



Disability awareness raising: Luis Miguel Redondo, paralympic athlete, plays wheelchair basketball with a team of students at a schoolyard in Spain, as a part of Adecco Foundation's Ability School Day programme.



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Member news

Adecco Foundation in Spain: Removing stereotypes for today and for tomorrow

Many businesses realize that hiring the most talented also means creating a more diverse workforce, focusing on people's skills and ability, regardless of their gender, ethnic origins, social conditions and, of course, disability. Nevertheless, negative and stereotypical attitudes are a well-known barrier people with disabilities still face in getting a job. In fact, stereotypes are at the roots of discrimination, not only in employment, but in all grounds.

Prejudice often comes from fear of the unknown and from assumptions based on common ideas received since childhood. In other words, stereotypes are socially constructed and one long-term solution is to address the problem at an early stage.

The Adecco Foundation in Spain developed an awareness raising programme that looks into the future: **Ability School Day** works with the adults of tomorrow to create a more democratic and diverse labour market. The main idea is to teach attitudes of tolerance and respect from an early age by bringing professional athletes with disabilities to primary

schools in Spain. Through sport and sharing life experiences, the athletes convey the message that a disability is not necessarily an obstacle in life, instilling a sense of integration in the next generation. Conducted in partnership with European Aeronautic Defence and Space Company, more than 5,000 schoolchildren participated in the project in 2012.

As for the adults of today, the Foundation also works to engage managers and employees in activities such as corporate volunteering to deconstruct stereotypes and fight discrimination. Also in 2012, Adecco Foundation developed 164 volunteer activities with 50 companies, bringing together more than 3,000 volunteer employees and nearly 7,000 people with disabilities.

Accor Thailand wins an award for supporting persons with disabilities with job opportunities

Thailand's Ministry of Social Development and Human Security has recognized Accor Thailand as an "Outstanding company in supporting persons with disabilities", citing Accor's initiatives and efforts in employing persons with disabilities in its hotel network. Accor Thailand's HR department has worked closely with non-profit organizations and held several workshops to better understand the needs and wishes of people with disabilities concerning improving

the working environment in the hotels – to become more accessible employers for persons with disabilities.

Accor's inclusive practice served as an example during a workshop organized by the National Office for Empowerment of Persons with Disabilities (NEP) on January 23, 2013. Accor joined as a guest speaker and shared its experiences in hiring persons with disabilities. The objective of the workshop was to provide knowledge and understanding of persons with disabilities, their rights, and to disseminate the concept of equality.

The ILO and Bangladesh Employers Federation: a strategy for disability inclusion in Technical and Vocational Education and Training

The Bangladeshi National Skills Development Council Secretariat (NSDC), the Government of Bangladesh and the ILO Dhaka Technical and Vocational Education and Training Reform Project recently took the initiative to develop a national strategy for the inclusion of persons with disabilities in Technical and Vocational Education and Training (TVET). The **Bangladesh Employers' Federation** (BEF) is among the members of the informal Working Group on Disability Inclusion in TVET, along with key stakeholders from all relevant government ministries and departments.

The ILO TVET Reform Project in Bangladesh has a strong link to the government and private sector, and most of the work conducted by the ILO in this project is disability inclusive. In addition to the inclusion of disability in the national training policy, direct results of the project also include the actual implementation of the policy with disabled persons in training classes and getting hired by companies.

Managing disability inclusion in France Telecom Orange

At Orange, the promotion of disability inclusion also focuses on developing the capacity of the

managers in the company to better understand disability issues and to implement their disability inclusion programme. Therefore, the company has developed two internal programmes – "**I manage people with disabilities**" and "**Handimangement**" – to assist their managers to better carry out the programme in practice and to support their disabled employees.

"**I manage people with disabilities**" is a one-day training programme for managers, designed to raise awareness regarding all aspects and means of introducing and including disabled people into the company. During the second semester of 2012, 12 training sessions were organised, attended by more than 100 managers.

"**Handimangement**" is a programme developed by Orange in partnership with the French training company Companieros. The programme taps into the knowledge of experienced managers who share their know-how with each other. The participants are awarded with the label "Handi Manager", that attests of changes in attitude and managerial behaviour towards disability and inclusion of disabled people in the company. Today, Orange has approximately 600 "Handi Managers" globally.

"With the internal Handimangement training, we wish to create a ripple effect across our management", says Laurent Depond, Vice President of Group Diversity, "the goal is to improve integration and the well-being of our teams' disabled employees, by making sure their expectations and needs are better understood within our company."

Brazil: Sodexo | Puras working towards inclusion of people with hearing impairments

Sodexo|Puras launched in February 2013 an internal training video translated in LIBRAS – the Brazilian Sign Language – for all its operational employees on sites in Brazil. For the company, this means a great advance in terms of inclusion of people with disabilities, especially those who are deaf or have a hearing impairment.

Brazilian Business Network for Social Inclusion: growing and moving forward



Joint action: The Brazilian Business Network for Social Inclusion at a workshop held in partnership with public authorities on March 7, 2013

As the business world in Brazil gradually realizes the added value people with disabilities bring, they also come across the many challenges the country faces in making inclusion a reality. Among these challenges, finding qualified candidates with disabilities and overcoming overall barriers in accessibility – both in infrastructure and education, are challenges that call upon joint action.

In May 2012, several companies in Brazil led by **Serasa Experian** launched the Brazilian **Business Network for Social Inclusion** (Rede Empresarial de Inclusão Social). One year later, the initiative has taken off: The network's 50 member companies meet monthly, and its steering committee of 11 companies meets on a weekly basis.

In Addition to Serasa Experian, ILO Network members

Accenture, Accor, Ernst & Young, IBM, Novartis and Sodexo are among the members of the "Rede", which also includes other multinationals such as Siemens and Hewlett-Packard, and Brazilian giants such as Grupo Pão de Açúcar and Natura.

Member companies of the Brazilian network debate and share experiences and difficulties encountered in hiring and training persons with disabilities, actively engaging in involving government authorities. Last March 2013, together with the Municipal Secretariat of People with Disabilities and Reduced Mobility of the city of São Paulo, the "Rede" held a workshop to seek solutions and push for public policies that help the Network include an ever increasing number of people with disabilities in the Brazilian labour market.

Safety in emergency evacuations at IBM India: teaming up for the best solutions

Emergencies may occur at anytime and anywhere. So how can a company ensure order and efficiency in such a situation, especially when it involves persons with disabilities? When evaluating their Safe Evacuation Process for employees with disabilities during an emergency situation, staff at IBM India concluded that the most practical solution, especially for employees using wheelchairs, is to team up and carry their disabled colleagues downstairs to the assembly area.

To avoid confusion during an emergency, managers www.businessanddisability.org

were asked to assign two "buddies" – primary and secondary – from the same work location for all employees with disabilities in their team. Buddies along with other colleagues will ensure a safe evacuation of all colleagues with disabilities from their building in case of an emergency.

Sodexo: Going beyond the quota in Poland

Sodexo Poland announced that in January 2013 the company had exceeded the quota of 6 per cent employment rate for people with disabilities. The company also aims to apply for the National Disabled Persons Rehabilitation Fund (PFRON) to co-fund positions for people with disabilities.

Network news

Webinar on Web Accessibility: The Benefits for Business

On February 12, 2013, the Network held a webinar on web accessibility held in partnership with the United Nations Global Compact and G3ict, the advocacy initiative of the United Nations Global Alliance for ICT and Development. The webinar featured examples from companies on their efforts to assure the accessibility of their web content.

Shadi Abou-Zahra, Activity Lead at the WAI International Program Office of the **World Wide Web Consortium (W3C)** showed key examples and case studies of companies, and how web accessibility has helped to realize benefits at many levels.

Claire Gilioli-Guillemin, Accessibility Delivery Manager at **Orange France Telecom**, shared the efforts the company has undertaken to increase the accessibility of their products, content, and internal Information System.

Nicola Palmarini, Marketing Manager and Director of the European Human Centric Solutions Center at **IBM**, gave an overview of key trends that are leading to an even greater need to provide accessible products and services.

A live transcription of the webinar was provided to facilitate communication accessibility. The recording of the webinar can be viewed at the UN Global Compact website at http://www.unglobalcompact.org/Issues/Labour/webinar_series.html

Featured article: “Web Accessibility – Good for society, good for business”

Excerpts from the article featured on the ILO website on March 11, 2013

GENEVA (ILO News) - For most of us, surfing the Web has become almost second nature. But for millions of people with disabilities, the Internet remains inhospitable territory.

This does not need to be so.

Huge strides have been made in technologies that help provide web accessibility for everyone. And many of the major companies that have adapted their websites say it was well worth the effort, in terms of good publicity, increased web traffic and, on many occasions, additional profits.

An accessible website is often the easiest way to do business with people with disabilities – for example, those who find it difficult to get to a physical store or cannot read printed material.

This is a huge potential market, considering that about one billion persons worldwide live with a disability.

Despite recent advances, there is still a long way to go before the Internet becomes a truly accessible place for everyone. A study conducted by Microsoft Research in 2003, showed that 57 per cent of US computer users in the 18 to 64 age group, or over 74 million people, were likely to benefit from accessible technology.

“Having accessible websites creates a level playing field for people with disabilities when it comes to information access, job-finding, social interaction and access to the marketplace --- to name a few crucial areas of online participation,” says Debra Perry, Senior Specialist in Disability Inclusion at the ILO. “Through accessible websites, companies demonstrate their commitment to equality and their understanding of the business case for accessibility in all realms.”

For Nicola Palmarini, Europe Director of IBM’s Human Centric Solutions team, accessibility is not just about profits or the law. “The web is very much embedded in our daily lives. Making it accessible is like making our lives accessible.”

And it should not be an afterthought. “It’s not a tool you add on, it’s something that has to be embedded right from the start.

For the full article, please visit: http://www.ilo.org/global/about-the-ilo/newsroom/features/WCMS_206049/lang--en/index.htm



Sixth Network regional meeting held in Singapore

The sixth regional meeting of the Network was hosted by the Enabling Employers Network (EEN) of the Singapore National Employers Federation (SNEF) in Singapore on January 11, 2013. The full day Network meeting was attended by 69 participants, from the ILO Global Business and Disability Network, and from the EEN. The meeting consisted of welcoming remarks by the host Enabling Employers Network (EEN) of the, the ILO and Disabled People's Association (DPA), followed by an ILO presentation to introduce the Network and give a general overview of disability inclusion issues. This was followed by presentations from eight companies, as well as three resource groups from the region.

In his opening remarks, Mr. Shantha de Silva, Chairman of the EEN, stressed the importance for companies to provide meaningful careers for persons with disabilities, and reminded the participants that more and more employers have not only started to hire persons with disabilities, but also to recognize that persons with disabilities are productive employees. The key strategy of the EEN is to, through its members, create a more inclusive society by

promoting employment opportunities for persons with disabilities, share good practices, engage employers in hiring persons with disabilities, and focus on creating sustainable jobs for persons with disabilities.

Debra Perry, Senior Specialist in Disability Inclusion at the ILO, set the stage for the discussions of the meeting by describing why companies hire persons with disabilities. She also presented the focus areas of the Network, namely the business and human rights cases for hiring people with disabilities.

The company presentations on business cases on hiring persons with disabilities were delivered by **Holiday Inn Singapore, IBM, Telenor, Standard Chartered, CEVA Logistics, Novartis, Genashtim Innovative Learning, and KPMG**. The Resource Group Presentations were delivered by **EEN, Disabled Persons International Asia Pacific (DPI/AP), and the National Council of Social Service in Singapore (NCSS)**.

In the afternoon, five separate roundtable discussions focussed on 1) managing persons with disabilities at a workplace; 2) access to employment, and major obstacles faced by persons with disabilities in finding employment; 3) the way in which the ILO could support the national employers' networks; 4) partnerships between the participating organizations; and 4) the legislative environment on hiring persons with disabilities.

Prior to the regional meeting in Singapore two optional site visits were organised for the meeting participants to learn about training and hiring of persons with disabilities of two different employers. Both employers are part of the Enabling Employers Network's (EEN) Centre for Training and Integration



(CII) programme for disabled persons. The EEN works in collaboration with public and private sectors, and these Centres provide industry specific skills training in the companies' real work environments.

At **Holiday Inn Singapore Orchard City** the participants were introduced to the hotel's training programme for disabled persons. The participants had the opportunity to discuss with the trainees and their supervisors on the traineeship experiences, and visit all units of the training programme: the customer service centre, housekeeping unit, and the kitchen.

The second Centre for Training and Integration site visit was to **Eureka Call Centre Systems** where the participants were introduced to the development of business processes and workplace environment to better accommodate persons with disabilities. It was emphasized that by creating a more inclusive and positive work environment for persons with disabilities, the enterprise has more motivated employees, who also perform as efficiently as nondisabled call centre employees. The trainees and employees with disabilities perform beyond the expected key performance indicators.



Upcoming Network event

Save the date : Network regional meeting and EASPD conference in Istanbul, Turkey, in September

The Network will hold its next regional meeting on September 26, 2013, in Istanbul, Turkey. The Network regional meeting will be hosted by the Turkish Confederation of Employer Associations (TISK), and organised in collaboration with the European Association of Service Providers for Persons with Disabilities (EASPD). In addition, on 27-28 September, 2013, EASPD will be holding a conference on 'Employment of persons with disabilities: Raising awareness and employment opportunities' co-organized by the Ministry of Family and Social Policy of Turkey. The conference will tackle the main challenges preventing people with disabilities from enjoying fully their right to work: legislative frameworks, discriminatory attitudes and lack of adequate support schemes. The topics will be discussed by multi-stakeholder panels composed of persons with disabilities, policy makers, representatives of employees and employers, authorities and support providers.

In preparation for the conference, EASPD is currently inviting companies and organizations to participate in the contest for the "EASPD Employment for All Award". Representatives of the organizing partners of the conference will nominate three best practices, models, methods or tools for the award.

More information about the award and how to apply is available on EASP's website at www.easpd.org

Featured resources

Welcoming Customers with Disability: A guide by the Australian Network on Disability

The Australian Network on Disability's third edition of the guide "Welcoming Customers with Disability" was launched in January 2013, and is a resource for equipping customer service staff with the necessary confidence and skills to respond effectively to customers with disabilities. It was designed to assist customer service professionals to meet the business goals of Australian organizations. It also provides information on the simple ways that businesses can improve their accessibility (including assistive technologies). The book contains communication and etiquette essentials, as well tips on how to provide outstanding customer service to customers with any type of disability. The booklet can also be customized for individual organizations.

For more information, please contact info@and.org.au or visit <http://www.and.org.au/pages/welcoming-customers-with-disability.html>

Employers Guide to Assistive Technology by Mada Qatar and Enable Ireland

"Assistive Technology is a tool, not just for new employees with disabilities, but for all employees who wish to maximize their potential at work."

Mada, the Qatar Assistive Technology Center, and Enable Ireland Assistive Technology Service have prepared a free guide to assistive technology for employers. The guide can be accessed at: <http://mada.org.qa/resourcecenter/en/factsheets.htm>