

Universal Design

Goal, attitude and core value

Abloom has universal Design as a goal, attitude and core value. We believe that a society that excludes anyone is a society that does not fulfil its potential. People with different disabilities are often unused assets to society. And many minority language speakers with a disability find that the distance to mainstream society is significant.

Abloom ensures that children and young people with disabilities are valued, seen and heard. "Society needs to become more inclusive and designed for all so that our vision becomes reality", says Abloom's leader, Faridah Nabaggala.

But what exactly is universal Design?

Simply put, it is the "inclusive design" of buildings, streets, products, technology, surroundings, and everything we use daily. A well-known example is when people in wheelchairs cannot access a lift, making it almost impossible to get up to other floors. But there is much more to it than that.

The UN Convention on the Rights of Persons with Disabilities defines it as such: "Universal design" means the Design of products, environments, programmes and services to be usable by all people, to the greatest extent possible, without the need for adaptation or specialised Design. "Universal design" should not exclude assistive devices for specific groups of people with disabilities when needed. But according to The Norwegian Directorate for Children, Youth and Family Affairs, it can also be summarised in this way:

- **Equitable Design** is a broad philosophy that aims to create products, environments, and services that everyone can use, regardless of ability.
- **Design for all** focuses more on the physical construction or layout of spaces, ensuring accessibility and functionality for everyone, particularly in a physical sense.
- **Inclusive Design** highlights the importance of incorporating inclusivity from the start, ensuring that a diverse range of needs are considered throughout the design process.
- **Universal Design**

[Did you know that all private and public organisations that target the general public, such as public buildings, websites, airports, shops, doctors' surgeries, public transport, etc., must be universally designed?](#) (Website only in Norwegian)

Abloom Film Festival had accessibility as the theme for the Abloom film festival and Mini.

Abloom in 2018. At the professional conference during that year's film festival, many organisations came together to discuss, learn and spread information about accessibility.

Universal Design (UD) as a goal, attitude and core value.

UD as our goal:

- Abloom has always had UD as a goal for our events, projects and ongoing work. This means that everything we do should lead to a more inclusive society.

UD as our attitude:

- Abloom's employees, members, and volunteers also have a UD attitude. This means that our thinking, acting, and speaking remove barriers and increase inclusion in society.

UD as our core value:

- Abloom as an organisation has real inclusion as a core value. The organisation's philosophy is that a society that chooses to exclude people is a society that becomes poorer. And a society that chooses to include those with special needs in a society that comes richer – socially, culturally and financially.

Extra resources about UD:

- [The Norwegian Directorate for Children, Youth and Family Affairs](#)
- [The Large Norwegian Encyclopaedia \(Norwegian only\)](#)
- [The government's action plan for universal Design](#)
- [KS's pages on universal Design \(Norwegian only\).](#)