



*"Vivre ensemble, égaux et différents"*

## From Disability Employment Week (DEW) to European Disability Employment Week (EDEW)

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## L'ADAPT

14 000 people are supported by our 120 centers and services throughout France

2 500 employees

300 volunteers

All ages and types of disability

Goal : Citizenship, social and professional inclusion of PwD

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## The origin of Disability employment week (DEW)

Created in 1997

At that time, most companies didn't associate employment with disability

Our ideas :

- ✓ To be positive on that subject,
- ✓ To show the skills and competencies of PwD,
- ✓ To communicate on success stories

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## DEW : a much anticipated annual event

Key date in the french social calendar (third week of november)

In 2014, 400 events were organised around France

DEW puts the spotlight on the subject of employment and disability on a national level

L'ADAPT is no longer the only organizer of DEW (110 out of 400 events)

All stakeholders are now committed and use this period to communicate, raise awareness and promote concrete actions to improve the employment of PwD.

*> Indicator of success* 4



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## Video : Overview of the 17<sup>th</sup> French Disability employment week

<https://youtu.be/a6OxTt70Wh0>

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DEW operates on several levels :

- ✓ **Awareness raising events to reach the general public**
- ✓ **Employment pairing events**
- ✓ **Press and politics : a strong commitment**



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## Awareness raising events to reach the general public

### 1- Large multiplatform communication campaign

- ✓ 3 faces, 3 life paths to show that everything is possible

Gilles who was supported by our car center and our training service,

Diane who was supported by our network of volunteers

Benjamin who is an employee of one of our partners

- ✓ The slogan : « Engagé »

Play on word in french : « committed to » and « hired »



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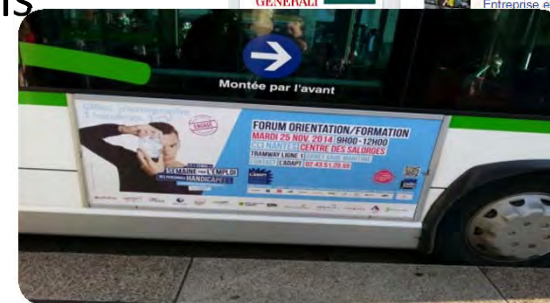
# Awareness raising events to reach the general public

## 1- Large multiplatform communication campaign

✓ Sponsored by big companies : Airbus, Banque Populaire, Caisse d'Epargne, Ikea, Generali...

✓ Adverts on billboards in the metro, on the bus, broadcast by partners, by companies, by 344 municipalities, on 101 radio, on 25 TV channels

✓ Website and community management plan (facebook, twitter, viadeo, linked'in)





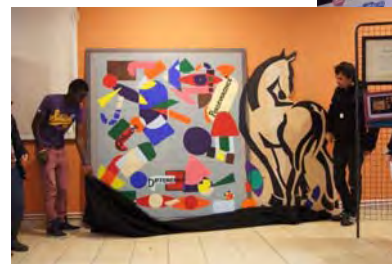
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## Awareness raising events to reach the general public

2 -Awareness raising events on the streets to meet the public and in companies to facilitate inclusion

✓ We raised the awareness of 30 000 people in 2014 during 111 events

✓ Best way to break barriers that inhibit access to citizenship for PwD

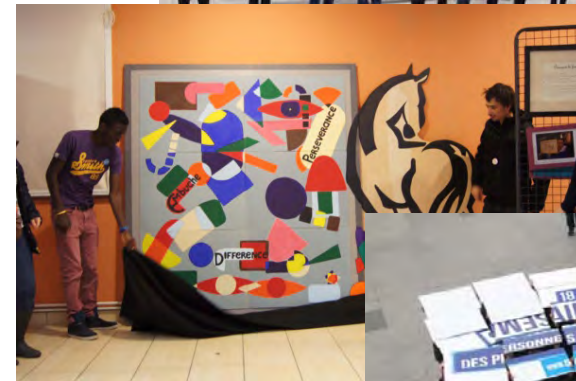


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## 2 -Awareness raising events on the streets to meet the public and in companies to facilitate inclusion

### ✓ Different kind of events are organised :

- 12 « Tifos » several double-sided boards held up by people to create a single picture
- 14 « Thought provokers » people on the street that provoke thinking in others with the question « What makes you feel disabled in your life ?",
- Streets interviews carried out by young people with disabilities,
- flashmobs, 15 conferences, Exhibitions,
- « Committed break » to present the social policy of the company to their employees and to provide them with general information on the subject
- human chain...





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## Employment pairing events

6 000 candidates and 1 100 recruiters met each other in 2014

- ✓ **5 Employment/disability forums** (4 500 visitors) : employment fair where companies welcome PwD as prospective employees
- ✓ **4 Jobdatings©** : recruitment event based on the principles of speed-dating
- ✓ **17 « Handicafés© »** : it gave 1 200 candidates with disabilities the chance to meet and discuss with recruiters in a friendly environment over a coffee. With the added option of a makeover or employment coaching



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## Press and politics : a strong commitment

The time of year when the issue of the employment of PwD is raised

Each third week of november, the issue is at the **forefront of the press** :

- ✓ 800 articles in newspapers both at national and local levels
- ✓ 600 article on different websites
- ✓ 158 radio pieces



## Press and politics : a strong commitment

The time of year when the issue of the employment of PwD is raised

**Decision makers** make the most of this media window to communicate their convictions on this subject :

- ✓ At a european level, **Pervenche Beres and Sylvie Guillaume**, 2 french MEPs , invited us to the european parliament
- ✓ In 2014, at a national level DEW was supported by François Hollande, the french president and Ségolene Neuville, the french disability minister, came to our employment and disability forum in Paris.

- ✓ Locally, representatives from municipalities, from regional and departemental councils showed their support



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## From the Disability Employment Week (DEW) to a European Disability Employment Week (EDEW)

### Why L'ADAPT wants to give DEW a European standing?

Within the framework of the UN CRPD, whose LADAPT is gradually training its staff, a EDEW represents key interests:

- ✓ Actions levers at a European scale in alignment with the 2020 European Commission strategy about people with disabilities
- ✓ Belief that LADAPT experience in terms of employment is positive and can be duplicated in some European member states
- ✓ Ability of transferring competences through a toolkit that will be translated into several languages within the context of DESC
- ✓ Employment of PwD remains a priority > our Department in charge of company partnerships tries to set up networking

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## From Disability Employment Week (DEW) to European Disability Employment Week (EDEW)

Foundations laid since 2013

**Launches of DEW in the Brussels european parliament in november 2013 and 2014**

- ✓ European network of committed partners : companies, service providers, NGOs...
- ✓ In partnership with EDF and its french entity (CFHE)
- ✓ Under the sponsorship of Pervenche Beres (2013) and **Sylvie Guillaume** (2014)
- ✓ With the participation of **EDF and the european commission (Maria-Luisa Cabral)** in particular



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## From Disability Employment Week (DEW) to European Disability Employment Week (EDEW)

Foundations laid since 2013

### Closing events:

- ✓ Conference on the employment of young people with disabilities in the European parliament of Strasbourg (2013) with speakers from Spain, England, Germany, Denmark...
- ✓ Conference on the securisation of career paths in the EOCED in Paris (2014) with speakers coming from Sweden, Ireland, Belgium, India...



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## From Disability Employment Week (DEW) to European Disability Employment Week (EDEW)

How are we going to do this at a european level?

- ✓ **Mobilisation of european stakeholders : EASPD, EDF, NGOs and service providers from member states**
- ✓ **Collaboration and awareness raising of Members of european parliament**
- ✓ **DESC project as a lever of dissemination**
- ✓ **Translation of the communication campaign**



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## From Disability Employment Week (DEW) to European Disability Employment Week (EDEW)

How are we going to do this on a local/national level?

**DESC project as a lever in Italy, Spain and Belgium**

**Make our tools available to any stakeholder who wants to promote a DEW event in their country**

**Translate the communication campaign**





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**Join us for this European adventure !**



# LEARNING DISABILITIES WORK EXPERIENCE WEEK

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9<sup>th</sup> - 15<sup>th</sup> NOVEMBER 2015



# Mark Capper

Business Development Manager/

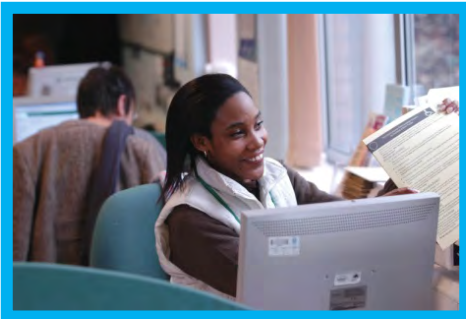
Head of Employer Engagement

**Mencap**

# What is a Learning Disability?

**A learning disability occurs when the brain is still developing - before, during or soon after birth.**

**A lifelong condition, unlike mental health**



**A reduced intellectual ability and difficulty with everyday activities – for example household tasks, socialising or managing money**

**People with a learning disability tend to take longer to learn and may need support to develop new skills, understand complex information and interact with other people.**

**With the right support, most people with a learning disability can lead independent lives... and work!**

# The facts

**1.4m people in the UK with a learning disability**

**Approx 1.1m can work**

**An estimated 280k are actually in paid work**



# About the week

- Started in 2013, partnership between Mencap and Inclusive Employers
- Grown each year
- This year we'd like other organisations to get involved in delivering placements.



# How can work experience help?

**Helps to:**

- **Build a CV**
- **Build confidence**
- **Develop better understanding of learning disability amongst employers**
- **Demonstrate the benefits for employers recruiting staff with a learning disability**
- **Help organisations supporting people with a learning disability to develop relationships with employers**





## LEARNING DISABILITIES WORK EXPERIENCE WEEK

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**A short film showing some of the highlights from  
last year's event**

<https://www.youtube.com/watch?v=2yMMC97MMCw>



Enhancing Life Chances



Anglia Ruskin  
University



Give  
a little... a charity shop with a difference

The **co-operative**  
funeralcare



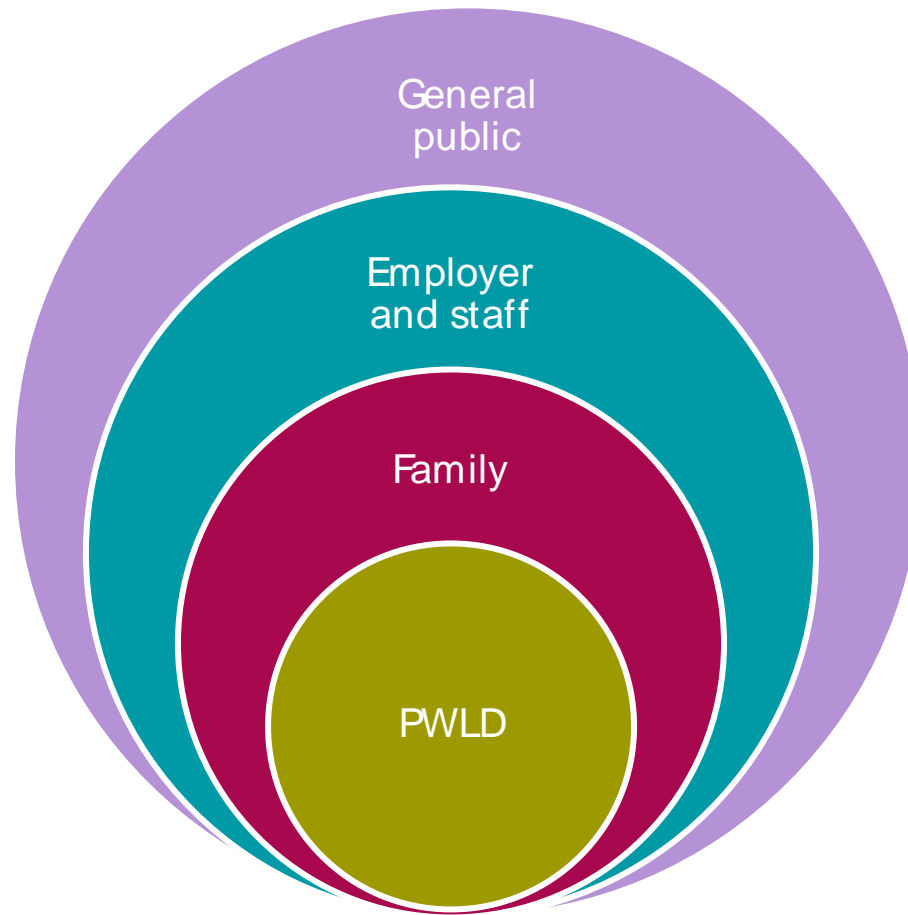
LEEDS  
BECKETT  
UNIVERSITY

# Business Benefits





# Even more business benefits



# Benefits for support providers

- Chance to meet new employers
- New opportunities for the people you support
- Support from Mencap (optional)
- Being part of a national initiative
- Networking and partnership working.
- Stronger together!



# What do we want from you?

- Ensure the quality of the placements, including support in work.
- Provide case studies
- Promote the week with employers, through marketing and using social media #LDWEW



# Requirements of supporting organisations

- To agree a Learning Plan for the person on placement.
- To monitor, review and observe the person on placement.
- To work closely with the person on placement and the employer to facilitate development and, where possible, support progression into unsupported employment.
- To ensure that the person on placement receives and understands a health and safety induction from the employer.
- To provide any relevant information about the person on placement that we are aware of to the employer that is relevant to the role (with their permission).
- To offer support and guidance to the person on placement and employer, enabling the customer to perform their work tasks safely and to the required standard; and to continue to monitor this.
- To offer information to the employer on issues concerning learning disability and reasonable adjustment.

# Where do I sign up?

Info in you packs

Contact:

National lead:

[mark.capper@mencap.org.uk](mailto:mark.capper@mencap.org.uk)

07984391613

Midlands, London and SE:

[matthew.parry@mencap.org.uk](mailto:matthew.parry@mencap.org.uk)

07947987650

North and SW:

[zoey.purdy@mencap.org.uk](mailto:zoey.purdy@mencap.org.uk)

07985453178