AWARENESS 4CHANGE

Co-funded by the Erasmus+ Programme of the European Union

How to change minds

- MODULE V -

Description of the module

- **Goals**: share good practices on hiring people with disabilities; present and promote networking among companies working with people with disabilities; for those who want to work with them to support and spread access to inclusive work

- **Challenge**: to design an employability promotion campaign for people with disabilities with the support of the manager or recruiter from your own organization

Learning Objectives

- promote successful stories of companies hiring PwD
- promote the inclusion of PwD in work contexts
- Develop competencies to improve the employment of PwD
- Increased understanding of the methods of inclusion in the labour market for PwD
- Increased understanding and knowledge of hiring and retention methods of PwD
- Understand the advantages and disadvantages of hiring PwD based on other companies' examples

**PwD - People with Disabilities*

European Context

- Despite the progress at the policy level, PwD are still facing challenges in terms of insertion on the labour market, especially in the light of the COVID-19 pandemic

- Eurostat statistics show that the employment rate of people with disabilities remains below that of people without disabilities (50.8% compared with 75%) pointing to the risk of people with disabilities being stuck in long-term unemployment and struggling to access the labour market (Eurofund, 2021)

- It is vital not only to create inclusive work environments, but to increase awareness of their existence to the target audience

- Hiring and retention are at the basis of inclusive employment

Selection of practices for disability employment and inclusion (ILO, 2010):
Policy statements related to non-discrimination and inclusion of disabled persons
Benchmarking activities
Measures to make the workplace, printed materials, the online environment and commercial outlets or distribution points accessible
Employee disability networks
Disability awareness training for management and co-workers
Specific recruitment or community outreach techniques and programmes
Internships, training programmes and mentoring or leadership programmes specifically oriented to people with disabilities
Reasonable accommodation to meet individual needs
Allocation of designated human resource or management staff trained or knowledgeable about work-related disability issues
Policies and practices for business-to-business relationships with entrepreneurs with disabilities.

Good practices

Companies hiring people with disabilities

Walgreens

- Opened a distribution center in 2007 where 30% of employees were people with disabilities
- People with disabilities had fewer incidents/accidents than the non-disabled workers at Walgreens
- Employee turnover of people with disabilities was lower (at half) than the rest of the colleagues

Asperger Informatik AG

- This company employs people with Asperger's syndrome, which is a mild form of autism
- The company tried to minimize stress and pressure by identifying suitable tasks and work processes

Good practices

Companies hiring people with disabilities

Alphapointe

- Alphapointe employs over 120 blind persons, making up more than 50% of the total workforce
- The company positively exploits the opportunity of remote working, as it can be a great integration method of PwD

Accor

- The company created an awareness campaign called #DisabilityStories which included fiver real-life stories of employees and guests with disabilities
- Accor declares that the company provides suitable and adapted solutions for people with disabilities
- Accor focuses on skills, rather than differences. They respect the differences and embrace diversity.

Good practices

Companies hiring people with disabilities

Fairfield Inn & Suites by Marriott Kamloops

- A success story of a prospective employee with Down Syndrome who introduced herself to an employer at a job fair
- Dominique Baird made a positive impression and later on she was hired as a Breakfast Host.
- The company has never worked before with a person with a disability, but giving her a chance, changed their whole perspective on hiring and retention

IBM

- IBM sees the interest of the employee, providing suitable conditions according to the persons' with disabilities needs
- The company organizes training sessions for current employees in order to promote diversity at the workplace
- IBM has a series of internal documents which clearly state a reference on non-discrimination

Good practices

Companies hiring people with disabilities

Manpower

- The company is set to promote diversity and integration of people with disabilities
- Manpower also organizes awareness training sessions for employees, focusing on the inclusion of people with disabilities
- The company has partnerships with community rehabilitation providers at the national and international levels

Microsoft

- Microsoft encourages applications from all people, and when applying for a job, the person can self-identify as a person with a disability. When doing this, an alert is sent to the Disability Inclusion Program Manager, and they will know that there might be a need for accommodation
- A needs assessment is completed, and it involves three actors: the employee, human resources personnel, and the manager

Other disability-friendly employers

- Sodexo
- Cisco Systems
- Ernst & Young
- Aetna
- Procter & Gamble
- KPMG
- Accenture

Job sites and consultancy services for people with disabilities

UK

- Careers with Disabilities enables jobs for disabled people
- Disabled Workers Co-operative advertises job vacancies
- EmployAbility enables opportunities for disabled and dyslexic students
- Evenbreak matches disabled job seekers with employers
- Incluzy is a disability jobs board

Job sites and consultancy services for people with disabilities

Romania

- OLX Romania: has a category which displays job ads for people with disabilities
- Job Direct: a platform for assistance and placement at work for people with disabilities
- Ability Hub: offers free counseling services for disadvantaged individuals

Germany

- Diakonie: is a specialist integration service
- JobVerde: supports people with disabilities in their job search

Job sites and consultancy services for people with disabilities

Portugal

- Valor T: is an employability agency exclusively dedicated to people with disabilities
- CareerJet: has a category offering professional opportunities for people with disabilities

Worldwide

- Podium: offers skilled disabled people freelance opportunities

Disadvantages of NOT hiring PwD

Companies can miss out on skilled workers, who can provide valuable insights to the creation of tailored and suitable products for other PwF (Aichner, 2021)

Lack of alternative approaches to problem-solving (Aichner, 2021)

Causes for not hiring PwD:
lack of knowledge and awareness, prejudices, biases, social barriers resulting from lack of social support (Naraine and Lindsay, 2011; Aichner, 2021)

Additional Resources

Videos

- 3 Reasons why organizations should hire people with disabilities - Emily Munson, TEDxIndianapolis. See here.
- Disability and work: Let’s stop wasting talent - Hannah Barham-Brown, TEDxExeter. See here.
- Employers Rarely Hire People With Disabilities. Here's Why They Should [Insights]. See here.
- The Ability Factor: Employing people with disabilities makes good business sense. See here.

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Co-funded by the Erasmus+ Programme of the European Union

PROJECT PARTNERS:

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fundação afid diferença

ACE-ES România
Asociația Consultanților și Experților în Economie Socială

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