



# Home for any situation: accessible and universal homes

How Access4you® Home certification and trademark help the design, promotion and sale of accessible homes







# What does accessible home mean?

An accessible home is a property that has built-in solutions to facilitate the daily lives and mobility of tenants or owners with special needs, including people with disabilities.

# The problem



01

There are only few barrier-free buildings and homes, and no information on their accessibility is available.

02

Many decision makers think that barrier-free real estates and apartments are not worth creating because there is no demand for it.

03

There is no common language and knowledge about accessibility, which leads to misinformation based on self-declaration.

# The need

People with special needs are considered to be the largest minority group in the world.

15%

15% of the world's population is people with special needs: this means 120 million people in Europe and 1.2 billion on Earth.

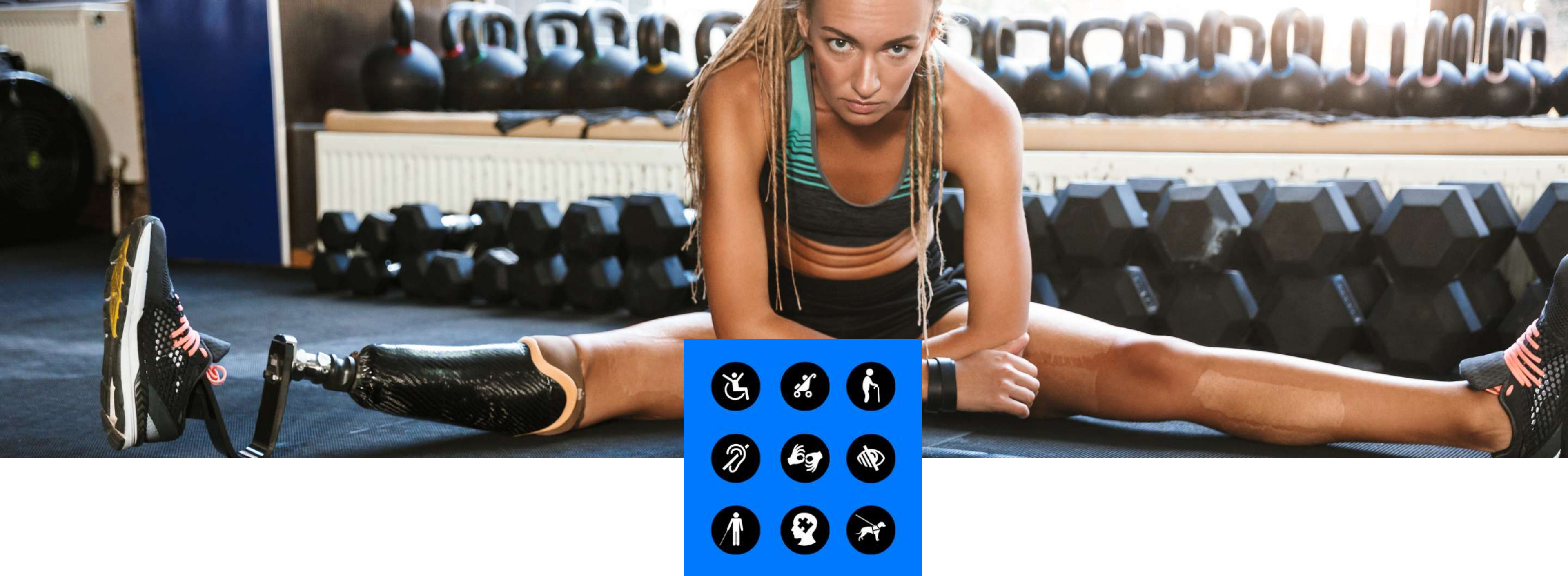
60%

It is estimated that there is a 60% chance that a person with functional impairment will live in any new home during their lifetime.

91%

91% of homes do not provide even the lowest level of barrier-free access to their tenants and owners.





## Who are people with special needs?

People with special needs are wheelchair users, people with reduced mobility, people with strollers and/or young children, the Elderly, people with reduced mobility, the Deaf and the Hard of hearing, the Blind and Visually impaired, people with cognitive impairment and people with assistance dogs.



# Anyone might have special needs one day

Accessibility is not only important in the lives of people with disabilities, it can affect any person who is temporarily or permanently disabled. May it be a temporary change in mobility caused by an accident, or driving a stroller, but it can also be a difficulty due to age.







# Population ageing

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- The population of developed countries is ageing fast.
- "The challenge for the future is to ensure that people everywhere can grow old with security and dignity and that they can continue to participate in social life as citizens with full rights. " (United Nations, World Population Ageing 1950-2050, Population Division)
- One in five (22%) adults aged 65-69 needs help with one or more activities in their daily lives (daily hygiene routines, cooking, transport).
- More than 90% of the Elderly prefer to live in their own home than in a specialized house or care home. This is because most people want to stay in their own environment and community for as long as possible.

This is why it is important to create accessible and universal homes in the long run.



# We were looking for a home - one story out of many

Balázs Berecz /Access4you founder & CEO, wheelchair user for 16 years

"As a young couple, my wife and I were looking for a home in Budapest. We both had steady income, our dream was just an accessible apartment. After many failures, the real estate agent called us one day that he had found an apartment that had been waiting just for us. He took us to visit the apartment on the fifth floor - and there was only elevator until the fourth. "



# Why is it worth for an investor to build accessible homes?

## Market advantage

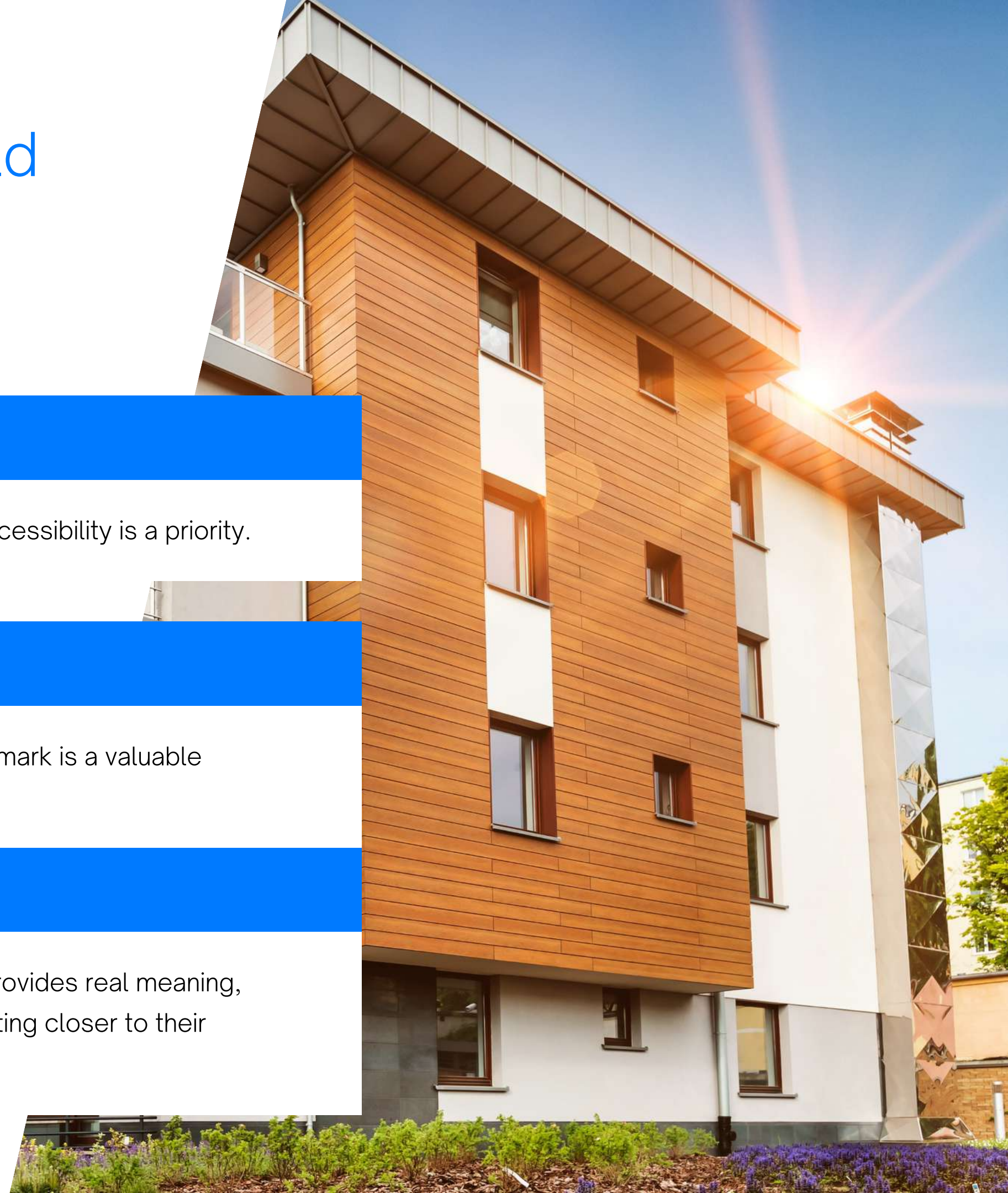
Businesses can provide apartments and real estates to customers for whom a accessibility is a priority.

## Increase in property value

The ownership of an accessible real estate guaranteed by the Access4you trademark is a valuable investment for first and subsequent owners as well.

## Powerful CSR and ESG tool

Accessibility and the Access4you certification and trademark is a CSR tool that provides real meaning, allowing businesses to differentiate themselves from their competitors, while getting closer to their sustainability and ESG goals.



# Sustainable Development Goals 2030



The Sustainable Development Goals (SDGs) consist of 17 integrated and interlinked goals aimed at eradicating poverty and inequality, protecting the planet and ensuring that humanity enjoys peace and prosperity everywhere by 2030.

Businesses synergistically contribute to a number of SDG objectives by creating universal environments, certified by the Access4you trademark.





# Economic, social and environmental sustainability

## **Autonomy**

For people with special needs, accessibility provides independence, not only in their own lives, but also in the lives of their family members.

## **Economic and social gains**

Autonomy and independence contribute to the long-term active role of people with special needs as consumers in the economy. Thus, accessibility is also an investment in the future of the economic cycle.

## **Creating value for the future**

Universal design adapts to diverse use for the long term, thus, it helps to avoid the environmental impact of changes and reconstructions.





# How does Access4you® help create accessible homes?

- Complex technical content and professional support
- Aspects of 9 stakeholder groups with special needs
- Trademark certification
- Communication and information for users with special needs





# Plan audit

Based on the design documentation, we examine which special needs groups the property will be accessible for, according to the Access4you rating and certification system.

## Complex survey

We examine the design documentation, and the planned project will receive a basic, bronze, silver or gold rating, according to the Access4you rating and certification system.

## Development suggestions

We recommend solutions to further improve accessibility.

## Accessibility support

Our rehabilitation professionals provide support throughout the project.

# Access4you® Home

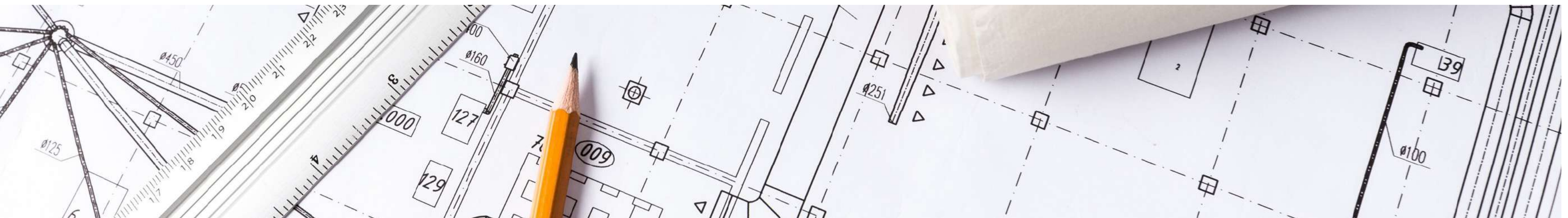


## Survey and assessment

We examine the design documentation, on the basis of which the planned project is given a basic, bronze, silver, gold classification according to the Access4you rating and certification system.

## Certification

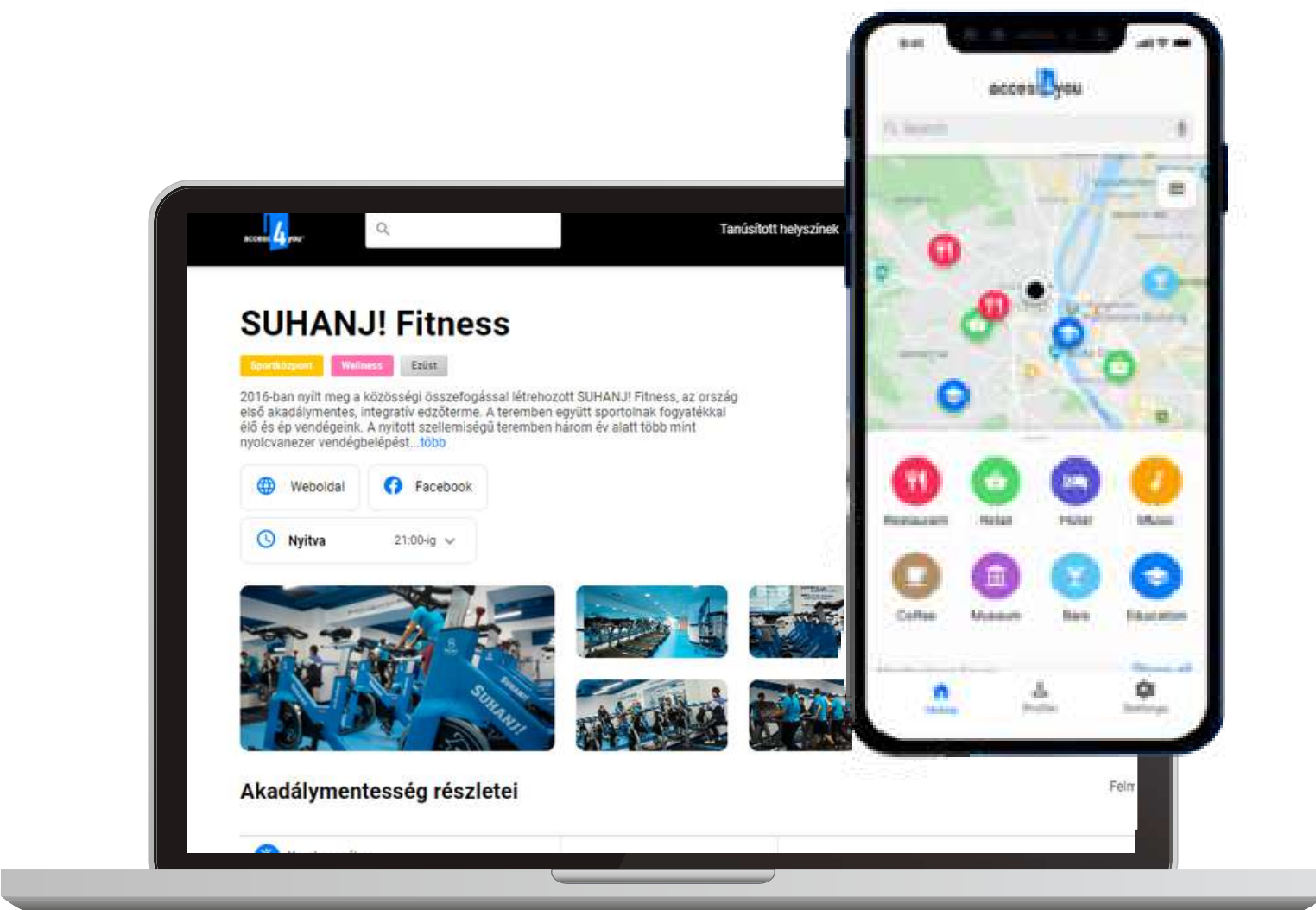
The project will receive a certificate on the result of the survey, which will provide an opportunity to communicate the future use of the European certification mark access4you, and to support sales activities.





# Access4you® Home

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## Digital channels

On our website and in the Access4you application, a site profile is available for each certified project under construction, with project qualification and visual designs.

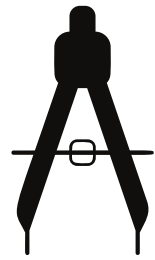
## Communications

Through our own channels and with the involvement of our media partners, we report on the acquisition of the certificate, ie the commitment of your organization to social integration and equal opportunities.



# Access4you® Design service fee elements

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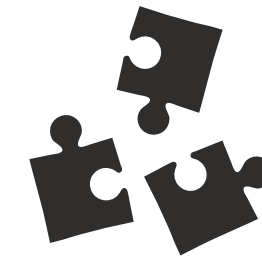
## Plan audit

Review of the design documentation and preparation of the audit report, which also includes suggestions for development.



## Certificate

Certification and communication of projects in the design and construction phase.



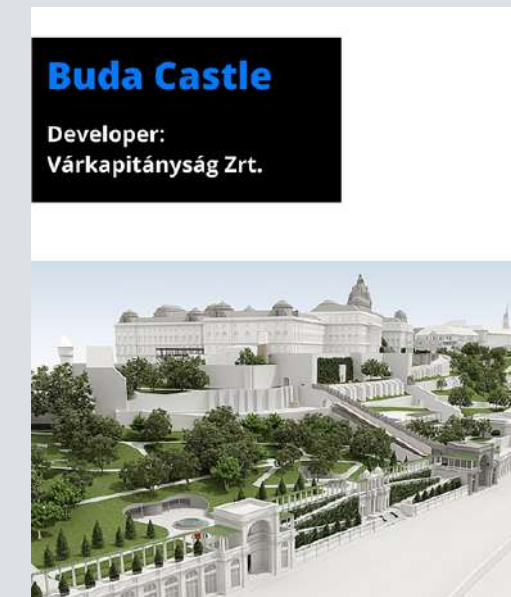
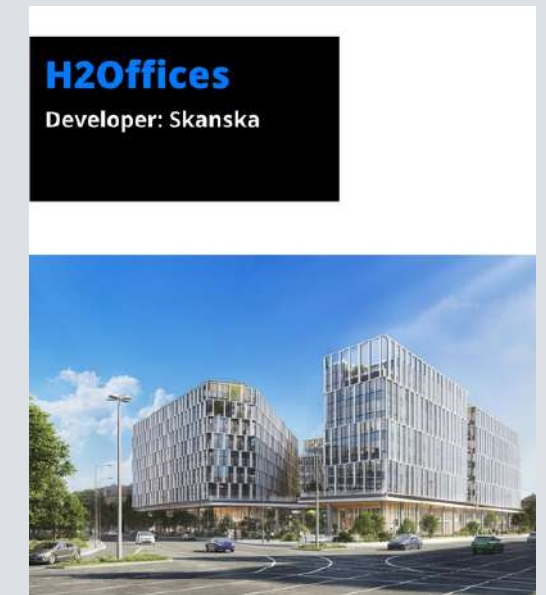
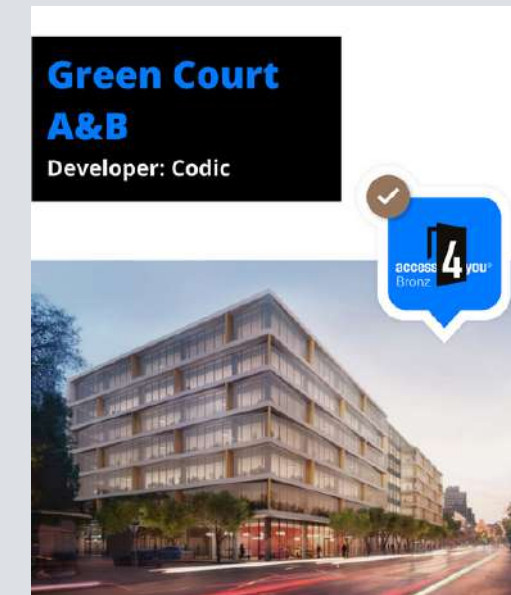
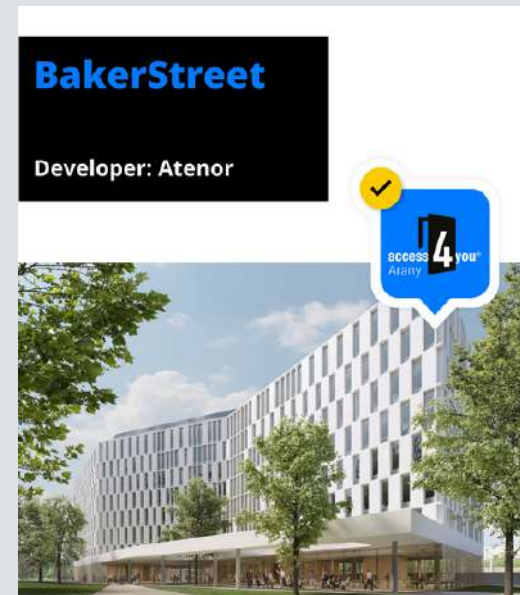
## Site specifics

The fee for survey, certification and trademark use depends on the floor area of the property and, in the case of multiple locations, the number of properties.



# Access4you® Design & Building references

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# About us

Our vision is to create an inclusive, sustainable and collaborative social environment.

Our mission is to promote accessibility by encouraging organizations to provide credible and detailed accessibility information and to improve accessibility.





# Meet the team

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**Balázs BERE CZ**  
Founder & CEO



**Tamás MÉRI**  
Co-founder & CBDO



**Zsolt KÁKOSY, MBA, MRICS**  
Partner



**Anna KEPES**  
Head of Operations



**Judit HALMI**  
Brand Manager



**András KUTROVICS**  
Head of Auditing Services



**Róbert KRESCHKA**  
Technical Project  
Manager



**Judit FIDRICH**  
Office Manager

Our team is supported by a network of auditors, UX / UI designers, rehabilitation engineers and developers.



# Contacts



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