



UNIVERSAL DESIGN JAPAN

"all together"

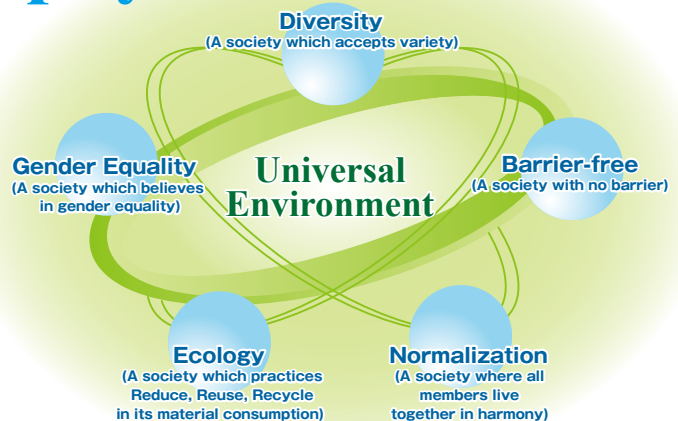
With the aim of creating a vividly living society ...



Enterprise Philosophy

UD Japan believes in 5 elements – "diversity", "gender equality", "barrier-free", "ecology" and "normalization", which stands for the principles of our enterprise activities. We always consider these 5 elements first before we take any action.

We has always been developing and spearheading educational projects, training opportunities, teaching materials, and manuals, in summary "Universal Design" and "Universal Service", which enables all of our customers, no matter newly-employed, active senior, disabled, socially-unwelcomed to utilize their ability to the fullest.



What is the Concept of Universal Design?

Universal Design is a way of thinking to design safe and comfortable things, buildings, spaces and services, regardless of people's age or whether they have disability. Universal Design

is not simply to design the physical form and expression of things, but also to design the way of life itself which suits each individual.

Our main business is nurturing talent

The talent nurturing programs of UD Japan are not standardized or packaged. We design original programs customized to the characteristics and requests of each of our enterprise customers.

Further more, according to our customer's expectations, we are able to provide total management of all aspects of training implementation, such as training material creation, training result evaluation, etc... we

are also able to provide the service of each category of training separately, whether training delivery, training material creation, training result evaluation, etc...

We help our customers to realize their goals in enterprise culture establishment, unique enterprise know-how cultivation, loyalty attainment and employee motivation. These are talent cultivation in not only skills training, but also mental inculcation.

Training

The most special characteristic of the training of UD Japan is that the consideration of human rights are present in all our training. Practicing our philosophy, we always provide training which emphasizes humanity and gives consideration to the universal environment, which enables people of different characteristics to live vividly together and utilize freely their abilities.

Originality

We design original training to nurture employees with various abilities that our enterprise customer desires, which entails the suitable value system and management skills.

Increasing Motivation

In our training programs, on top of the training content our customers require, we also provide training with the perspective of cultivating motivational growth among the employees of our customers. Especially in Diversity Training and Outdoor Training your employees will gain revelation in seeing new aspects of their ways of living and creating good human relations, so as to achieve high motivational results.

Textbook and manual authoring

According to our customers' expectations, UD Japan is able to author training materials which specialize in one area, or cover multiple disciplines.

Renewal

We are also able to provide updating and modification to our customers' existing training materials.

Confidentiality

Our company provides all aspects of training creation ourselves, whether planning, authoring, editing, proofreading or design, etc... We provide the most suitable environment for the creation of confidential intra-office educational tools.

Original training material

In accordance to the business contents of our customers, we author original textbooks which contain the real-life strategies and methods extracted from our gathered materials.

Assessment

Here at UD Japan, we have created original general knowledge and essay questions, plus respective marking scheme, to help our customers in promotion, recruitment, and ability development related decision making. We could also create all rounded proposals, from assessment policy planning and design to results extraction and general evaluation.

Thesis Examination

We provide consistent support services, from planning to evaluation, to thesis examinations which helps in promotion and recruitment decision making.

Case Study

We provide consistent support services, from question creation to grading, to case study examinations which helps in promotion, recruitment and ability development related decision making.

General Knowledge

We provide consistent support services, from question creation to grading, to general knowledge examinations which helps in promotion and recruitment decision making.

Support for promoting the employment of disabled people

Whether for disabled people or socially-unwelcomed people, it is important for us to recognize their different characteristics comparing with us, on top of which to understand how to work together, and how to achieve good communication with them, so as to help them develop their abilities.

UD Japan helps stimulate the consciousness reform for both the side of the employer and the side of the employee, propagate knowledge, and nurture each and every disabled employee into the talent that the company requires.

It is important to understand their special characteristics and draw out their maximum ability

The promotion of the employment of disabled people ties the enterprise and employee's ability development together

Here at UD Japan, we believe that tying enterprise and employee's ability development together is an extra advantage that employing disabled people could generate. Currently various sides of the society demand enterprises to promote diversity and normalization. To fulfill these demands, the promotion of employment for disabled people is not omissible. For senior citizens, disabled people, and other people with special characteristics, we provide advices linking to ability development on how they could "Sit side by side and work together", naturally acquiring the sense of diversity, and creating superior environment.

The employment is not the end but the beginning of further talent development

Many cases of employing disabled people failed because the employer promote employment of disabled people only to fulfill the legal disabled people employment rate requirement.

If the employer side did not put in order the knowledge and conditions for the disabled people to establish themselves steadily, drop out rate will become high.

For the employment of disabled people, developing and practically applying each and every disabled employee's ability is of great importance. Regardless of whether a person has disability or not, it is essential for the person to receive appropriate education accordingly and positively utilize his or her ability.



Case Study Disabled people employment promotion support course

- It is not only for human resource department or the recruitment officer. It would be optimum that the receiving department's department manager, section manager and member colleagues could attend the course as a preparation before receiving the disabled new employee into the department.
- To deepen the understanding and achieve quality study with the feel of actual scene, which attendees would not be tired of, our case studies always unfold along a central story.
- Concerning the concept of "Exceptional Subsidiary" currently receiving attention, its procedure of establishment and present condition are introduced in a separate special edition book.

Teaching materials



T Training on employment of disabled people

Among more and more diversified enterprise environment, UD Japan conducts training with the aim of nurturing talents able to utilize their abilities through

collaboration with various people, whether with or without disability. The training content can be customized according to your expectations.

Training on promotion of employment of disabled people and their ability development

This training is targeted at the human recourse management department, recruitment officers, and actual workplace leaders. It covers knowledge and environment preparation for the promotion of disabled people employment, method consideration for the ability nurturing and development of employees with disability.

Training of hearing impaired people

For hearing impaired people, communication through their own eyes becomes a very important point, which is why the training method requires time-consuming effort in consideration. Training by the means of sign language, or training through visual methods could improve training content retention rate by a few times.

Communication Training

Our basic training on work and communication is to help employees with disability to be able to work independently.

Support Practical Study

Experience through practical study the support methods for employees with various disability, such as sense of vision, sense of hearing, and wheelchair usage, etc...

Diversity communication Training

To understand diversity from the bottom of our hearts, the attendees of this training will conduct communication with lecturers with various disabilities. From the point of view that disability is not something that is abnormal, this is the time when we can ask frankly questions we normally would not ask, so that we could understand how disabled people are different from us, realizing their special abilities and inconveniences. Attendees experience training in the form of group work in 4 separate rooms: Sound (to understand hearing impaired people), light (to understand visually impaired people), movement (to understand people with limb immobility), experience (support practical study).

The Recruitment Support and IT Training of Microsoft

At Microsoft Inc, with promotion of employment of disabled people and social support in mind, from 2007 the company has introduced "IT Learning Program", aimed at drawing out the fullest potential of disabled people and nurturing them into active specialists in the IT industry. For one year, the disabled person receives training on skills that is popularly used in the IT industry in the capacity of an IT Engineer, while being employed as a contract employee.

UD Japan could provide services at any time, including mental management services for all the recruited disabled people who are receiving training.

At the same time, we also provide the training for existing company employees, to change their views on the values of employing disabled people, and to revolutionarily improve the consciousness of promoting such employment.



Introduction to Publication

Based on our impressive track record of more than 20 years experience planning and making single volume books, UD Japan has become a registered publisher of the Japan Book Publishers Association, with the rights to sell its publications at regular bookstores, since February 1999. The field of publication is business books aimed at enterprise readers, normal development books taking

the outlook of low birth rate aging society in consideration, and books on topics such as universal design, employment of disabled people, and event relations, etc... Also, since incorporation, we have worked on single volume books at the request of administrative organizations and others, and self-financed books or photo collections by enterprises and individuals.

“Universal Sign Language” Series helps to get in touch with and learn sign language through fresh view points

Universal sign language series breaks the boundary between audible people and hearing impaired people, to communicate the charm of sign language to more people. UD Japan believes that the way of thinking in this book series is also a case of Universal Design.



Series 1 Sign language from age 0

Childcare and sign language books become one. Using sign language, it is possible to communicate with children at age 0, who are still not able to speak. Through this volume, the stress of childcare gets reduced for mothers and children get to playfully use their hands.



Series 2 More joyful diving using sign language

This volume allows communication of feelings using sign language in the sea. "What is the name of that fish?" "Be calm and advance slowly". Those instant feelings being able to be communicated at that moment makes diving more joyful.



Series 3 Company sign language - Study basic working sign language

This volume adds business sign language vocabularies used in topics such as work regulations and objectives management, employment guide, and recruitment guide for human resource department. Business terminologies and business foundation are taught in this book as well.

Employment of disabled people, special case subsidiary with actual understanding from the Professor Makoto Hata's series

This volume looks at the standpoint of both the disabled people and the employers, discusses how to deal with the reality of employment of disabled people. The kindness when relating with people is conveyed in this volume. This book is an effort to help human resource management practitioners in employing disabled people.



Series 1 Manual for establishment of Exceptional Subsidiary Verification of advantages and disadvantages

This volume covers the necessary procedures and preparation for the establishment of Exceptional Subsidiary. It also looks at troubling problems and explains solutions in great depth using real cases.



Series 2 Operation manual for Exceptional Subsidiary Create organization that can produce value

How to provide management for Exceptional Subsidiary ... Establishing a Exceptional Subsidiary with so much trouble, it cannot become dependent to the parent company. What is necessary to create a company that is able to generate profit? This volume focuses on the future tasks and solutions.



Series 3 Quick guidebook for employment of disabled people This volume covers all sides of employment of disabled people

This volume presents 119 questions and inquires related to employment of disabled people in the form of Q&A. Using easy to understand explanations, it gives answers to the problems you have met with before, from the view point of the actual site. The answers you seek can be found in this volume.

Other publications

“Effective Presentation”

No matter to whom you are presenting to, this book introduces easily understandable presentation methods for interesting and easy communication. The author's effort can shine through the attractiveness of the design.



Can we change our old way of ...? Refresh using RIV rules

This book includes methods of handling feelings, and hints on living, which the author gathered through hard work at mental health actual location. It does not use psychology terminologies and is easily understandable.



Why do we have universal event?

This book proposes “Universal Event”, which everybody can participate together, establishing a new event concept and methodology.



Self-financed publication

For self-financed publication, we make books with new idea and individuality, according to our customer's budget. We patiently converse, sharing professional advices with our customers, to help produce superior quality books.



The birth of “Sign language from Age 0”

First volume of Universal Sign Language series - “Sign language from age 0” was born from the passionate thinking of a new recruit of UD Japan. Now let us introduce the ups and downs of the production of this book.



Our first encounter with sign language

Sign language is a wonderful language. It is used by people who could not hear during conversation. Even in noisy environment or from a distance it is still understandable. We at the universal sign language editorial department realized that sign language is a language with unbelievable possibility ever since our first encounter with it.



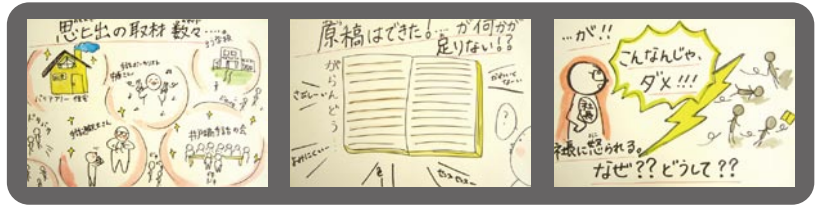
Persuading the company

MS. N had a brilliant idea. “If using sign language, it must be possible for us to communicate with 0 year old children who are still not able to speak (It must be!)”. This idea accelerated in her mind. “I want to make such books!” That was why she entered UD Japan, a company in the publication business. However, she never imagined the hardship she would be facing ahead.



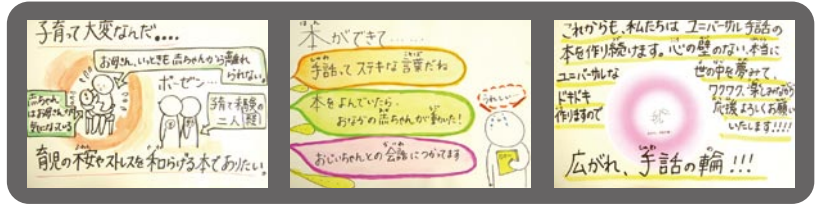
The Anecdotes of First edition

After obtaining permission from the company, everything is ready to go. MS. N and MS. S who was her senior worker went to gather materials from various places. They believed that this book is not a textbook for sign language, but a book introducing the ideas and voices of those people who are using sign language, effectively connecting sign language with people. They also decided that the title should be “Sign language from age 0”.



The Emotional Completion

“This book will help communication during child upbringing”. Many view points of people who are raising children were also included in the original script by the time of its completion. Finally the CEO gave OK for this book. After that various people worked very hard and the book gets published. She listened to many people's feedbacks. MS. N feels that our books are able to enlighten people for vivid living. From now on, she will still continue working hard.



Advice on employment of disabled people

To create a comfortable working environment at the site of employment of disabled people, efforts have to be made at both the human side and the equipment side.

What kinds of efforts are needed? What kinds of things are inconvenient? Realization is the first step of improvement.

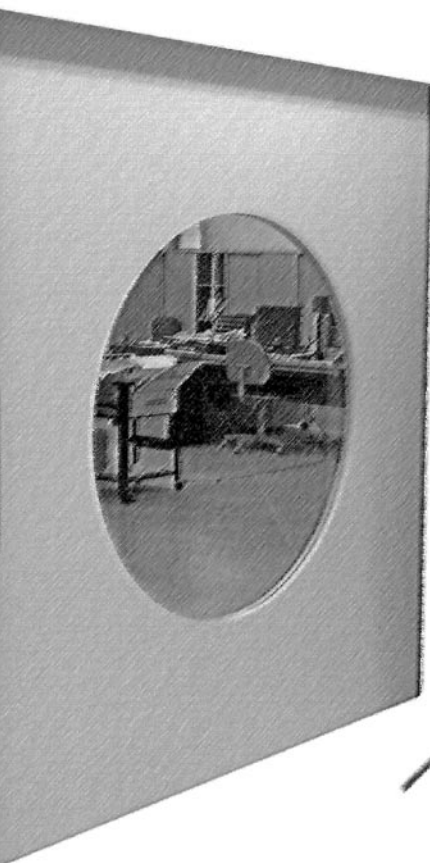
Ordinary-looking meeting scenery is actually kind to everybody with efforts here and there!

Meeting table's extra space for wheelchair is one example. Speaking should be done one person at a time, starting from introducing your own name for people with visual impairment. Notes taken during the actual meeting will be the meeting minutes. In order to understand the content of the meeting through seeing with eyes, the white board should be actively used... Through these various trifling things, the meeting could be transformed into something that is meaningful where everybody can participate.



Doors with transparent windows can be seen through!
What becomes convenient?

People may bump into each other, if they cannot see the opposite side of the door when opening it. The convenience of not having collision benefits everybody. On top of that, such kind of doors are very convenient to people who cannot see, people who cannot hear, people in wheelchair, and various people with other characteristics.



Advice on workplace improvement
Full of ideas!

- Professor Makoto Hata's Series
- Correspondence course for promotion of employment of disabled people