



proAbility

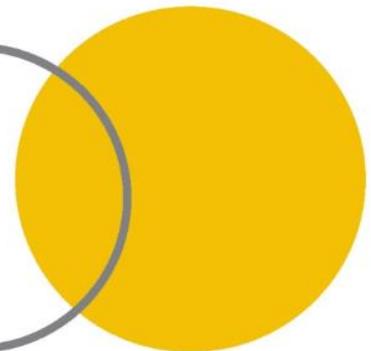
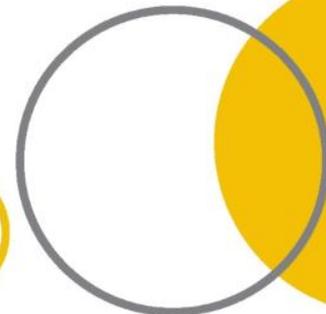
Promotion of the employment of people with disabilities through the training of employers

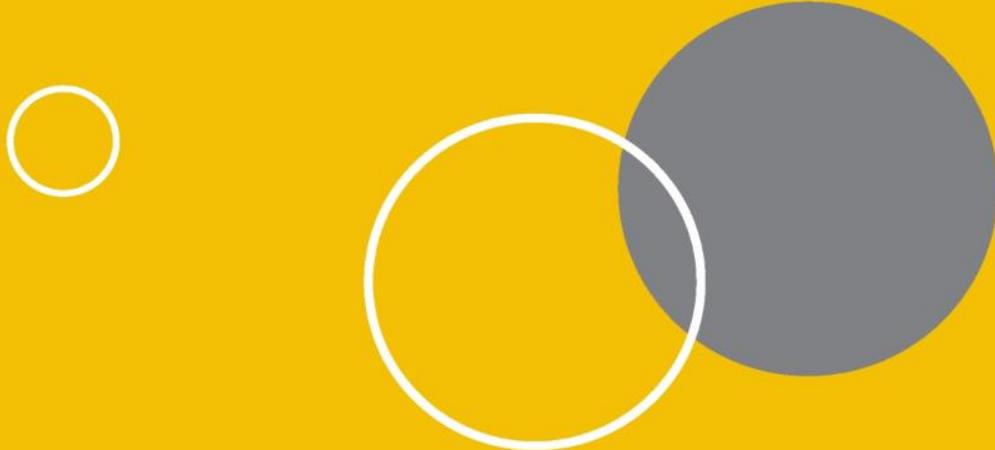
Judit Fekete

Corvinus University of Budapest

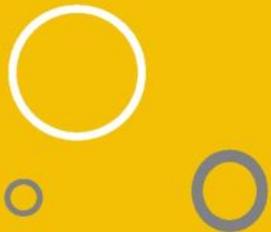
Katalin Vég

Salva Vita Foundation



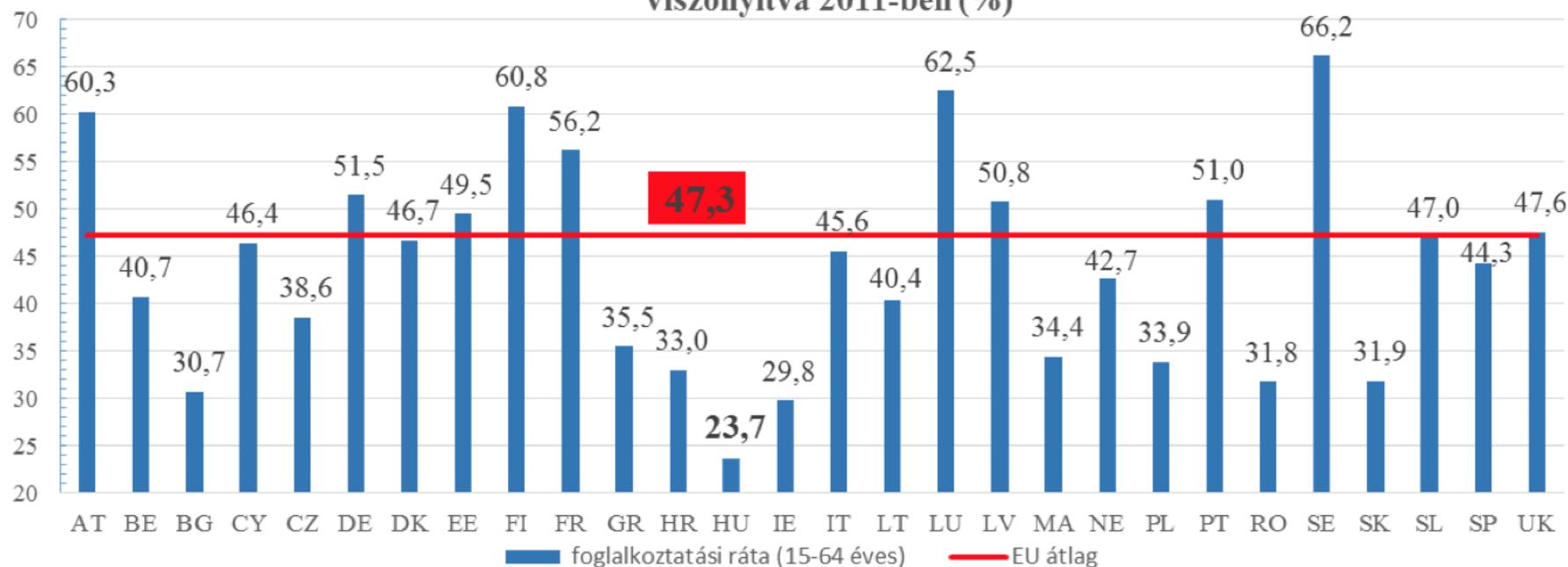


THE STARTING POINT:
A SOCIAL ISSUE TO ADDRESS...



Employment rate of people with disabilities within the EU

A megváltozott munkaképességűek foglalkoztatási rátája a tagállamokban az EU átlaghoz viszonyítva 2011-ben (%)



People with disabilities

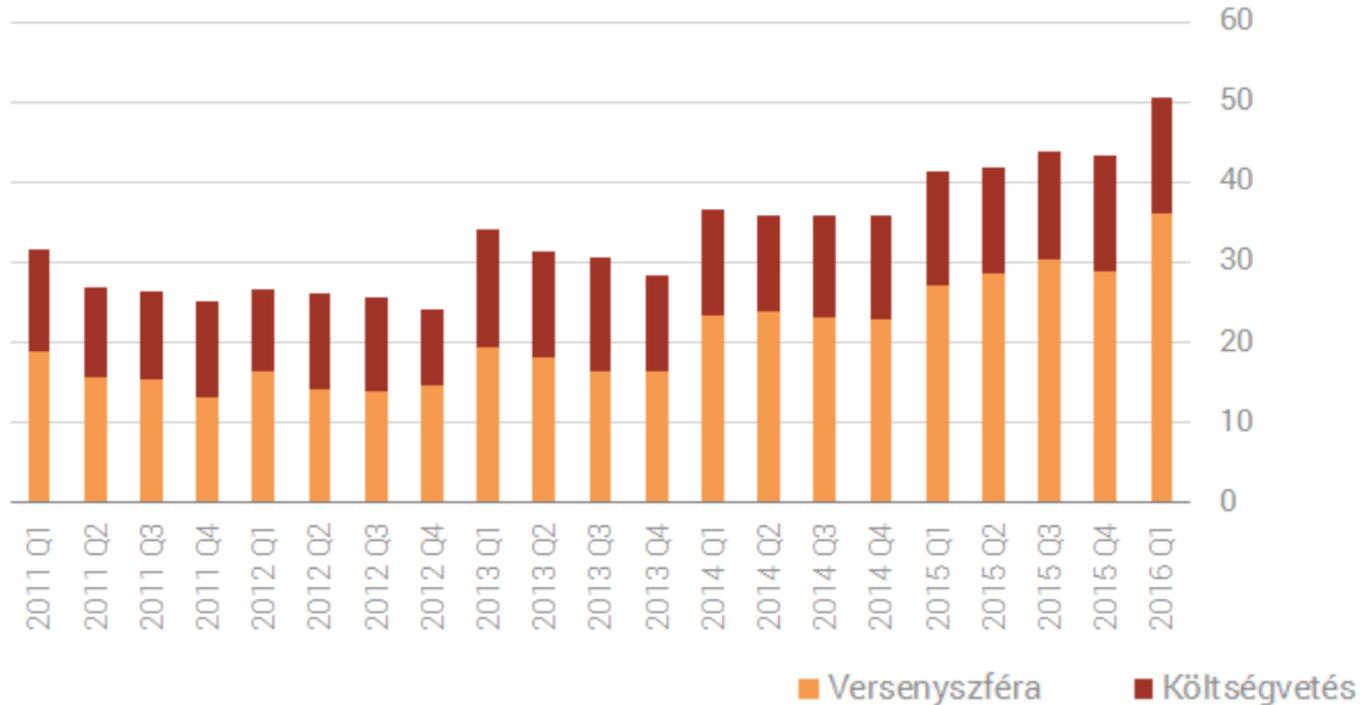
Who are they?

- Changed physical condition (60% and below)
- Mental disability
- Sensory impairment (hearing or visual impairment)
- Learning disability/learning disorder (dyslexia)
- Autism
- Neurological conditions (epilepsy, sclerosis multiplex)
- Addiction (drug addiction, alcoholism)

...more than 767 000 people in Hungary!

Shortage of labour force

Üres álláshelyek a versenyszférában és a költségvetésben (ezer fő)



A true potential for the economy that employees haven't recognized yet

- **Direct economic benefits:**
 - avoiding the quota (5% of the employees of medium & large companies has to be people with disabilities, otherwise the employer needs to pay an annual tax of approx. 3700 EUR/missing employee)
 - dedicated employees
- **Further and indirect benefits:** asset in employer branding, positive impact on the organizational behaviour

OBJECTIVES



**The overall aim of the project
has been to build a bridge**

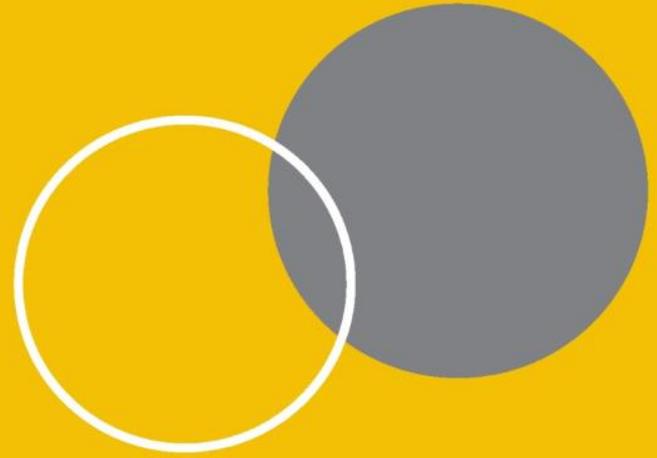


between **employers** and **potential employees with disabilities** by assessing their needs and exploring the opportunities for their cooperation.

How to achieve that?

Through awareness-raising among present and future managers, as well as the incorporation of diversity policy training into:

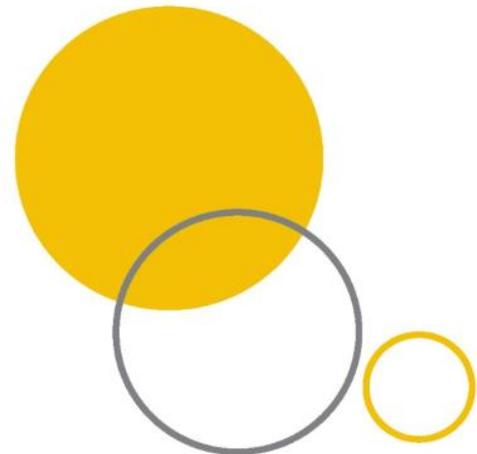
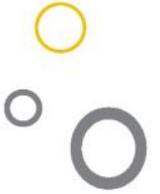
- a) the training of company leaders
- b) the training of HR managers and
- c) into higher education curricula (BA and MA courses for business school students).



PARTNERSHIPS & ADVISORS



Consortium:



Consortium leader:

Corvinus University of Budapest

- Management Institute 
- Observatory Centre for Educational Development
- Centre for Teacher Training and Digital Learning



Salva Vita Foundation

- One of the most prominent NGOs representing the needs of disabled people in Hungary
- Experience in sensitization
- 20 years of experience in linking businesses and people with disabilities
- providing a continuous “reality check” with respect to the feasibility of the transfer and adaptation of Norwegian best practices vis-à-vis local circumstances



Türr István Training and Research Institute (TKKI)

- Governmental agency, the largest training and research institution in Hungary in the field of adult education and training
- TKKI's main role was to ensure the high quality of analytical work in the research done at the beginning of the project.
- Closed down on 01/09/2016



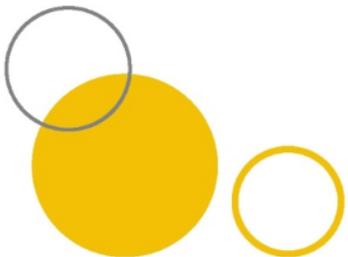
NHO Service Norway

- Many years of experience in the field of vocational rehabilitation, bridging the gap between employers and employees with disabilities
- Collection of best practices in Norway (Ripples in the water program)



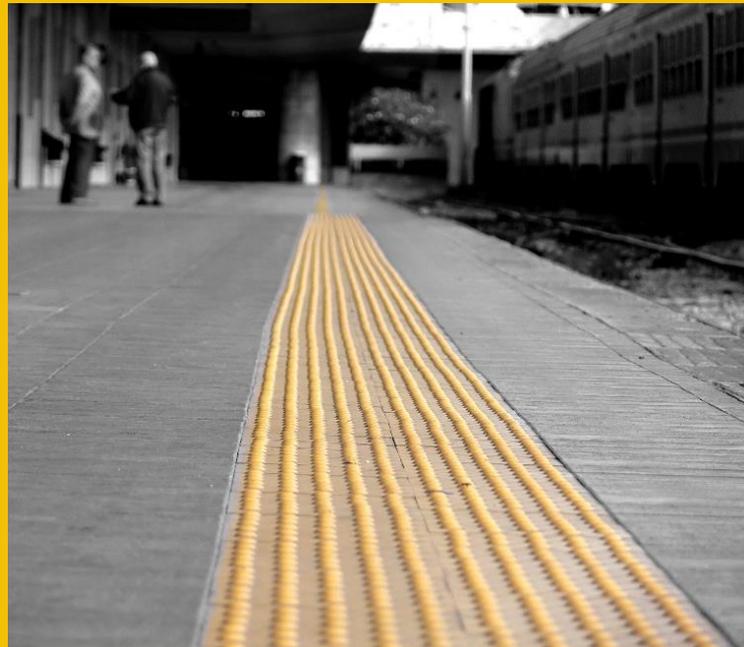
Quality Assurance

- **External monitoring company** contracted to follow-up the implementation of the work plan
- **Advisory Board:** 4 renowned experts provided continuous evaluation of the project's outputs
 - *Bárczi Gusztáv Faculty of Special Education*
 - *Lottery Company (Szerencsejáték Zrt.)*
 - *Alternate Consulting*
 - *Strategic HR Mentor Kft / Budapest Business School (BGE)*



PHASES OF THE PROJECT

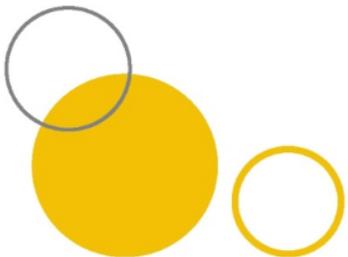
MAY 2015 – DECEMBER 2016



0. Preparations

2014, before the opening of the project period:

- Recognizing the “Gap” in business training
- Collecting information
- Drawing the project concept
- Stakeholder interviews
- March 2014: EEA grants funded M1 professional visit to Norway for partner search
- Development of the project plan and submission of the application



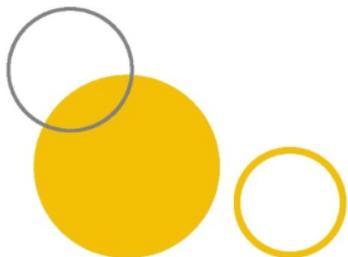
1. Mapping of the situation

April – November 2015:

- **Qualitative research and interviews,**
- **Publication of a study,**
- **Collection and publication of best practices.**

Difficulties, challenges:

- in overcoming mental barriers, improving “accessibility” in the minds of employers
- identifying & adapting positions
- more flexibility needed
- fluctuation, lack of continuity in the carrier path



Norwegian best practices, short videos



Best practices, success factors:

- **best practices in Norway:** the key is the close cooperation between the customer relations manager, the vocational rehabilitation services and the employers, plus a good social care system
- **Hungarian best practices:** corporate trainings to influence managers' decisions

Conclusion:

When diversity is a core value and becomes a part of the brand of the company – employee-friendly attitude: **“every employee counts”**



2. New teaching and training materials

November 2015 – August 2016:



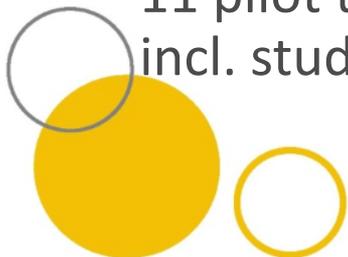
Educational material for 3 target groups:

L – one semester curricula for students in HR and business administration

M – 3-6 hrs long training for HR managers

S – 1,5-3 hrs training for company leaders

- New, interactive, provides personal experience thanks to the involvement of disabled co-trainers or guests
- Multiple alternatives, work with modules, work with group dynamics
- Methodological variety : sensitivity increasing exercises; theoretical presentations, small cases and complex case studies, short videos
- Peer review
- 11 pilot trainings (Hungary, Norway, UK) with approx. 140 participants, incl. students and HR managers



3. Dissemination (1)

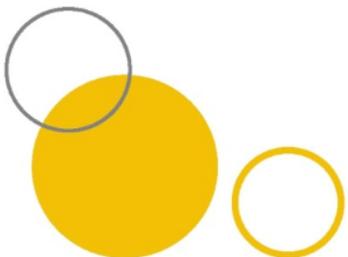
November 2015 – December 2016:

Publications:

- Printed and electronic publications
- Over 70 media appearance
- Website, FB pages, online newsletter

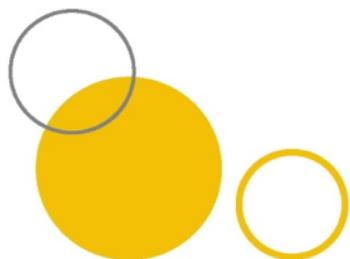
Events:

- 2 conferences, workshops, stand & presentation at the Personal Hungary HR exhibition
- Promotional free pilot trainings



Final Conference and Higher Education Workshop

18/10/2016



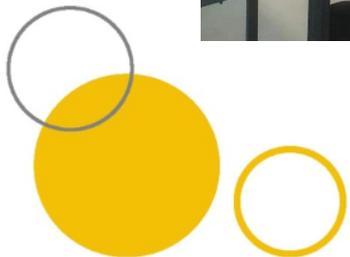
Presentation at the Personal Hungary Exhibition, 16-17/11/2016



Pilot trainings at Corvinuson:



in Oslo:

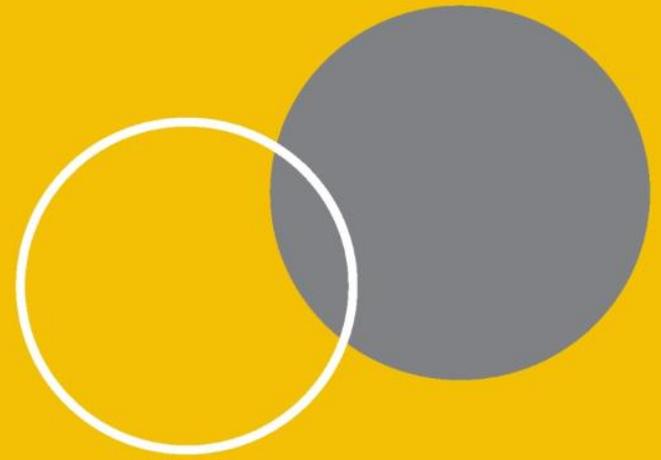


3. Dissemination (2)

International dimension:

- ENGLISH translation of all project products
- Open source materials, available online for download
- "First international pilot" : London School of Economics: September 2016 – reported as key takeaway by students of a one week CEMS seminar
- "Train the trainers" in Oslo in Nov. 2016 where a cooperation started with the Norwegian Business School
- Dissemination letters to key professionals (EU and North America). Positive feedback received from **Slovenia, Spain, Belgium, Germany, UK and Canada.**





IMPACT & SUSTAINABILITY

ACTIVITIES SINCE JANUARY 2017



4. Dissemination in 2017 (beyond the project period):

March 23-24, Bucharest: “The EEA Scholarships Program – a plus in education” European valorisation conference

April 25-28, Bergen: project presentation, annual conference of NHO

June 8, Mulhouse: proAbility workshop, annual conference of the European Platform for Rehabilitation (EPR)

September 12 : proAbility selected as a best practice by the European Social Platform

October 1-4, Oslo, Drammen, Sarpsborg: M1 professional visit for dissemination & continuation of the work

Nov. 17, Göteborg: Social Summit, exhibition by the Social Platform

Nov. 27-28, Cologne: EPR workshop: “Partnership with employers”



European Platform for Rehabilitation, Mulhouse

08/06/2017



The proAbility TTM's proved to be a **unique set of tools** for training employers to successfully employ people with disabilities

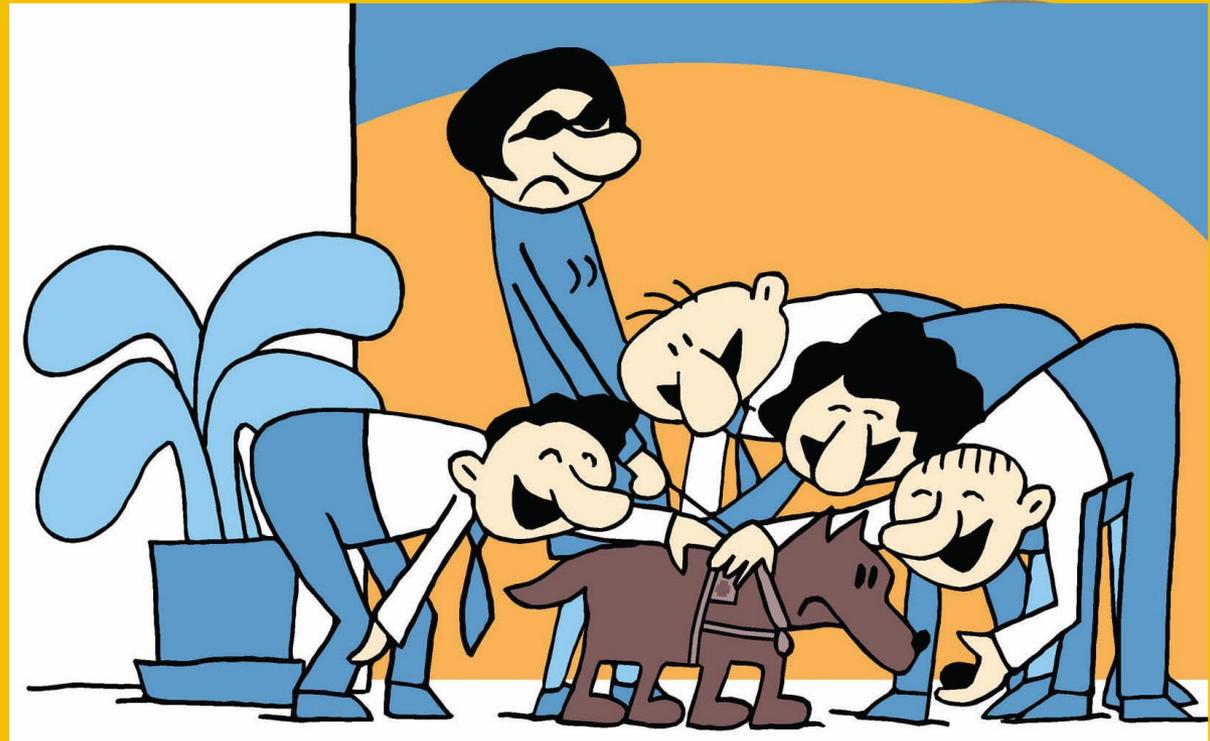
What made this project work?

- **Strong partnership**
- **Coordination with stakeholders**
- **Addressing an important social problem**
- **Development of unique educational tools that have been missing from business trainings**
- **Translation of project products into English →
International dissemination**

proAbility online

www.proability.hu

- Hungarian Facebook page:
<https://www.facebook.com/proAbility.projekt>
- English Facebook page:
<https://www.facebook.com/proAbility.project/>
- Partners' webpages
- Intranet: <http://redmine.proability.hu/> (partners)



THANK YOU FOR YOUR ATTENTION!

Further information:

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