



Practical Ways of Building Awareness and Engaging Stakeholders

In Asia, openness about addressing the subject of disability and personal contact with people with disabilities is often limited. It is critical, therefore, that companies think through how they will change organisational behaviour – preconceptions, negative attitudes, or even fear – and create a culture of inclusion which delivers business improvement.

The first step is to breakdown some of the barriers between employees and people with disabilities. This can be achieved by running events with employees and disability groups. Use your local disability organisations and NGOs to help. These events can be co-ordinated to occur on International Disability Day (3rd December every year) or can be part of a Disability Awareness building day/half day, or can be part of an existing Corporate Social Responsibility initiative.

Examples of Events:

- Invite people with disabilities to participate in confidence building sessions with groups of employees at a Disability Awareness Day event at your offices.
- Invite a speaker from a disability organization to come to your organization and talk at an event. Invite people with disabilities to participate in that event and networking afterwards.
- Arrange for senior management to mentor entrepreneurs with disabilities on aspects to do with running their own businesses. These may be the leaders of the NGOs and disability organisations in your locality.
- Arrange for employees and senior management to mentor people with disabilities who are looking to find jobs in the corporate sector.
- For International Disability Day (December 3rd), work with a local NGO to arrange for people with disabilities to job shadow senior management in your organization for day.
- Sponsor scholarships for talented disabled students through university and provide work experience as part of the scholarshipscommunity centre.
- Invite your disabled employees and others who have interest to establish an employee network