

# Research Tender

## Universal Design



Stewart Investors

Universal Design is the creation of an inclusive environment (including any buildings, products, or services within) that can be accessed, understood and used to the greatest extent possible by all people, regardless of age or abilities. Universal design respects user dignity and rights, whilst also often making business sense. It can expand market reach, enhance customer satisfaction, improve reputation, reduce future modification costs, enhance the convenience and usability of products, and potentially minimise litigation risk.

**Purpose:** To understand how well-prepared supermarkets are for the demographic shift towards an aging population (1) and cater to the estimated 16% of the global population living with a significant disability (2). Universal design reaches beyond these groups to their caregivers, families and communities.

**Requirements:** We would like this report to consider the following:

1. Briefly, what is best practice application of the 7 Principles of Universal Design (3), across supermarkets, in relation to their physical environment, role as an employer and service of customers? Approximately 2 pages.
2. Identify supermarkets that are leading in Universal Design.
3. A list of 10 companies will be provided by Stewart Investors. Assess how these companies could better apply Universal Design principles.

**Detours to be avoided:**

- > No longer than 30 pages in length
- > Too much jargon/assessment of global regulations
- > A background on companies and their businesses

**Scope:**

Companies to include: Costco, Walmart, Target, Kroger, Lidl, Walmex, Dino Polska, Jeronimo Martins, Coles and Woolworths Group

(1) By 2050, the world's population of people aged 60yrs or older is expected to double and the number of persons aged 80yrs or older is expected to triple. <https://www.who.int/news-room/fact-sheets/detail/ageing-and-health>

- (2) An estimated 16% of the global population is living with a significant disability, this number is growing because of an increase in noncommunicable diseases and people living longer. <https://www.who.int/news-room/fact-sheets/detail/disability-and-health>
- (3) <https://universaldesign.ie/about-universal-design/the-7-principles>

### **Tender specifics:**

Please submit a proposal by email to [GSIResearchManagement@stewartinvestors.com](mailto:GSIResearchManagement@stewartinvestors.com) on how you would conduct this research, over what timeframe and for what price. In principle we support making your research report more widely available, however we reserve the right to prohibit, or place restrictions, on such circulation if we believe that is appropriate.

**Closing date for application: Friday 8<sup>th</sup> of November 2024**

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