

i can hear

the demands of 600 employees  
who answer to 58 directors  
who answer to 7 group heads  
who answer to me.  
What can you do?

Photo: © IBM



International  
Labour  
Organization

# Newsline

of the ILO Global  
Business and Disability  
Network

[www.businessanddisability.org](http://www.businessanddisability.org)

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## Upcoming Network events

### Southeast Asian regional meeting in Singapore, 11 January 2013

The Network will hold its Southeast Asian regional meeting in Singapore on **Friday, 11 January 2013**. The event will be hosted by the Enabling Employers Network (EEN) at the Holiday Inn Singapore Orchard City Centre.

The event is expected to gather representatives of multinational enterprises, employers' organizations and business networks and disabled persons' organizations for a full day to share experience and best practice around employing men and women with disabilities as well as the challenges they face as employers when creating a more inclusive workplace and society.

In connection to the one-day meeting, optional site visits to the Centres for Training Integration at the Holiday Inn and Eureka Call Centre Systems will also take place on the afternoon of 10 January.

The meeting is open to ILO Global Business and Disability Network members, EEN members as well as Diversity, Human Resources or Corporate Social Responsibility directors of multinational enterprises

who are interested in joining a significant group of business representatives that are promoting the inclusion of people with disabilities in the workplace. For more information about the Singapore meeting, please contact: [businessanddisability@ilo.org](mailto:businessanddisability@ilo.org).



### Information about the Enabling Employers Network (EEN)

The EEN is an alliance of like-minded employers who seek to champion and advance the employment opportunities for people with disabilities in Singapore. The network consists of employers from five industry sectors: cleaning, food and beverages, horticulture, hospitality and services. The Singapore National Employers Federation serves as the secretariat for the EEN. For more information, please visit: [www.jobs-odf.com.sg/Home/EEN.aspx?cid=1](http://www.jobs-odf.com.sg/Home/EEN.aspx?cid=1)

### Webinar on web accessibility

The UN Global Compact, Global Initiative for Inclusive Information and Communication Technologies (G3ict) and the Network will convene a joint webinar on the business case for web accessibility on **12 February 2013**. The webinar will be led by the World Wide Web Consortium – an international community that develops standards to ensure the long-term growth of the Web, including web accessibility – and IBM – a

provider of IT hardware, software and Web application products and pioneer on making information technology accessible. Details of the webinar will be sent out to Network members in early January 2013.

## Past events

### **ILO constituents give support to the Network at the 316<sup>th</sup> Session of the Governing Body**

The Governing Body (GB) is the executive body of the ILO that takes decisions on ILO policy, adopts the draft programme and budget for the organization and decides the agenda for the International Labour Conference.

Between 1-16 November, the 316<sup>th</sup> session of the GB took place in Geneva with *Disability Inclusion* being one of the reports discussed. While referencing the Network, the report put forth as points for discussion the steps that should be taken to “strengthen, expand and promote the financial and operational sustainability” of the Network.

In her statement, Ronnie Goldberg, the employer spokesperson and member of the Network’s Steering Committee, strongly endorsed the proposal and said, “The Network is working because the business case for disability inclusion is compelling and it provides a valuable service to employers”.

Government representatives also supported the Network. For example, the representative of the European Union and its member states recognized the Network as an “excellent example” of a public-private partnership (PPP). This message was reinforced by Sandra Polaski, ILO’s Deputy Director-General who said, “The Network is an innovative way of engaging with the private sector and a model that the ILO can learn from to promote our value”.

Overall, the GB provided an opportunity to showcase the Network to ILO constituents and call for wider Office support to continue to grow the Network.

The report is available in English, French and Spanish at:

[http://www.ilo.org/gb/GBSessions/GB316/pol/WCMS\\_191384/la-ng--en/index.htm](http://www.ilo.org/gb/GBSessions/GB316/pol/WCMS_191384/la-ng--en/index.htm)

A separate report on PPPs was also presented at the November GB where the Network was highlighted as an example of an ILO PPP. The report is also available in English, French and Spanish at:

[http://www.ilo.org/gb/GBSessions/GB316/pol/WCMS\\_191051/la-ng--en/index.htm](http://www.ilo.org/gb/GBSessions/GB316/pol/WCMS_191051/la-ng--en/index.htm)

### **Webinar on employee resource group for people with disabilities: Learning from the experiences of Dow Chemical and Novartis**

The Network has expanded its service delivery by offering periodic webinars that showcase contemporary company practices or focus on a specific topic related to people with disabilities in the workplace. Held on 21 November, the first webinar brought attention to the benefits of establishing an employee resource group (ERG) for people with disabilities.

Led by John Carton, Business Excellence Director, Dow Chemical and Valerie Guertler-Doyle, Head of Diversity and Inclusion Switzerland, Novartis, the webinar was joined by both Network members and non-members from all corners of the world to learn from the models of the two companies, hear their experiences and challenges and understand the next steps to take to successfully establish and run an internal disability affinity group.

While speaking about the Disability Employee Network (DEN) – Dow’s disability ERG established 10 years ago and now expanded into 22 chapters around the globe – John emphasized the vision of DEN success as, “improving the Dow culture by stimulating model leadership behaviour relative to advocacy and hiring of people with disabilities and enhancing the cultural sensitivity and awareness of Dow employees”.

Valerie shared how the newly established Diverseability Support Network at Novartis is driving internal awareness and supporting Novartis associates with disabilities to fully and effectively participate at work as well as the key success factors and potential hurdles of operating an ERG.



David Weir of Great Britain wins the Men's 800m – T54 final on Day 8 of London 2012 Paralympic Games on 6 September 2012 in London, England.

## Members in spotlight

### **Adecco UK & Ireland recruited the most diverse workforce for the London 2012 Olympic and Paralympic Games**

Adecco UK & Ireland, the official recruitment services provider of the Olympic and Paralympic Games in London, met the challenge of providing the people and talent needed to make London 2012 arguably the most inclusive Olympic Games ever.

To hire the 8,000 people, both permanent staff and people for the time of the Games, who had exactly the right skill sets, Adecco UK & Ireland processed 218,000 applications. Sharing the vision of the London Organising Committee of the Olympic and Paralympic Games (LOCOG) to realize the most diverse and inclusive Games, Adecco developed unique recruitment software which tracks dimensions of diversity such as age, ethnicity, faith, gender, sexual orientation and disability.

For candidates with disabilities, Adecco devised a number of programmes to assist the recruitment process, including a guaranteed interview scheme and creating a talent pool of disabled people, not only for LOCOG but also other sponsors and suppliers of London 2012 and beyond. As a result, people with disabilities made up 10 per cent of London 2012's workforce.

Adecco's mission, however, does not end with the close of the Games but continues by improving the future employability of elite athletes through the International Paralympic Committee (IPC) Athlete Career Programme (ACP).

Launched in 2007, the IPC ACP coaches and trains Paralympic athletes around the world to help them successfully make the transition from sport to a new career and also raises awareness within the business community of the unique value that Paralympic athletes can bring to the world of work such as transferable skills and strong personal traits.

During the Paralympic Games in London, the IPC, the IPC Academy and Adecco organized the IPC Academy Inclusion Summit. The Summit addressed inclusion and accessibility, what this means to society, and what the Paralympic Games represent as a catalyst for societal change for people with disabilities.

Adecco's CEO Patrick De Maeseneire said, "It is our goal to eliminate barriers to enable each person to gain access to meaningful employment. Helping people achieve 'better work, better life' is our common purpose and our way to contribute to society every day".

To learn more about the IPC ACP, please visit: <http://athlete.adecco.com> or <http://ar.adecco.com/?id=430> or <http://www.paralympic.org/Athletes> or contact: [lilian.furrer@adecco.com](mailto:lilian.furrer@adecco.com)

## The A.K. Khan and Centre for Rehabilitation of the Paralysed partner to serve people with disabilities in Bangladesh

The A.K. Khan Foundation (AKKF) is a non-profit social welfare organization established under the A.K. Khan Group as part of its corporate social responsibilities work. The Group contributes 30 per cent of its business profits to AKKF to help alleviate poverty and create access to health and education services for disadvantaged people in Bangladesh.

In an effort to extend its outreach to people with disabilities, AKKF partnered with the Centre for the Rehabilitation of the Paralysed (CRP) to build a new facility to offer services related to physiotherapy, occupational therapy, speech & language therapy, vocational training, orthotics and prosthetics to the people of Chittagong. The partnership was timely as CRP is in the process of expanding and decentralizing its holistic rehabilitative services to different parts of Bangladesh.

The International Committee of the Red Cross (ICRC) added a dynamic element to the partnership by providing a prosthetics and orthotics workshop for manufacturing braces and artificial limbs. The A.K. Khan-CRP Chittagong Centre follows CRP's long-standing policy of charging patients based on their ability to pay.

During the inauguration, Salahuddin Kasem Khan, Managing Director, A.K. Khan said, "In Bangladesh where more than 10 per cent of the population is disabled, at minimum, one rehabilitation centre like CRP is needed in every district. We have been able to assist CRP to establish a divisional centre and feel proud to be attached with CRP to serve the humanity. This collaborated effort

will take part in supporting disabled people as well as the country."

AKKF's commitment towards disabled persons was instigated in 2010 when Debra Perry, Senior Specialist in Disability Inclusion, ILO, highlighted the business case for employing people with disabilities during a meeting in Chittagong where AKKF representatives were in attendance. Leaving the meeting, AKKF took immediate action to investigate employment-related services available for people with disabilities. The lack of quality service became soon apparent, leading to AKKF's mission to establish a centre that could meet this much-neglected need.

While the service in Chittagong has been running since February 2011, a newly built facility was inaugurated in October 2012. AKKF contributed land and constructed a 6,300 square foot structure while CRP furnished it with the required therapy devices and now manages the facility.

More information about A.K. Khan's efforts is available at

<http://www.icrc.org/eng/resources/documents/news-release/2012/bangladesh-news-2012-10-02.htm>



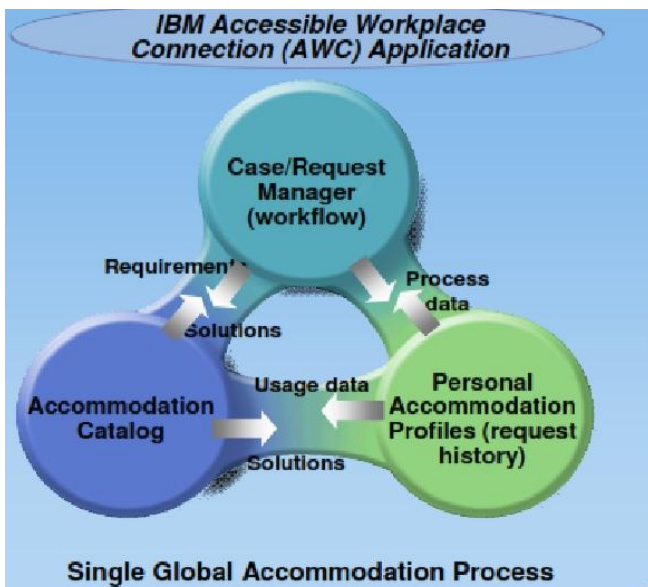
The mayor of Chittagong, Chairman of Chittagong Development Authority, Founder of CRP and AKKF representatives celebrate the inauguration of A.K.Khan-CRP Chittagong Centre.

## IBM’s Accessible Workplace Connection provides a centralized solution to workplace accommodation requests

Reasonable accommodation enables employees to accomplish essential job functions. A simple solution, such as screen magnifiers for people with low vision or screen readers for people who are blind, is critical to improving the performance of employees with disabilities.

In most companies, reasonable accommodation is not an automated, centralized process. Rather requests are submitted through various divisions, such as human resources, employee resource groups or the medical unit. The process may also differ across countries, divisions and line of businesses.

At IBM, Accessible Workplace Connection (AWC) – a central, self-service portal that helps employees manage workplace accommodation requests – helps accommodate IBMers with disabilities, and informs those employees about the tools and policies that exist to assist them do their jobs on an equal footing with their peers.



The tool enables interactive dialog between employees and the IBM teams responsible for providing accommodations, including expert accommodation specialists. An accommodation catalogue allows employees to select the type of accommodation they need. Once a solution is in place, AWC allows individuals to receive on-going support. It

provides a simple way to acquire/support accommodations, tracks whether accommodations are reasonable, comprehensive and effective, helps eliminate confusion, and offers global consistency.

IBM’s effort to provide effective and efficient accommodation through innovation stems from the business case: Employees who are better accommodated have higher productivity and retention rates.

More information about AWC is available at: [www-03.ibm.com/able/accessibility\\_research\\_projects/AWCsolution.html](http://www-03.ibm.com/able/accessibility_research_projects/AWCsolution.html)

## Sodexo celebrates the employment week for people with disabilities in France



In France, the third week of November is period for companies to mobilize their forces in support of workforce disability diversity as they celebrate the National Disability Employment Week.

This year, Sodexo took the opportunity to show their commitment towards disability inclusion at the workplace by being a key supporter of two job fairs for disabled persons. Through the two events, Sodexo recruiters screened about 200 candidates with disabilities and expects to hire a significant percentage of those who have the required skill sets to become technicians, receptionists and kitchen staff.

Internally, one of Sodexo’s supplier, Benefits & Rewards, organized awareness raising activities, such as interactive workshops and plays for its staff with the objective of challenging myths and stereotypes of both visible and non-visible disabilities and

underscoring the business benefits brought by people with disabilities as consumers and clients.

More information is available in French at: [http://fr.sodexo.com/frfr/Images/Communique\\_Sodexo\\_08-11-2012\\_tcm14-660424.pdf](http://fr.sodexo.com/frfr/Images/Communique_Sodexo_08-11-2012_tcm14-660424.pdf)

### Accor launches a new disability diversity awareness raising campaign

In November, Accor rolled out a new disability diversity awareness raising campaign using the slogan: "We welcome diversity on a daily basis and it is embedded in our recruitment plan (Original slogan in French: *Tous les jours, nous accueillons des personnes très différentes. Depuis toujours, nous les recrutons*)".

The campaign is helping to raise awareness among employees as well as Accor's recruitment partners, such as professional hotel schools and apprenticeship training centres, that a diverse workforce, inclusive of those with disabilities, is a core HR strategy for the hospitality group.

Bruno Croiset, Director of Employment and Working Conditions, Accor France said, "This slogan sums up the Group's value around diversity inclusion and

encourages our team to take ownership in including people with disabilities both as employees and as customers".

As part of the campaign, Accor has produced several different flyers that are being distributed at hiring events and orientation workshops for new recruits. For example, the flyer on the bottom left describes that career development opportunities are open to people with disabilities by stating "Inside the hotel, you can take the elevator, the stairs or the ramps. Any career path you choose, your disability will be taken into account". Another flyer (bottom right) shows that Accor is embracing employees with disabilities as key staff members by saying, "Behind the counters, you will hear us saying welcome, willkommen, benvenuti, benvenuto to our clients and our staff who are both people with and without disabilities".

To learn more about Accor's work related to disability, please visit: <http://www.accor.com/en/recruitment-and-careers/a-responsible-company/diversity.html>



Tous les jours, nous accueillons des personnes très différentes. Depuis toujours, nous les recrutons.

Votre handicap n'effacera jamais votre talent. Chez Accor, nous recrutons des femmes et hommes passionnés (et parfois handicapés). Nous nous engageons pour leur formation, leur recrutement dans nos équipes et l'évolution de leur carrière. Découvrez nos stages et formations en apprentissage.

[www.missionhandicap-accor.com](http://www.missionhandicap-accor.com)

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Dow Chemical's Champions of Inclusion gather for a group picture in front of the Olympic Stadium in London.

## Dow Chemical's "Champions of Inclusion" attend the London 2012 Paralympic Games

Dow Chemical, recognizing that unique thoughts and perspectives of people with disabilities are critical elements of the innovation needed for business success, created a spectacular way to recognize employees who actively work to create a culture – both at work and in their communities – where individuals with disabilities feel both valued and included.

Dow employees were invited to nominate colleagues who exhibit exemplary behaviour for the full inclusion of people with disabilities at work or in their communities. From the more than 800 nominations received, twenty "Champions of Inclusion" were chosen. Among the champions was John Carton, a Steering Committee member of the ILO Global Business and Disability Network.

These role models were rewarded with a once in a lifetime opportunity to attend the 2012 London Paralympic Games in recognition of their commitment to fostering a workplace that embraces diversity.

### Welcome aboard

#### *Genashtim Innovative Learning*

Genashtim delivers online education and support services to multinational clients and academic institutions in China, Japan, Malaysia, Singapore, Taiwan and Thailand. Based in Singapore, people with disabilities make up more than 50 per cent of its top management. More information about Genashtim is available at: <http://genashtim.com>

#### *Federation of Chilean Industry (SOFOFA)*

SOFOFA is an employer federation that promotes industrial development and economic growth in Chile. Currently it affiliates approximately 2,500 companies of the industrial sector, 39 sectoral employers' organizations and 8 regional employers' organizations. Since 1992, SOFOFA has been promoting the inclusion of people with disabilities through its Disability Commission. For more information, please visit: <http://web.sofofa.cl>

# Featured resources

## **Achieving Equal Employment Opportunities for People with Disabilities through Legislation: An Education and Training Guide**

This guide has been developed as part of an ILO project, *The Employment of People with Disabilities: The Impact of Legislation*, funded by the Government of Ireland. Of particular interest to businesses may pertain to module 4, which provides an overview of quota schemes, covering what a quota levy scheme is and issues related to a binding quota without an effective sanction. Practical strategies for making quota systems work in practice are also highlighted.

The guide can be accessed at:

<http://disability-employment-legislation.itcilo.org/index.html>

## **Bionic revolution: The tech getting disabled people into work**

A BBC article shows how Hugh Herr, an associate professor of biometrics at MIT Media Lab, is capitalizing on existing technology to aid accessibility.

The article is available at:

<http://www.bbc.co.uk/news/business-19547954>

## **UNCRPD: Defeated in US Senate**

On 4 December 2012, the UN Convention on the Rights of Persons with Disabilities (UNCRPD) was voted down in the US Senate. The measure, which requires two-thirds support for approval, failed by 5 votes, 61 to 38. An article featuring the news is available at: <http://www.nytimes.com/2012/12/05/us/despite-doles-wish-gop-rejects-disabilities-treaty.html?ref=politics&r=0>

## **Women with disabilities and economic rights**

Women with disabilities experience double discrimination, both on the grounds of gender and of impairment. The Association for Women's Rights in Development conducted an interview with Maria Veronica Reina, Executive Director of the Global Partnership for Disability and Development to examine how women with disabilities are faring in terms of economic rights. The interview is available at: <http://awid.org/eng/News-Analysis/Friday-Files/Women-with-disabilities-and-economic-rights>