



2019 Disability Matters Europe Special Edition Newsletter

A MESSAGE FROM SPRINGBOARD'S CEO

Dear friends:

Welcome to the special 2019 Disability Matters Europe edition of the Wave. We present this information to our constituents as an educational, informational, and motivational piece.

The companies that we feature and honor surpass the standard in what it means to mainstream people with disabilities in the workforce, workplace marketplace and beyond; they create the gold-standard. These companies and their employees continuously work towards the inclusion of persons with disabilities into the fold of their ecosystems ensuring support factors are sustainable, and help us in changing the world. But it is not always about the good, as with anything in life, these companies have experienced challenges, but they adjust, adapt and overcome.

In this Disability Matters Special Edition Newsletter we will read about some of these companies that we honored at the 2019 Disability Matters Europe Conference; they share their journey with you, their best and in many cases, next practices. With that, I want to congratulate the honorees for what they do to ensure the mainstreaming of people with disabilities as candidates, employees, and customers.

Let's also thank the our many subject-matter experts for giving their time, expertise and for participating in these events; sharing their knowledge and insights into the struggles and successes they've encountered along the way in their support of persons with disabilities.

A huge thank you also goes out to Cisco for hosting the 2019 Disability Matters Europe Conference & Awards Gala. This event could not have taken place without you.

Lastly, wishing all our readers an amazing new year filled with health, wealth and all things good. We look forward to seeing you at the Disability Matters North America Conference being held at The Hotel at Auburn University & Dixon Conference Center in Auburn, Alabama, USA on 21-23 April 2020, and at all the other Springboard produced worldwide events happening this year.

Thanks to all of you for your readership and support over the years -

Nadine O. Vogel
 Chief Executive Officer
 Springboard Consulting, LLC

2020 Disability Matters Events

*North America
 Auburn, Alabama
 21-23 April 2020*

COMING SOON!
*Europe, Asia-Pacific, LATAM
 and Italy*

2020 BRG Summit

*Auburn, Alabama
 USA
 21 April 2020*

2020 Disability Connect

*Charlotte, North Carolina
 USA
 27 October 2020*

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A MESSAGE FROM CISCO

Why Host Disability Matters Europe?

Cisco like many organisations are considering what the future of work looks like. If we already know that our commitment to inclusion is foundational in order to reap the benefits of a diverse workforce, such as greater product innovation and financial performance, and we know that the war for talent is hot, then we need to consider our largely untapped talent pools, which through our own boundaries we have unconsciously excluded.

As an organisation, when you put a minimum qualification on your role descriptions, then those with the strengths to perform the role, but without the qualification you require, are put off from applying. Now consider that population for a moment. A joint publication by [Fundación ONCE](#) and the ILO Global Business and Disability Network, highlighted that 22.5% of young people with disabilities will drop out of the schooling system compared to the 11% of those with no disability. This means that our first unconscious barrier has excluded a swathe of capable talent, who simply didn't fit in our rigid schooling systems, and we perpetuate the problem through our role requirements barrier.

For those that make it past the first barrier, there are other unconscious barriers awaiting them, like the environment that you are interviewing in, the style of meeting and greeting your candidates, the language you use and the way you conduct yourself during the interview. If the candidate makes it through those hurdles, consider then the unconscious bias a leader assigns to how that person will progress.

I opened the conference with a statement about my position on these barriers and my personal quest to remove them. I want everyone to consider someone for their strengths and what they can bring to the table. If we consider their disability and make assumptions about what someone cannot achieve, we are already putting someone in the position where failure is expected vs giving them a level playing field to succeed on.

So we were asked, why host a disability inclusion event, and I have a simple response, we need to learn, we need to adapt ourselves and we need to remove our unconscious barriers that prevent great talent contributing to Cisco's success. Disability Matters brought together companies who are living the talk in disability inclusion. We heard from D&I professionals, heads of accessibility and employee resource organisation leads about how they are ensuring disability inclusion in their workplace and commercially with their products and services. We heard from Paralympians talking about playing to their strengths and how they overcome the barriers placed in front of them by the able bodied. And to the question, who wouldn't want to learn from great leadership and role modelling to ensure that every employee at Cisco feels included and able to have a full and successful career.

Phil Wolfenden
Vice President, Customer Experience Centres EMEAR
Cisco Systems





2019 **DISABILITY MATTERS**

Europe Conference & Awards

Bedfront Lakes, Feltham, United Kingdom

12-14 November 2019

THANK YOU TO OUR SPONSORS

HOST



GOLD



BRONZE



MEDIA



WHAT PEOPLE HAD TO SAY

“Accor is delighted to be selected as a Springboard 2019 Disability Matters Europe Honoree. These awards are a powerful and prestigious celebration of organizations whose initiatives have had impact in this important area, so we are very proud to be associated with it.

We are pleased that our commitments to people with disabilities have been recognised. We champion a culture of inclusion at Accor which forms a drive to be open and promote equality in the workplace, everywhere we operate. Accor remains dedicated to integrating people with disabilities, supporting them through the different stages of their working life.

We look forward to the coming together of all those recognised for their commitments at the Disability Matters Europe awards ceremony in November.”

ANNE-SOPHIE BERAUD
Vice President, Diversity & Inclusion
Accor

“I am absolutely delighted that HSBC has been awarded this honour. We are on journey to transform disability confidence across the Bank so that everyone can fulfil their potential.”

BIRGIT NEU
Global Head of Diversity and Inclusion
HSBC Holdings Plc

“Diversity and inclusion is fundamental to the way we do business at P&G. We strive to create a world free from bias, where everyone is afforded equal opportunities, feels valued, included and supported in the right ways to reach their full potential. Through the work of our People with Disabilities network we aim to make our workplace, our brands and our facilities more inclusive both inside and outside our company for people with disabilities everywhere.”

SAM LATIF
Associate Director Company Accessibility Leader
Procter & Gamble

ARTICLES

AMERICAN INTERNATIONAL GROUP UK LIMITED

AIG's eight disAbilities & Allies Employee Resource Groups (ERGs) located across the globe, host events and run programmes throughout the year to raise awareness and help that increase visibility of employees with disabilities and educate employees about the types of disabilities. They also partner with other groups across the industry.

This helps AIG promote an environment in which our employees with disabilities are more comfortable speaking about their challenges, helping reduce the stigma that those with disabilities often experience in our society.

The UK branch of the disAbilities & Allies ERG was given the Workforce Award for two reasons. The first was the variety of events and number of programmes the group put on in the nomination period. The second was the strength of AIG's D&I strategy and commitment to it across the company at all levels.

Whilst there are too many interesting, innovative and engaging events to list individually here are a few examples:

Therapy Pets

Interacting with a pet can help alleviate many physical and mental issues. De-stressing sessions with therapy dogs were held at AIG's Manchester and Glasgow offices for staff. As part of the same programme, employees were invited to join hearing dog walks around the UK. This enabled them find out more about these dogs help deaf people in everyday life.

Mental Health Programme

Mental Health First Aid (MHFA) is an internationally recognised training course, designed to teach people how to spot the signs and symptoms of mental ill health, provide help and guide someone to appropriate support. The disAbilities ERG obtained funding from AIG to train Mental Health First Aiders and every AIG UK office has a MHFA. This was supported by a number of events to raise awareness and encourage staff to talk more freely about mental health. Employees and guests were invited to a mental health awareness talk, "Is a serious mental health diagnosis a blocker to a successful career?" by Tom Crawford. Tom spoke to a full house about living with mental health related issues while sustaining a career and building a new one. Dr Kamel Hothi, a BAME role model, spoke about successfully challenging discrimination and stereotyping to improve cultural cohesion and mental health inclusion in the workplace. AIG also participates in the Lord Mayor of London Green ribbon Campaign to celebrate Mental Health Awareness Week and #EndTheStigma of mental health in the workplace.

The ERG's work has continued since we received this award in late 2019. Several ERGs collaborated to create a video that features stories from colleagues with disabilities and caregivers to children with disabilities.

AIG has become a corporate partner of Disability:IN, a nonprofit group that promotes business disability inclusion worldwide. The partnership offers AIG several resources, including accessible technology toolkits, an autism at work playbook and ERG resources.

The disAbilities & Allies ERG, along with the other 142 ERGs in 37 countries with 11,000+ members, are a key part of AIG's global diversity and inclusion strategy.

In the UK and Europe, BeingYou@AIG, was launched in 2018 and unpins all the D&I activities in the region. BeingYou@AIG aims to create a culture of inclusion where every employee belongs and can be confident of an equal shot at success. It is underpinned by the concept of intersectionality – that social identities such as race, gender, sexuality, class, marital status and age overlap and intersect in different ways to shape each person.

Thank you so much for honouring AIG's UK branch of disAbilities & Allies.

For any questions on our ERG, please contact Iowa Morgan Iowa.Morgan@AIG.com.



IOWA MORGAN
UK Personal Lines Claims Manager, AIG

TOMI WORLD



TOMI - Accessible Smart Cities

Since we created TOMI until today, we were always looking for ways we could build better solutions for people. That's why accessibility and inclusion became an essential part of our company, and part of our urban interactive device developments.

TOMI is an interactive urban solution that is present in the streets of 100 cities in Portugal, Brazil and Chile. It was fundamental that TOMI was completely accessible to everyone, since, for people with disabilities, it is a daily problem not being able to access information or services as anyone else.

We became aware that on average 20% of the population suffers from any type of impairment, and that they are as important contributors for our community as the rest of the inhabitants, and therefore they deserve equal opportunities and all the necessary support.

On a smart city, everyone must be able to be involved and to become part of active contributors and not excluded and judged for some things people can't do. So many individuals can't do so many things even not suffering from disabilities, so no reason to exclude anyone. With the 'Design for All' concept in mind, we started to envision an accessible platform for all users, making the experience much better for everyone who uses TOMI.

We gathered together several people that we listened to, with whom we have learned collaborated as representatives of the several types of disabilities as if they were our street users. They shared their story with us, what they expected from TOMI and how we could make it better. We have made several tests, and we worked with different associations on a daily basis, and we started to understand much better that this was not only just important but really essential: it was an enriching experience.

As our commitment is to deliver information in the right place at the right time to everyone, it was for us a major accomplishment. We believe that the pathway to true city accessibility also needs to include up-to-date and reachable information and services, available to all and adapted to their necessities.

From a user experience design perspective, TOMI has now a more autonomous experience for its users by ensuring that people with disabilities can actively and autonomously search for smart information and for smart services on TOMI.

TOMI is now linking everyone to the city while making cities more accessible delivering curated information that allows people to become aware of all the relevant info of the city with the possibility to use services such as taking tickets for public entities. People with disabilities have now the same opportunity to interact through our innovative technology and its constant updates.

This new evolution of the platform include an accessibility mode for citizens with reduced mobility, short stature and children.

To empower the experience of blind people or with reduced vision, it was developed an innovative navigation mode that can be used autonomously by touching the screen and hearing the content.

For the hearing impaired people, we developed interactive sign language videos that explain how to use TOMI.

Content items such as news and events are optimized to be easier for everyone to understand, regardless of their cognitive abilities.

This award is for us a recognition of TOMI For All, the initiative that ensures that everyone, regardless of their physical or cognitive condition, can look for information and smart services on the TOMI platform. It is a great honor to receive this recognition.

Accessibility in urban solutions is not only possible but mandatory, and we'll continue to research, develop and implement new ways to promote inclusion.



TOMI Accessibility Mode

A person in a wheelchair touching an interactive urban equipment in the street. He is touching in a button that makes this screen accessible to him. <https://photos.app.goo.gl/Y2s4Qwdt6znK9PeeA>.

For additional information, please contact: Pedro Marques, Global Marketing and International Expansion Director, and Sandra Figueiredo, Communications Manager at media@tomiworld.com.

ACCEPTING THE AWARDS ARE...

Presenter: Nadine O. Vogel, CEO, Springboard Consulting, LLC

MARKETPLACE AWARD



ANNE-SOPHIE BERAUD
Vice President, Diversity & Inclusion
ACCOR



ERIC COSSET
*Director Parcs Operations Integration
& Development*
DISNEYLAND PARIS



LORRAINE MARTINS, MBE FRSA
Director of Diversity and Inclusion
NETWORK RAIL



JOSÉ AGOSTINHO
Chief Executive Officer
TOMI WORLD

PEDRO MARQUES
Global Marketing and Expansion Director
TOMI WORLD

WORKFORCE AWARD



TONY CATES
Partner, Vice Chair & Board Member
KPMG LLP



ELIANE DE MITRY
Human Resources Manager
SAP BRASIL LTDA

WORKPLACE AWARD



IOWA MORGAN
UK Personal Lines Claims Manager
AIG



VIGNESH ASHOK
Vice President, Diversity & Inclusion
J.P. MORGAN

WORKPLACE AWARD



SAM LATIF
Associate Director Company Accessibility Leader
PROCTER & GAMBLE

STEPS TO SUCCESS AWARD



BIRAL JOSHI
*Senior Global Diversity and Inclusion Manager -
Projects, Global HR*
HSBC Holdings PLC

CORAL TAYLOR
Head of Diversity & Inclusion
HSBC UK

PHOTOS & VIDEOS

To see the conference photos and videos, please visit...

Photos >> <https://consultspringboard.com/disability-matters/2019dmeur-photos/>

Videos >> <https://consultspringboard.com/disability-matters/2019dmeur-videos/>



THE SPRINGBOARD FOUNDATION

WHAT WE DO

The Springboard Foundation, Inc. is a Not-for-Profit 501(c)(3) Corporation, incorporated under the laws of the State of New Jersey. The purposes of the Foundation is to provide scholarships to full-time college/university students who have documented disabilities of any type, deemed to be protected under the Americans with Disabilities Act and/or the Rehabilitation Act of 1973. The Foundation's intent in providing these scholarships is to contribute to the increases in employment opportunities for college/university students with disabilities.

WHO WE HELP

The Springboard Foundation is proud to extend scholarships to full-time college students who have documented disabilities of any type that are protected under the ADA and/or the Rehabilitation Act of 1973. Our scholarship recipients attend colleges and universities across the United States and have a G.P.A. of 3.0 and above. We expect our Springboard Foundation Scholarship recipients to Achieve, Give Back, and Make an Impact!

HOW YOU CAN HELP

- \$10... Buys 1 college meal.
- \$100... Buys 1 college textbook.
- \$250... Buys 1 college credit hour.
- \$1,500... Makes available 1 college scholarship.
- \$2,500... Makes available 1 named corporate scholarship.

DONATE ONLINE BY VISITING >>

<https://forms.donorsnap.com/form?id=c3cfd6e5-ed29-45e2-9481-7b0070eba6d7>

DONATE NOW!

SEND MAIL DONATIONS TO:
The Springboard Foundation
4740 S. Ocean Blvd. #505
Highland Beach, FL 33487-5352



JOIN US!

2020 DISABILITY MATTERS

North America Conference & Awards Gala

April 21-23, 2020

The Hotel at Auburn University & Dixon Conference Center

Auburn, Alabama



<https://consultspringboard.com/disability-matters/2020dmna/>



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