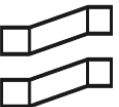


INSTITUTIONAL SETTING



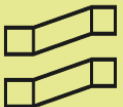
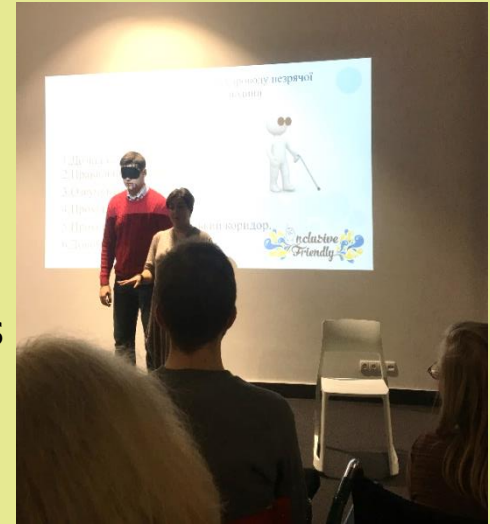
Movement on people with disabilities integration
into Ukrainian society through employment

- According to government statistics there are around **3 million** people with disabilities in Ukraine. And this number is increasing due to the war conflict in Donbass area
- Even though country's law obligates companies in Ukraine to have at least **4%** of their staff consisting of people with disability the reality is beyond different
- According to the latest data around **80%** of people with disabilities are still unemployed
- The main reason for the existing situation is historical heritage. In the sociopolitical environment of the USSR, people with disabilities were hidden as if they didn't exist. However, recently Ukrainian attitude towards disability have begun to shift in a more progressive direction, away from the medical model towards the social one. But the topic is still not much talked about: the level of people with disabilities subject media presence is just **3.8%**



STARTING POINT

- The ability of the Ukrainian government to affect on change is limited by **lack of capacity and political will**
- However the private sector is much more dynamic and progressive, which is inspiring more of responsible businesses to act. In particular, One Philosophy Group launched a movement on **people with disabilities social integration** through employment – “HAS TO BE SO”
- As communicators, we decided to start solving the problem by getting more attention of the businesses, activists and international organizations to becoming more socially responsible and making inclusivity a trend
- Basic research on citizens’ attitude towards disability was absent, so both companies and potential employees are operating based on **low-information assumptions**, images or impressions

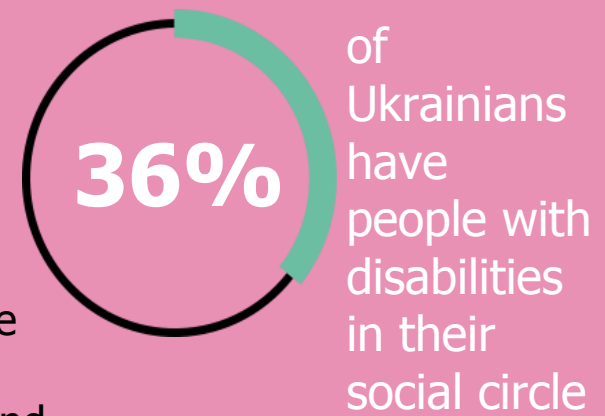


APPROACH

- We wanted **to engage** key business representatives into the constant conversation on the issue and spread awareness on number of people with disabilities in Ukraine in order to motivate companies to adjust their workspaces and teams to be welcoming and ready for colleagues with disabilities
- We were willing **to figure out** the Ukrainians' perception of disability and study the reasons for the complicated infrastructure and mental attitude complexities
- We wanted to **make a positive impact** on Ukrainian cities infrastructure accessibility while also encouraging people to take inclusivity trainings on appropriate interaction (changing attitudes)
- By stimulating the desire of progressive companies to be publicly seen as they are, we can **leverage the positive PR** to encourage practical improvements in accessibility



OUTPUTS



- We conducted **3 studies** on general audience attitude towards people with disabilities, defining its quantitative, qualitative and historical background to spread the results among wider audience and work with stigmatization accordingly
- We launched a **movement** for positive changes and consolidated key international business associations, inclusive employers and people with disabilities around it to establish impactful cooperation
- We held an **Inclusive Weekend event** on the International Day of People with Disabilities in cooperation with UNDP and National association of people with disabilities in Ukraine, having engaged more than 20 restaurants, 5 museums, a movie theater chain and thousands of Kyiv citizens into inclusive activities and real actions towards reconstructing public facilities into accessible ones
- We started **a videoblog** with a world's first runway model in a wheelchair and disability activist Alexandra Kutas to draw even more attention to the issue and to connect inclusive employers with professionals with disabilities



LESSONS LEARNED

- One of the major problems related to employment of people with disabilities is the lack of information:
There is **no bridge** between inclusive employees and people with disabilities. People are not aware which companies are **truly accessible and inclusive**, along with companies not knowing where to find qualified employees with disabilities
- **85%** of companies surveyed stated that it was the company's responsibility to support the social engagement of people with disabilities through employment
- **Public image can drive change**, not only be supportive: one company was motivated to improve its built environment after a short talk we have with them, and installed a ramp as a result



FOLLOW UP

- How the impact of progressive companies attitude should be fulfilled **in order to resonate** with the broader audiences and Ukrainian enterprise in general?
- Is it possible **to scale the inclusive movement** beyond the local ambassadors we have found and engage the nation or the whole world into it?
- What kinds of public and third sector resources could be enabled **to further improve** our methodology and results?
- How can we best apply image-oriented private sector solutions **using best practices** outside the Ukrainian context?

