the wave

A NEWSLETTER OF SPRINGBOARD CONSULTING

DISABILITY MATTERS
A SPRINGBOARD CONSULTING EVENT ™

2013 Disability Matters International
Asia-Pacific:
Bangalore, India
September 18-19, 2013
Hosted by: Cisco

2014 Disability Matters U.S.
Morgan's Wonderland
San Antonio, TX
April 8-10th, 2014
Hosted by: Toyota

Dear Friends:

As always, *The Wave* is packed with important, relevant and timely information on disability issues in the workforce, workplace and marketplace but this issue also features a special section focused on the honorees and supporters of the 2013 DM EU Conference. I hope you enjoy reading about these companies and the incredible people who work for them as much as I have enjoyed getting to know and honor them.

Of course, Springboard's footprint goes way beyond the U.S. and Europe. We collaborate with companies and produce events around the globe so be on the lookout for our next issue of The Wave, which will not only have information about the U.S. celebration of Disability Employment Awareness Month, which takes place in October, it will feature the outcomes of the 2013 Disability Matters AsiaPac event which is taking place September 18-19th in Bangalore, India. In the meantime, have a wonderful summer and plan to join us in India in September.

Nadine

INSIDE THIS ISSUE:

The ADA Inquirer:
Shelley A. Kaplan, Manager, ADA Services, Springboard Consulting, LLC

EEOC Updates Guidance to Help When Recruiting and Selecting People with Disabilities

On May 15, 2013, the EEOC updated its Americans with Disabilities Act guidance on hiring and employing people with cancer, diabetes, epilepsy and intellectual disabilities. These updates address the changes to the Americans with Disabilities Act (ADA) by the ADA Amendments Act that make it easier to conclude that individuals with a wide range of impairments, including cancer, diabetes, epilepsy, and intellectual disabilities, are protected by the ADA, even if treatable or in remission. Employers should operate under the presumption that epilepsy, diabetes, cancer and intellectual disabilities are disabilities under the ADA. The guidance for cancer, for example, notes that cancer in remission is nonetheless a disability.

Each of the documents also answers questions about topics such as: when an employer may obtain medical information from applicants and employees; what types of reasonable accommodations individuals with these particular disabilities might need; how an employer should handle safety concerns; and what an employer should do to prevent and correct disability-based harassment.

First and foremost, the updated guidance clearly illustrates key points the EEOC has been emphasizing since the ADA became the law of the land:

- Avoid inappropriate medical inquiries,
- Maintain confidentiality; and,
- Accommodate employees with disabilities

The key message for employers is that their focus should shift from arguments over whether an employee is disabled to engaging in a process to determine whether an effective accommodation is possible to create equal opportunities for people with disabilities to apply for, compete and keep their existing jobs. As Congress intended:

> *The primary object of attention in cases brought under the ADA should be whether entities covered under the ADA have complied with their obligations.*

For example, did the employer make a good faith effort to explore and provide a reasonable accommodation that removed a workplace barrier rather than refuse to hire an applicant with a disability or to terminate an employee without first, exploring whether an accommodation could have been provided to retain that employee.

Due to the number of questions Springboard Consulting answers about workplace supports, I want to focus on some specifics about EEOC's interpretation of the requirements for reasonable accommodation.

The ADA Inquirer - Continued
Shelley A. Kaplan, Manager, ADA Services, Springboard Consulting, LLC

The principles relating to reasonable accommodations are universal regardless of medical condition and are consistent with previous EEOC statements on accommodation, including:

- There are no "magic words" an employee must use to request a reasonable accommodation.
- A request may come from a family member, friend, health care professional, or other representative.
- If an employer knows that the employee has a disability and knows or has reason to know that the employee is experiencing work place problems because of the disability, and the disability prevents the employee from making such a request (i.e, Autism, Developmental Delay) the employer must ask the employee whether a reasonable accommodation is needed.
- Employers may request documentation from an employee to support a request for a reasonable accommodation where the disability or the need for accommodation is not known or obvious. Employers are only entitled to documentation that is sufficient to establish the employee's disability and why an accommodation is needed. If the employee's disability is obvious, the employer should request documentation that describes the limitations arising from the disability rather than whether the individual has a disability.
- An employer doesn't have to provide any accommodation if it would:
    - √ result in significant difficulty (e.g., disruption to the workforce) or expense;
    - √ eliminate an essential function of a job

In addition, an employer doesn't have to tolerate performance that does not meet performance standards, or excuse violations of consistently applied conduct rules "that are job-related and consistent with business necessity."

If more than one accommodation would be effective, employers are not required to provide the employee's first choice of reasonable accommodation, but "should" give it "primary consideration." If an employer provides something other than what the applicant or employee requests, it must be equally effective. For example: if an applicant requests that a sign language interpreter be provided during a job interview, it would not be effective for the employer to write notes back and forth as a way to effectively communicate between the interviewer and applicant. An employer may be required to provide more than one accommodation to the same person for the same disability. Remember, the obligation is an ongoing one. The employee's disability or job duties may change over time thereby necessitating a change in the accommodation provided.

The updated guidance provides numerous examples of reasonable accommodations including:

- breaks to take medication;
- leave beyond what is allowed by policy;
- a private area to take medication or rest after a seizure;
- changes to the work environment, such as providing an employee with diabetic neuropathy a stool or an employee with epilepsy a rubber mat to cushion a fall;

The ADA Inquirer - Continued

Shelley A. Kaplan, Manager, ADA Services, Springboard Consulting, LLC

- permission to work from home,
- reallocation or redistribution of marginal tasks; or
- transferring an employee to a vacant position.

The EEOC provided some additional examples of accommodations for employees with intellectual disabilities including:

- providing someone to read or interpret application materials;
- demonstrating rather than describing tasks;
- modifying tests, training materials and policy manuals;
- replacing a written test with a hands-on interview;
- giving instructions at a slower pace;
- allowing additional training time;
- using charts, pictures or colors;
- providing a tape recorder for the employee to record directions;
- providing a job coach; and
- providing supplemental training.

The updated guidance also says that a reasonable accommodation could include a leave of absence even if the employee is unable to specify an exact date of return from a leave of absence. **The guidance does not go so far as to say that an employer must provide an indefinite leave.** Rather, a reasonable leave may include a return "in six to eight weeks" or a couple of extensions. The employer may require the employee to stay in regular communication and provide period updates on the employee's condition and possible date of return.

As a practical matter, employers should always:

- Be aware that an employee does not have to explicitly state, "I need a reasonable accommodation." Rather, employees may make a request for a reasonable accommodation in other ways, such as, "I need help" or "I am having trouble." Likewise, under the EEOC's guidance, employers may be obligated to act even if the employee makes no specific verbal request if the employer knows or should know that the employee needs an accommodation and cannot request it.
- Be certain to engage in the interactive process. Employers should consider the employee's requested accommodation, but may also evaluate other accommodations that may better suit the employer's business needs so long as it meets the employee's restrictions.

The four separate Q & A-style documents can be found at the EEOC's website.
- http://www.eeoc.gov/laws/types/cancer.cfm
- http://www.eeoc.gov/laws/types/diabetes.cfm
- http://www.eeoc.gov/laws/types/epilepsy.cfm
- http://www.eeoc.gov/laws/types/intellectual_disabilities.cfm

Technical Wire:

Peter McNally, IT/Web Accessibility Consultant, Springboard Consulting, LLC

WCAG 2.0 GLOBAL ACCESSIBILITY STANDARDS EXPLAINED

If you have spent any time trying to understand accessibility then you probably have encountered the **W**eb **C**ontent **A**ccessibility **G**uidelines or WCAG. These guidelines help designers and developers create accessible applications and web sites on computers and mobile platforms. They are published by the W3C (the World Wide Web Consortium), an international community made of up Internet and technology experts from many countries. The latest version of the WCAG guidelines has been many years in the making, and as of last year is an official international standard. In this article I will provide an overview and links to more information. First I would like to provide some background:

WCAG 1.0 (1999-2007)
In the mid-1990s during the early days of the Internet, advocates for the disabled wanted to make sure that this up and coming technology accounted for the needs of all users. They wisely knew that one day this platform known as the World Wide Web would truly be a global platform for commerce and communication.

The first version of WCAG pronounced *weh-cag* by many in the accessibility field, was published in 1999 and did a good job in outlining accessibility requirements However, one of the criticisms of WCAG 1.0 was that it was too focused on basic HTML and therefore it became outdated too quickly.as technologies advanced. The Industry made do with version 1.0; however there was a move to revamp the guidelines over the next decade.

WCAG 2.0 (2008 – now)
Finally after much discussion by experts in technology, accessibility and advocated for the disabled, the 2.0 version of the WCAG was published in 2008. The main difference between the 2.0 and 1.0 WCAG guidelines is that they are based around core accessibility principles rather than technical requirements. These four principles contain guidelines that can be applied to different technologies and even ones not invented yet. I can't go over all the details here, so for each principle I provide some example that should help in understanding the main concepts (below I provide references for learning more details about WCAG 2.0).

Four Principles of Accessibility
For all users across different modalities, e.g., vision, hearing, and touch, the system must be:
1. **Perceivable** – All information and content is "visible"
    a. Provide text alternatives for graphics
    b. Provide captions for videos and transcript for podcasts
    c. Make the system adaptable so it can be presented in different ways such as with a screen reader
    d. Make content distinguishable, e.g., account for users with low vision and color-blindness in your choice of fonts, foreground and background colors.

Technical Wire—Continued
Peter McNally, IT/Web Accessibility Consultant, Springboard Consulting, LLC

2. **Operable** – All operations are possible across the system regardless of ability
   a. Make all functions and content available using the keyboard only
   b. Provide people enough time to accomplish their goals. i.e., provide user control over system timeouts
   c. Do not design anything that could cause seizures, i.e., do not flash anything more than 3 times in one second.
   d. Make navigation consistent, clear, and accessible with different assistive technologies. All links should be able to stand alone, e.g., don't use just "click here"
3. **Understandable** – All information and content is understandable
   a. If multiple languages are supported screen readers should be able to switch language
   b. The system acts predictably, e.g., users are in control if the system focus changes
   c. Errors are handled gracefully, i.e., the system helps users avoid and correct mistakes.
4. **Robust -** All content and operations must be built to work across different platforms and interact with different assistive technologies. A system cannot only work on a limited set of devices or browsers.

WCAG 2.0 is now an ISO Standard
As of October 2012, the ISO (International Standards Organization) officially approved the WCAG 2.0 guidelines as an international standard. Therefore, if you are providing online services across multiple countries you need to pay attention.

Learn More about WCAG 2.0
I hope this short introduction has got you interested in digging deeper. The W3C and other groups have done a good job in providing lots of good supporting and training documentation. If you want to learn more and/or check if your site or application meets WCAG 2.0 please take a look at the following or contact Springboard Consulting and we can help you.

- WCAG 2.0 at glance: http://www.w3.org/WAI/WCAG20/glance/
- WCAG 2.0 translations in other languages: http://www.w3.org/WAI/WCAG20/translations.html
- FAQ: http://www.w3.org/WAI/WCAG20/wcag2faq.html
- WCAG 2.0 checklist (from WebAIM): http://webaim.org/standards/wcag/checklist
- ISO/IEC 40500:2012 (ISO standard on web accessibility): http://www.iso.org/iso/iso_catalogue/catalogue_tc/catalogue_detail.htm?csnumber=58625

The Travel Spot:
Scott Rains—The Rolling Rains Report

<u>Launch of the Access●City Award 2014</u>

EUROPEAN COMMISSION CALLS FOR ENTRIES FROM ACROSS THE EU

Brussels, 21/05/2013 - The European Commission has opened today the competition for the fourth "Access City Award", the European Award for Accessible Cities. The annual prize recognizes and celebrates cities that are dedicated to providing an accessible environment for all, and for disabled and older people in particular. The Award is part of the EU's wider efforts to create a barrier-free Europe: improved accessibility brings lasting economic and social benefits to cities, especially in the context of demographic ageing. Cities with at least 50,000 inhabitants have until 10 September (midnight Brussels time) to submit their candidacy for the award.

"Let's keep working together to facilitate lives of EU citizens", said Vice-President of the European Commission Viviane Reding, Commissioner for Justice, Fundamental Rights and Citizenship. "I encourage cities all over Europe to participate and share their ideas on how to make life more accessible for all. If you have made special efforts to improve accessibility, your city can be a good example and inspiration for others".

Approximately 80 million Europeans have a disability. With the ageing of our society, the number of people with a disability or those with reduced mobility is growing. Giving everyone access to city transport, public spaces and services, and technology has become a real challenge. However, providing accessibility also gives economic and social benefits and contributes to the sustainability and inclusiveness of the urban environment.

In line with the United Nations Convention on the Rights of People with Disabilities, accessibility is one of the pillars of the European Union's Disability Strategy 2010-2020 which aims at creating a barrier-free Europe for all.

The selection process
The selection will take place in two phases, with a pre-selection at the national level followed by a final selection at the European level. In the European competition phase, a jury composed of accessibility experts including representatives of the European Disability Forum will select out of the national nominees maximum four finalists to attend the award ceremony in Brussels. The ceremony will coincide with the European Day of People with Disabilities Conference on 3-4 December 2013.

The winner of the competition will be recognized as the "Winner of the Access City Award 2014". Another two cities will be awarded as "finalists" for their innovative measures on accessibility.

The Travel Spot—Continued
Scott Rains—The Rolling Rains Report

The European Jury will also give special "mentions" to cities that have achieved notable successes and results in specific areas or aspects of accessibility.

Award criteria
Accessibility needs to be implemented in a coherent and systematic manner in goods, services and infrastructure. Initiatives will be assessed for their integrated approach across **four key areas**: the built environment and public spaces; transportation and related infrastructure; information and communication, including new technologies (ICT); public facilities and services.

The jury will particularly look at the **impact** of accessibility measures on the everyday life of people with disabilities and the city as a whole, and it will consider the **quality and sustainability** of the results achieved. Cities will also have to demonstrate **active involvement** of persons with disabilities and their representative organizations in the planning and implementation of the city's accessibility policies.

How to apply
Applications can be submitted on-line until **10 September 2013 (midnight Brussels time)** in English, French or German via
http://ec.europa.eu/justice/access-city.

Background
The Access-City Award's first, second and third editions
After a first successful inaugural year2010 in which the Spanish city of Avila received the Access City Award 2011, the campaign in 2011 saw 114 cities from 23 EU member states joining the competition. On 1 December 2011 the Austrian city Salzburg was proclaimed as the winner of the Access City Award 2012.

The application phase for the Access City Award 2013 closed on 5 September 2012 with 99 cities from 20 EU member states in the competition. The Award was given to the German City of Berlin at a ceremony organized in Brussels on 3 December 2012, on the occasion of the European Day of Persons with Disabilities.

The two other finalists were: Nantes (France) and Stockholm (Sweden). . In 2012 the jury also assigned special mentions to: Pamplona (Spain) for the built environment and public spaces, Gdynia (Poland) for transport and related infrastructures, Bilbao (Spain) for information and communication, including new technologies and Tallaght (Ireland) for public facilities and services.

Today Gdynia hosts a conference called "accessible cities - best practices" where the winner, the finalists and other EU cities will share their practices and discuss their projects and future plans on accessibility. Gdynia, awarded with the special mention for transport and related infrastructure, is well known for promoting awareness and understanding of disability.

The Travel Spot—Continued
Scott Rains—The Rolling Rains Report

EU policy on accessibility
The EU Disability Strategy 2010-2020 provides the general framework for action in the area of disability and accessibility at EU level to complement and support Member States' action. In this context, the European Commission is preparing a proposal for a European Accessibility Act, to be presented in the second half of 2013.

Specific provisions on accessibility are contained in EU legislation in areas such as transport and electronic communication services. The EU makes use of a variety of instruments beyond legislation and policy, such as research and standardization, to optimize the accessibility of the built environment, ICT, transport, and other areas, and to foster an EU-wide market for accessible products and services.

The EU also aims to improve the functioning of the assistive technology market for the benefit of people with disabilities and supports a "Design for all" approach that benefits a wider part of the population, such as elderly people and those with reduced mobility.

For more information
Would you like to have your city projects featured in the next booklet of the Access City Award? If you want to share your experiences and actions with other cities, read more about:

Access City Award **http://ec.europa.eu/justice/access-city**

European Disability Strategy 2010-2020 http://ec.europa.eu/justice/discrimination/disabilities/disability-strategy/index_en.htm

United Nations Convention on the Rights of Persons with Disabilities
http://ec.europa.eu/justice/discrimination/disabilities/convention/index_en.htm

2nd Annual European Union Conference & Awards
Paris, France—12-13. June 2013

ADECCO GROUP
CONFERENCE SPONSOR

AFMD

(Association of French Diversity Managers)
CONFERENCE PARTNER

Bruce Roch
President and Co-Founder of Association of French Diversity Managers (AFMD), Manager, Corporate Social Responsibility, Adecco

WOW! That was what I call an event with added value!

From my records on disability issues which stand for quite a long time, the vision & initiatives taken have outpassed expectations. Furthermore, and especially in Europe with national contexts and regulation on the issue, Disability Matters strategically dealt with the real concern: inclusion in the workforce, workplace and marketplace. Brilliant speakers and initiatives, an outstanding keynote from the restaurant "in the dark" founder Edouard de Broglie, lots of interaction and moments of conviviality made it the perfect day full of learning.

The Adecco Group has been a long term partner of Disability Matters, since we believe that talents are diverse and that only skills count. The *2nd Annual European Union Disability Matters Conference & Awards* comes at the right moment to highlight common concerns: integration has never been more at stake, expectations from both candidates and companies are high, and all colleagues at Adecco commit to their best to help facilitate the right matching between skills and needs, with a particular attention to our candidates with disabilities.

In France alone, Adecco integrated 6,500 persons with disabilities into the workforce in 2012. Amongst many initiatives, Adecco developed the concept of *Espace Emploi Handicap & Compétences,* dedicated to career paths of people with disabilities and appropriate sourcing to leverage engagement from responsible companies. Adecco helps to design trainings and offers customized initiatives, to guarantee inclusion of workers with disabilities in the long run.

I chair the French Association of Diversity Managers (AFMD), which gathers 113 organizations to date committed to Diversity & Inclusion, and it's the second year we partnered with Springboard Consulting and Disability Matters. I must say this gives refreshing inspiration to companies. First, it takes them out of their mental framework both geographically and industrywide.

2nd Annual European Union Conference & Awards-Continued
Paris, France—12-13. June 2013

In EMEA we have translated these pillars into a wide range of activities: hiring disabled people, mentoring and internships, disability awareness trainings, awareness events on site, lessons in leaderships, specific programs for disabled people, site modification, focus groups, partnering with external expert. Our drive is to create awareness by giving the opportunity for all the employees to meet and for all the external candidates to join Dell.

Second, the award winning initiatives help imagine something else: the "why not me next year?" syndrome that changes the borders of inclusion. Third, the keynote is clearly the out of the box moment everyone deserves at least once a year: inspiring and refreshing, yes, disability does matter and changes the mainstream mindset.

In November, AFMD will publish an online collection of practices on career development for people with disabilities, based on the first guideline on how to manage employment for people with disabilities that was well acknowledged. Diversity policies differ from one country to another, but disability management is one of the transversal outlooks that gives flavor and consistency to global outreach to colleagues, clients and other stakeholders in the work environment, whether with a disability or not. The management change is a long term process, and we are convinced that everyone is an actor in terms of inclusion. Yes, again, disability matters!

So join the movement and share unique moments with us next year!

Keynote Speaker
Edouard de Broglie
Ethik Investment Group and Trade Connection

2nd Annual European Union Conference & Awards-Continued

Paris, France—12-13. June 2013

Workforce Panel (left to right)
Prof. Dominique Velche, Maison des Sciences Sociales du Handicap,
Bruce Roch, Adecco/AFMD, Alain Masson, Sodexo, Leslie DeHant, Accenture

Workplace Panel (left to right) Claire Martin, Renault,
Niamh Carew, Dell, Michael Stuber, Ungleich Besser

Marketplace Panel (left to right) Richard Pareti, SFR,
Denis Boulay, AccessiWeb & BrailleNet's Web, Monique Mai, Orange
Nicola Palmarini, IBM

2nd Annual European Union Conference & Awards-Continued
Paris, France—12-13. June 2013

DELL, Inc
CATEGORY: WORKPLACE
Xavier Molinié
Executive Director &
EMEA True Ability Executive Sponsor

Niamh Carew
Senior Manager & Global True Ability Lead

True Ability is an employee resource group in Dell and is one of nine such groups in the company. Employee resource groups are communities where team members with common interests bring their collective voices together to drive innovation, business opportunities and develop inspiring leaders. ERGs create a sense of community to build enduring relationships inside & outside of Dell while providing thought leadership for advancing Dell's diversity and inclusion ethos.

The mission of True Ability is to educate, drive awareness and serve as a resource for our team members impacted by disabilities and /or special needs. Employees are impacted in multiple ways – from birth or acquiring a disability later in life but also when a family member or friend or colleague has a disability.

True Ability started in Brazil in 2007 while in similar activities in other Dell locations were also ongoing. In 2010 we formalized our activities as an ERG and launched in Austin, Texas. Limerick, Ireland was next to form in September 2010 with Penang, Malaysia launching in 2011. In 2012 the following Dell offices also launched True Ability chapters - Cherrywood in Ireland, Bratislava in Slovakia, Lodz in Poland, and Montpelier in France. So far in 2013 our Panama and Casablanca in Morocco offices have launched. We have now established a network of local core teams in each of these sites that also come together in regional teams. We also meet as a global team with our board of senior leaders who guide and support the future strategic transformation of True Ability. Our membership is open to all Dell employees and is growing year on year.

This global expansion created an evolution of our range of activities as each site develops initiatives in response to the culture and ethos of their site. We drive all these initiatives under three strategic pillars of activity:

1. Be a network for employees who are impacted to connect and share experiences.
2. Connect with and contribute to disability in our communities.
3. Empower employees to join Dell and achieve their optimum.

2nd Annual European Union Conference & Awards-Continued
Paris, France—12-13. June 2013

It is important to evangelize these activities with the wider Dell team. We have established a global online social network and have integrated to existing newsletters, team updates and blogs to share our message and welcome new members.

"A key strength of True Ability in Dell is the leaders are mostly people who are impacted by disability. We are volunteering to drive diversity and inclusion for disability and we are driven to give over and above our normal roles to advocate for and welcome colleagues with disability/special needs" says Xavier Molinié, EMEA True Ability Executive Sponsor.

For more information contact Niamh Carew
Office + 353 61 465129, Email
niamh_carew@Dell.com

(left to right) Niamh Carew,
Xavier Molinie and Veronique Grunler
Dell Inc.

The IBM Team with their award

2nd Annual European Union Conference & Awards-Continued

Paris, France—12-13. June 2013

ORANGE
CONFERENCE SPONSOR
François-René Germain
Chief Accessibility Officer, France Telecom-Orange

Orange has undertaken to making communication accessible to all

Nadine Vogel, CEO, Springboard Consulting: How does the development of the "accessibility" device meet Orange's desire to reconcile innovation and accessibility?

François-René Germain, Chief Accessibility Officer, Orange: We produce communication solutions for disabled customers in a context of a response to particular situations. Innovations are equally used to bring to this customers both communication equipment and specific applications but also contents, side services and customers experience. Because of the specific use our customers are pioneer users, it pushes us to innovate, to adapt our customers' offers to their needs, but also to develop specific features and applications. Accessibility is a powerful motivation for innovation in a situation of any adaptation or new inventions to offer our customers all the benefits from an optimal ergonomics, a very simple use and a simplified handy design of the terminal equipment or services. Finally, our scheme is unique in Europe which is already an innovation (Offres Autonomie catalogue, label agencies, dedicated free phone number and web sites).
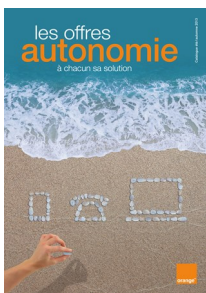
NV: What are the main innovation components trough the distribution?

FRG: The inter canal communication : first of all, a complete accessibility process with 253 agencies (paving surface, using teleloop, desks height, width of doors, signing, adapted and dedicated products lines, expert sales staff), a catalogue from the bottom-up approach of the needs of our clients to the solutions, and an accessible freephone number in Total Conversation mode (voice, real-time text messaging and video telephony) for our deaf clients, as well as a web site which make it possible both to buy online and to prepare one' search for a communication solution.

2nd Annual European Union Conference & Awards-Continued
Paris, France—12-13. June 2013

NV: How do you bring digital use facilitators to the senior population through your mission?

FRG: Thanks to interfaces making a simplified navigation installed on very intuitive and ergonomic smartphones and thanks to support services in agencies or remote use, we have built for the countries a complete ecosystem (terminal equipment, user interface, contents, services) leaving a good share for the customers experience, user experience with the devices and user experience in purchase process/order/delivery.

Smartphone Stylistic S01 Futjisu

NV: Can you present some beautiful new initiatives?

FRG: The launch of Colourcall and Meleovibe for the hearing impaired people in France and in Spain, the launch of Mobile Accessibility for the visually impaired people in France and soon in Spain, Easy Internet for the seniors citizens starting in internet in France. Our integration activity covering 32 projects from the Technocenter presents also provision of accessible Livebox (casing and installation). Last, the launch of Futjisu Stylistic 01 with the France, the first Orange 'smartphone to seniors citizens. In addition, we are really active in the standardization field (ISO, IUT, Gi3ct, AFNOR…) and we have produced a White Paper to companies in the accessibility telecom way. This aim on a standardization, regulation and lobbying process affects the position of the Group that our customer experience focus. Our communication highlights our actions and our projects for accessibility by exchange with the associations representatives to meet their expectations innovating in all countries where the Group acts. Lastly, we have communicated regularly on our innovations in different fair trade and exhibitions and work to make accessible web sites from several European countries.

2nd Annual European Union Conference & Awards-Continued

Paris, France—12-13. June 2013

(left to right) Nadine Vogel, Springboard,, Claire Martin and Valerie Meriot-Burn Renault

RENAULT

CATEGORY: WORKPLACE

Claire Martin

Vice President Corporate Social Responsibility and Director of the Renault Foundation

Fostering diversity and ensuring equal opportunities

I am very proud to accept, on behalf of Renault, the Disability Matters 2013 European Award in the workplace category for its social network Handi@Renault (disability@renault).

Handi@Renault is a confirmation of Renault's commitment to building an inclusive working environment in our company and in our community. Initiated upon **employee request**, and **sponsored by executives**, the Handi@Renault in-house social network offers its 800 members, both disabled or not, a collaborative platform to express and share ideas, to launch and develop projects, and to organize live events contributing to removing psychological barriers associated with disabilities.

Emphasis on the specific needs of our employees and customers

Handi@Renault is part of a global policy for Diversity. At Renault, Diversity is a fundamental performance, motivation and commitment lever for employees. It is also the sign of a **human and socially responsible company.**

Renault has decided to further its policy and structure its numerous initiatives in this area by appointing a Head of Diversity, responsible for running a company-wide CSR-Diversity policy. Sponsored by President Carlos Ghosn, the Diversity Policy relies on Renault's longstanding commitment to non-discrimination and equal opportunities, a pledge that was strengthened in 2004 when the Group signed its Declaration of Employees' Fundamental Rights and the Diversity Charter.

We have renewed **our 6th social agreement** with regards to employment and just celebrated our 25th anniversary of **Renault Tech**, our subsidiary that transforms vehicles for transportation of people with reduced mobility.

2nd Annual European Union Conference & Awards-Continued
Paris, France—12-13. June 2013

Renault Tech is a European leader in transport for people of reduced mobility. For 25 years, it has been converting vehicles and driving aids to enable people with motor disabilities to become more mobile and get around independently again (driving position tailored to personal requirements, vehicles designed to carry people in wheelchairs, etc.).

THE HANDI@RENAULT PLAN

Renault has long been committed to the social and professional integration of persons with disabilities, whether customers, employees, suppliers or partners.

The Handi@Renault social network is the corporate social responsibility component of our global action plan to promote disability. Working hand in hand with Human Resources to go beyond our legal requirements, with Renault Tech, to provide the best adapted services and products, and Purchasing to encourage outsourcing to protected workshops, the social network aims to reach a wide audience worldwide. We want managers and employees from all functions and levels to change the way they see disability, not as obstacle or a charge for the company, but a vector for innovation, an opportunity to see and understand things differently.

This is why we chose to launch the network with our partner the **French Handisport Federation.** A playoff was organized in our Engineering headquarters between the Professional French Rugby players of the National French Rugby team and the French Wheelchair Rugby Team. Employees were invited to get into a wheelchair and challenge the players.

Another example of an employee initiative born through the network is our online accessibility guide, "Jaccede@Renault". Renault partners with Jaccede.com, a non-profit association that aims to make urban environments accessible to all.   Together with Jaccede, we launched an ongoing process to evaluate and document access to our offices and industrial sites: meeting rooms, cafeterias, locker rooms, parking lots and so on; to facilitate access for the employees and external visitors. 14 Renault sites are now listed, but beyond the practical aspect, it is also a powerful way to have employees experience being in a wheelchair and understand the challenges encountered by their peers daily.

It is through these small tangible actions supported by our ambitious policy, that we slowly but steadily bring our employees, customers and suppliers into a "mindset switch" towards disability.

Contact information :
Valerie Meriot-Burn
valerie.meriot-burn@renault.com

Valerie Meriot-Burn and Renault Team Member, Renault

2nd Annual European Union Conference & Awards-Continued

Paris, France—12-13. June 2013

SFR

CATEGORY: MARKETPLACE
RICHARD PARETI
Corporate Social Responsibility Manager

(left to right) Nadine Vogel, Springboard Richard Pareti, SFR and Minh Maudoux, Jaccede

It was an honor to have participated in the Disability Matters Europe Conference last month. In addition to participating in conversations during the panel discussions, it was my privilege to accept the Disability Matters Marketplace Award on behalf of SFR.

SFR has always wanted to be a responsible operator, close to its clients and partners, innovative and engaged, coming from contribute, at its extent, in economic development, societal and cultural.

Digital Operator engaged, SFR accompanied the French for more than 25 years in their connected life. Because the digital profoundly changed society, the economy, and modes of life, SFR is fixed for ambition to act in "elevator digital", that is to say to give everyone the opportunity to develop its potential thanks to digital, in a perspective of individual and collective progress. It is therefore convinced that an enterprise cannot develop sustainably without being involved in the society in which it exercises its activity that Vodafone has formally committed, of 1997, to support the research of services tailored to people with a disability. Within the Vodafone Group, a sustainable development policy is implemented for structuring the steps initiated since a few years. It is articulated, in addition to the specific obligations to any company, around the accessibility of our products and services to people in a situation of fragility, and especially detrimental to a physical disability, and of equality of opportunity.

According to the forecasts, in 2030 France will have approximately 50% of persons in situations of disability, whether it be from blindness or deafness for example. It is clear that we must anticipate the needs who tomorrow will be ours. The process initiated by SFR must be intensified by the mainstreaming of disability in the design phase of products and services. This is not easy but the result may be surprising and create value for everyone. Our ambition is to encourage the autonomy of people, thanks to the technology and products that we have mastered.

Innovation must not create the handicap. This is the handicap that should feed the innovation. I am convinced that if all the products and services that exist were in the hands of persons deficient visual, auditory, or mental, the innovation that would follow is useful for all.

2nd Annual European Union Conference & Awards-Continued

Paris, France—12-13. June 2013

Each has been a day faces the disability : I have broken my leg in skiing, I want to open the door of my home by having the hands taken by my races and my little girl of 6 months in the rain, I need to reach someone during a rock concert loud, I have to speak English during a conference but I don't manage it very well, … . Let us reflect: we are the people with disabilities of tomorrow! That is why innovate through the handicap that is innovate useful!

The challenge is located at the level of the design of products and services. If the company has obligations to recruit people in situations of disability, it must take advantage of this constraint to make it a business opportunity: simply by integrating these people in directions dedicated to innovation especially and even elsewhere, (commercial, marketing, supply chain). The disability is a source of growth for companies, they must not be afraid to apprehend the economic stakes: "Disability matters, it is better to take by the hand before it takes you by the throat …".

For more information, contact Richard Pareti at:
Email: richard.pareti@sfr.com

Springboard Consulting CEO,
Nadine O. Vogel

Aude Garnier, Marie-Pierre
Delannoy and
Alain Masson, Sodexo

2nd Annual European Union Conference & Awards
Welcome Reception

Paris, France—12-13. June 2013

2013 ASIA-PACIFIC DISABILITY MATTERS CONFERENCE
EDUCATE, INSPIRE, NETWORK
September 18-19, 2013, Bangalore, India

Hosted By: CISCO
COMMUNITY BUSINESS

In Partnership:

HEAR from award-winning companies and their best practices relative to mainstreaming disability in the workforce, workplace and the marketplace.

NETWORK with professionals who are responsible for making disability initiatives a business imperative.

LEARN practical disability–related practices, strategies and tools that you'll be able to easily implement in your own organizations.

DIFFERENT WAYS YOU CAN GET INVOLVED

SPONSOR - Demonstrate your organization's commitment to the advancement of disability initiatives by becoming a sponsor. Build your brand, reputation and bring your delegations utilizing this conference as a training opportunity for your colleagues!

REGISTER - For more information on how to participate as an individual, or as a group to learn best practices, practical tools and applications.

To obtain application forms, register and sponsorship opportunities, please email Sigrid Senamaud at sigrid@consultspringboard.com

Titanium Sponsor(s)
accenture
High performance. Delivered.

Platinum Sponsor(s)
ABB

Gold Sponsor(s)
Intuit.

Bronze Sponsor(s)
Ingersoll Rand

Disability Matters U. S.
Awards Banquet & Conference 2014

Morgan's Wonderland
San Antonio, TX
April 8-10, 2014

Our
Host:

Toyota

14 Glenbrook Drive, Mendham, NJ 07945, United States
T: 973-813-7260; F: 973-813-7261
E: info@consultspringboard.com http://
consultspringboard.com

Come See Springboard!

Nadine O. Vogel
Founder & President

Marcia Gewirtzman
Senior Director
North America

Shelley Kaplan
Manager
ADA Services

Layne Montesino
Global Operations Manager
North America

Springboard Consulting will be presenting at the following conferences:

National ILG Conference
July 29—August 2, 2013
Indianapolis Marriott Downtown
Indianapolis, IN

Springboard Presenter: Nadine O. Vogel

2013 DIVERSITY COUNCIL CONFERENCE   October 2-3, 2013 • Washington D.C.
Hilton Alexandria Mark Center Hotel

Springboard Presenter: Marsha Gewirtzman

National ERG Summit - Innovate:

The Future State of ERGs
Upward Synergy

October 4 - 5, 2013
Gaylord National Resort & Convention Center Wash DC

Springboard Presenter: Nadine O. Vogel

Come See Springboard—Continued

9TH ANNUAL M2Moms®

October 23 & 24, 2013
Chicago Cultural Center
Chicago, IL
www.M2Moms.com

Springboard Presenter: Nadine O. Vogel

SHRM SOCIETY FOR HUMAN RESOURCE MANAGEMENT

2013 Diversity Conference

October 28-30
San Francisco Marriott Marquis
San Francisco, CA

Springboard Presenter: Nadine O. Vogel

A Note from the Springboard Team:

From everyone at Springboard Consulting, a heartfelt congratulations to our 2013 Disability Matters European Union honorees and attendees! Without you and your dedication to the disability community, there would be no reason to celebrate.