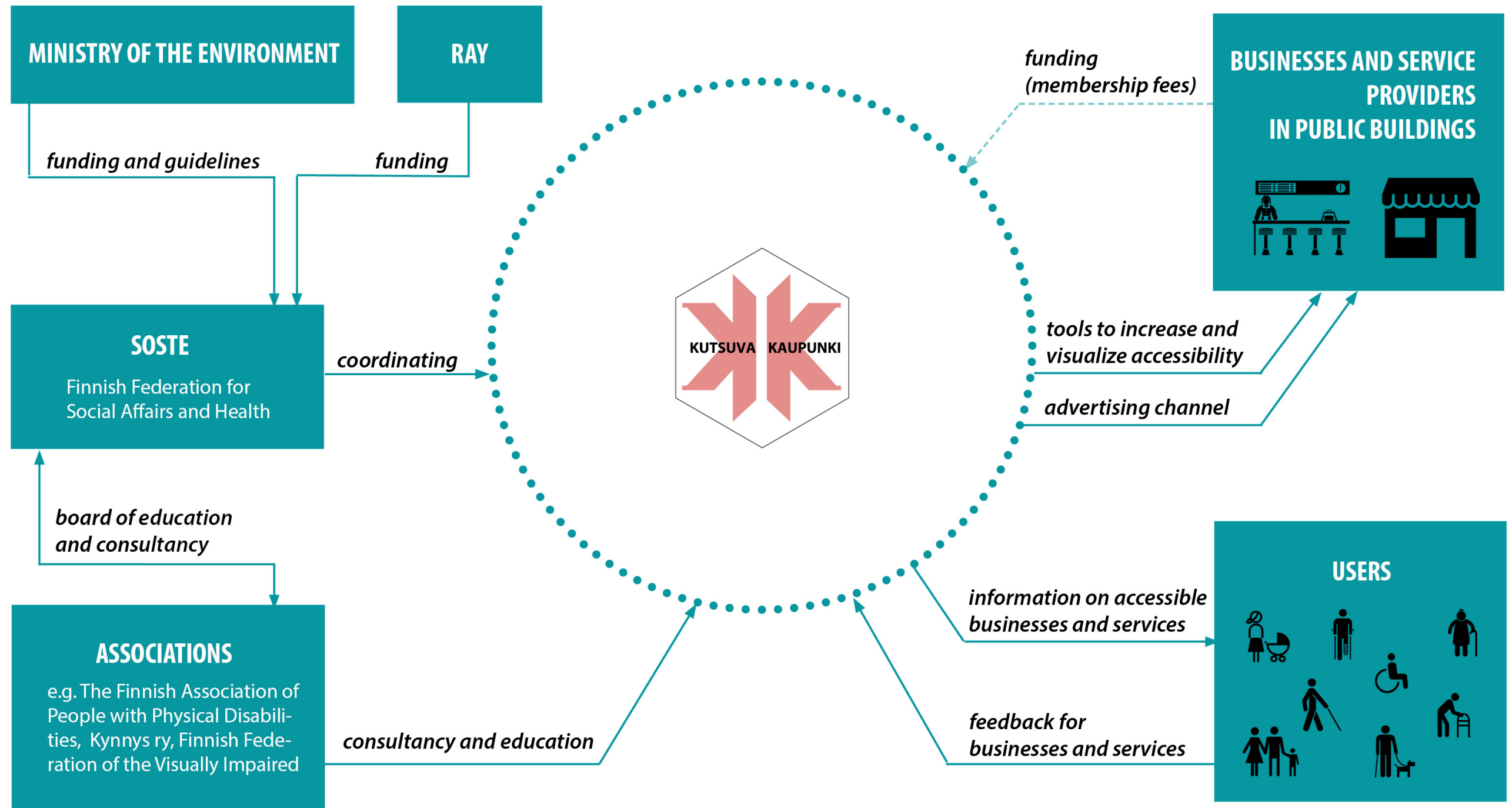
PLEASE PLACE A STICKER ON THE VISIBLE PLACE AT THE HIGHT NOT LESS THEN 1,2 m AND NOT ABOVE 1,5 m



# MARKETING CHANNELS



# OPERATIONAL MODEL





4 ULOS MANNERHEIMINTIE  
KAUPPA

3 KONSERTTISALI  
LIPUNMYynti  
NAULAKKO  
RAVINTOLA  
SIBELIUS-  
AKADEMIA  
MUSEO

UTGÅNG MANNERHEIMVÄGEN  
BUTIK

EXIT MANNERHEIMINTIE  
SHOP

KONSERTSALEN  
BILJETTförsÄljNING  
GARDEROB  
RESTAURANG  
SIBELIUS-AKADEMIN  
UTGÅNG MEDBORGARTORGET

CONCERT HALL  
TICKET OFFICE  
CLOAK ROOM  
RESTAURANT  
SIBELIUS ACADEMY  
EXIT KANSALASTORI

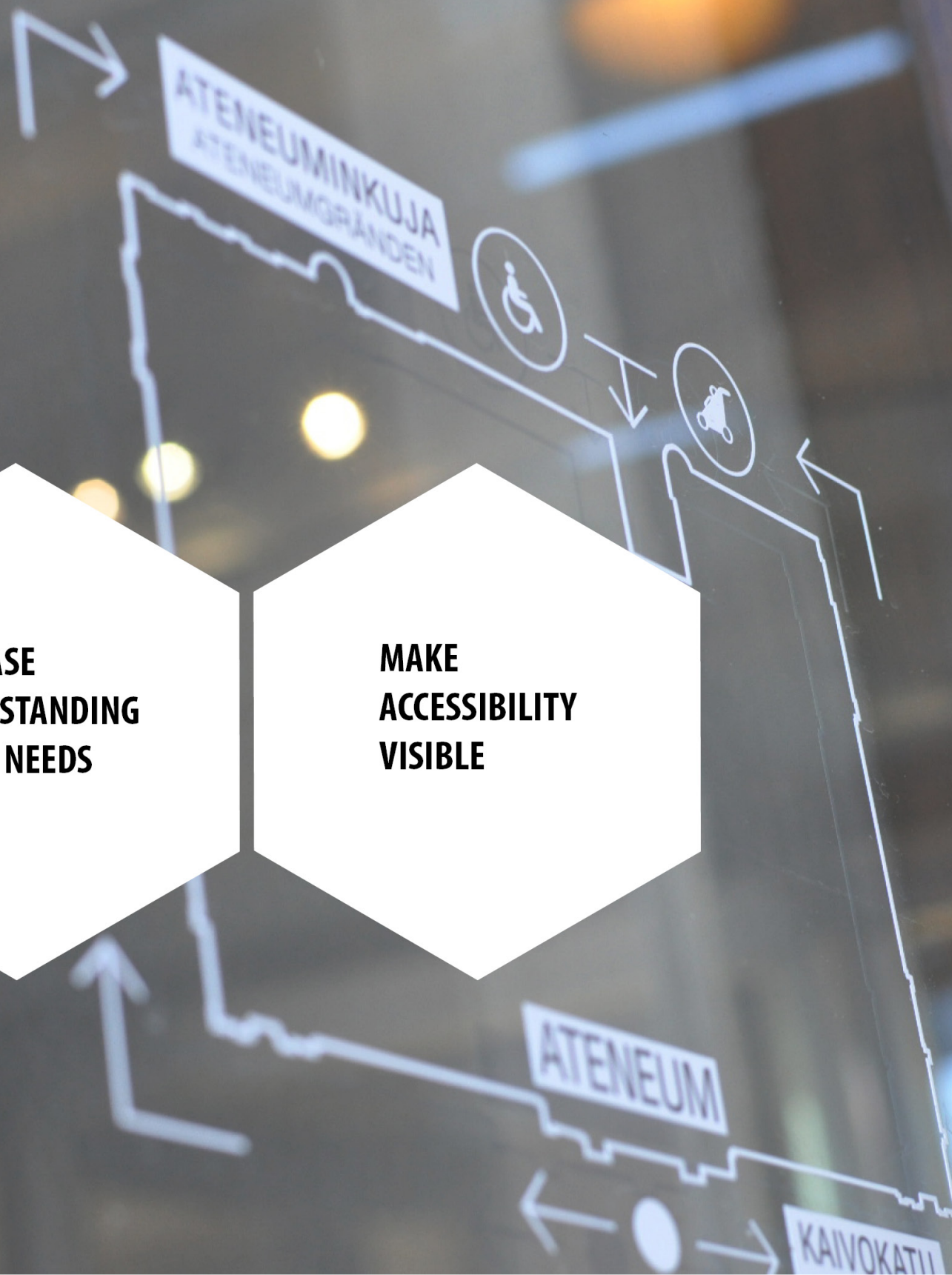
INCREASE  
UNDERSTANDING  
OF THE NEEDS





**INCREASE  
UNDERSTANDING  
OF THE NEEDS**

**MAKE  
ACCESSIBILITY  
VISIBLE**







**INCREASE  
UNDERSTANDING  
OF THE NEEDS**

**MAKE  
ACCESSIBILITY  
VISIBLE**

**CREATE SYNERGY  
BY BRINGING  
THE ASSOCIATIONS  
TOGETHER**





**CHANGE  
THE  
MINDSET**

**INCREASE  
UNDERSTANDING  
OF THE NEEDS**

**MAKE  
ACCESSIBILITY  
VISIBLE**

**CREATE SYNERGY  
BY BRINGING  
THE ASSOCIATIONS  
TOGETHER**



A woman with short dark hair, wearing a denim jacket over a purple shirt, is smiling and looking down at a laptop. She is holding a white mug with a spoon in it. The background is a blurred office setting. Overlaid on the image is a diagram consisting of six white hexagons arranged in a honeycomb pattern. Each hexagon contains a bold, black, sans-serif text label. The hexagons are arranged with two in the top row, two in the middle row, and two in the bottom row. The central hexagon of the middle row is slightly larger than the others.

**CHANGE  
THE  
MINDSET**

**SUPPORT  
INDEPENDENT  
LIVING**

**INCREASE  
UNDERSTANDING  
OF THE NEEDS**

**MAKE  
ACCESSIBILITY  
VISIBLE**

**CREATE SYNERGY  
BY BRINGING  
THE ASSOCIATIONS  
TOGETHER**





INVITING CITY