



High Level Meeting on Disability

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CSR & Communications



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Adecco Group

Adecco



31,000+

FULL-TIME EQUIVALENT
EMPLOYEES¹



650,000+

ASSOCIATES ON
ASSIGNMENT DAILY²



100,000+

CLIENTS
EVERY DAY²



5,100+

BRANCHES IN OVER 60
COUNTRIES & TERRITORIES¹

1 Year-end 2013

2 Average 2013

ACROSS THE GLOBE

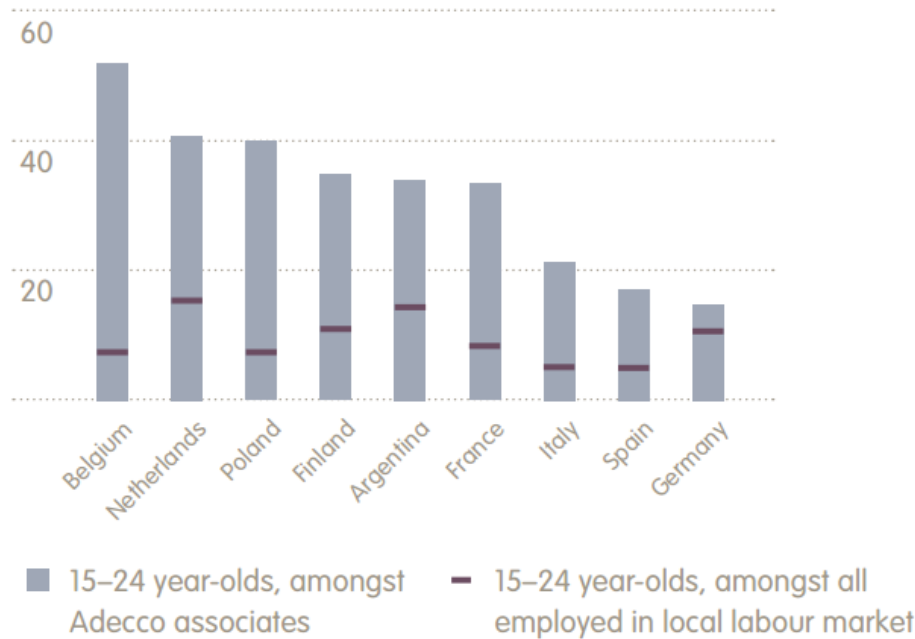




Adecco Group

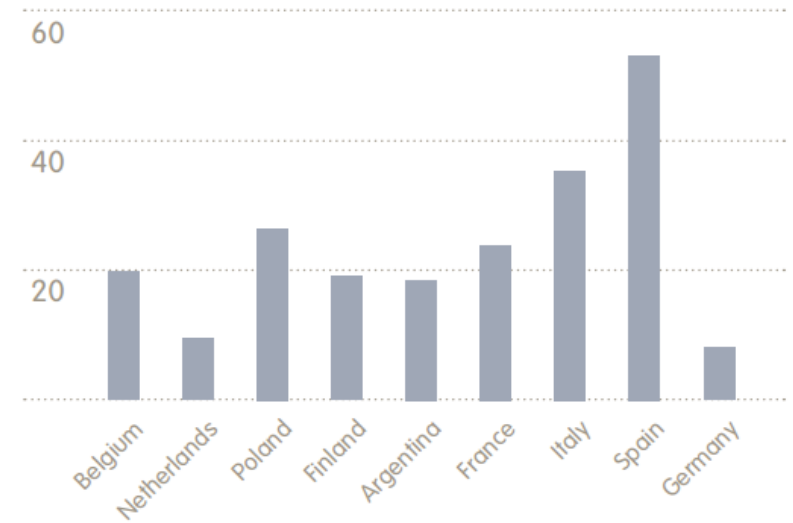
Adecco provides opportunity for young people (select countries)

15–24 year-olds, as % of total labour force



Youth unemployment rates

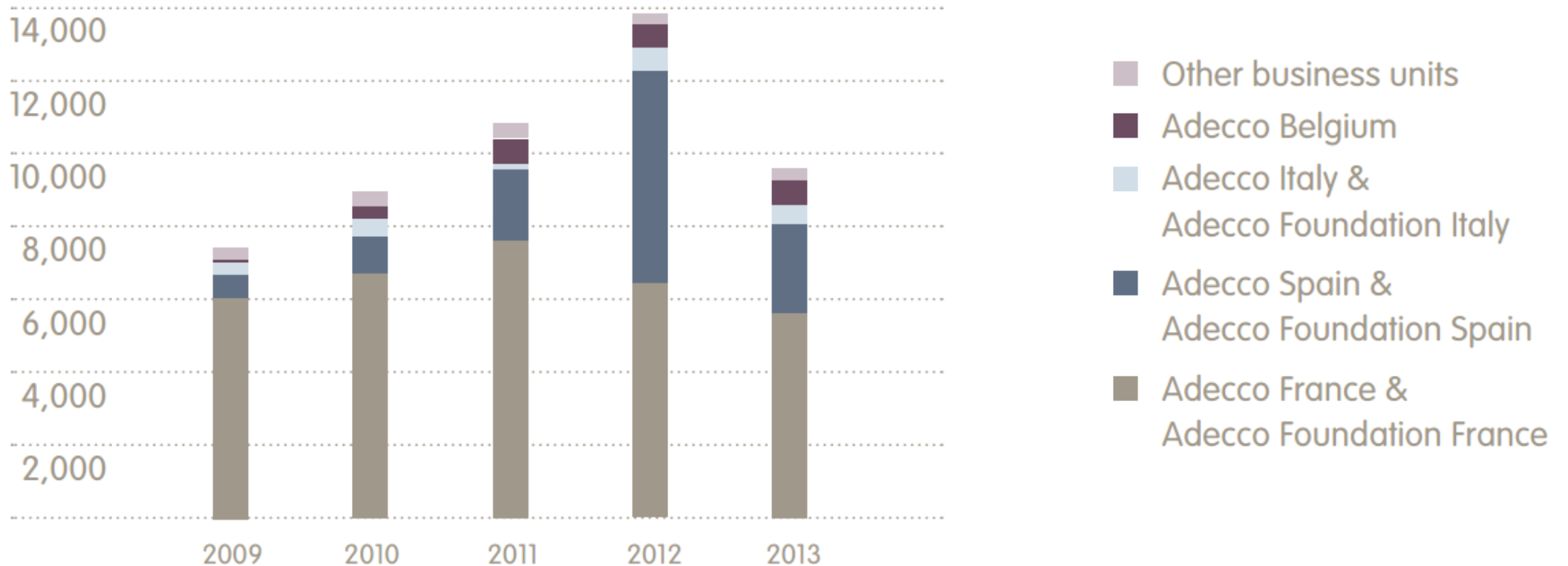
% of 15–24 year-olds



Adecco's age distribution shows substantially higher rates of young people compared to national labour markets (Source: ILOSTAT). This demonstrates Adecco's contribution to fight youth unemployment as shown in the chart on the right.

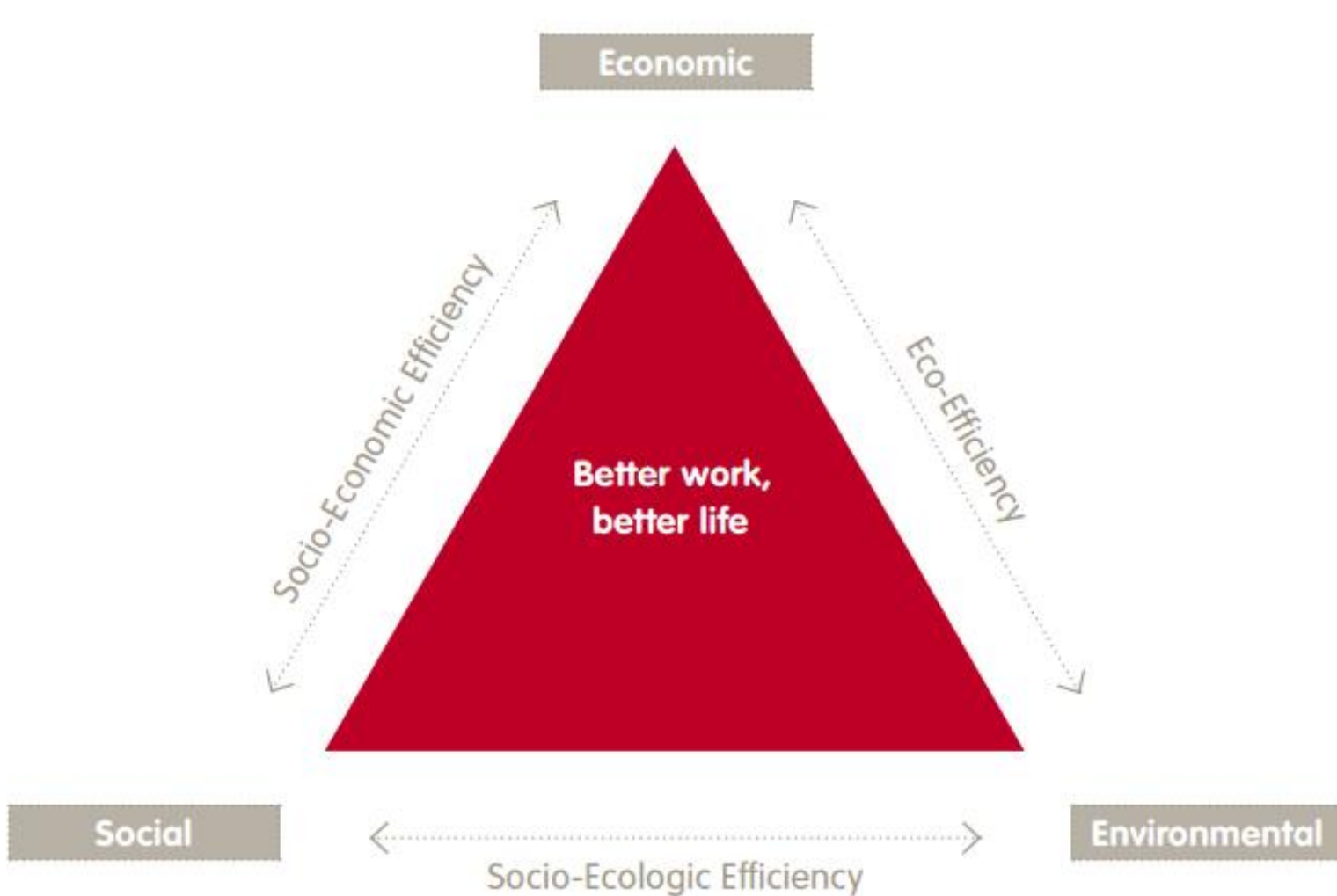


People with disabilities integrated into the labour market





Adecco Group



- Economic**
- Business Excellence
 - Governance & Compliance
 - Risk Management & Mitigation
 - Customer satisfaction
 - Supply Chain management

- Social**
- Training & Development
 - Human & Labour Rights
 - Integration
 - Diversity & Equal Opportunities
 - Health & Safety

- Environmental**
- Environmental conscious behaviour
 - Reducing consumption
 - Lowering CO2 emissions
 - Supporting clients with their environmental targets

ADECCO FOUNDATION

*15 years managing
corporate diversity*

WHO ARE WE

BACKGROUND

Established in 1999, in Spain, by the Adecco Group. Our foundation provides a response to those people with high difficulties when it comes to searching a job.

Corporate responsibility and HHRR management

Adecco Foundation is based on the basic principles of the Corporate Social Responsibility and funded on the Adecco's international expertise in Human Resources management.

Labour inclusion

That way, we started working with people with disabilities, women with no-shared family responsibilities and/or victims of gender violence, as well as with people of more than 45 years and long-term unemployed.

Historical results

This complex task, carried out during now 15 years, it has achieved us the possibility to create more than 240.000 people's jobs for their labour inclusion.



112

Our team

9

Ambassadors

1.104

Therapeutical resources

16

Offices in Spain

fundación



Adecco

People with disabilities

Women with no-shared family responsibilities
or victims of gender violence

People of more than 45 years and long-term
unemployed



HR Metrics

Five main global HR trends



Leadership



Talent
acquisition



Workforce capability



Retention &
Engagement



Learning &
Development

Why we use CSR?

¿What we understand for Corporate Social Responsibility(CSR)?

CSR is an addition responsibility with the legal obligations that any company have: Promotes the inclusion of strategies and policies, that worries determinates social contexts and the corporate impact that can be produced.

Policies that should be assumed principally by the board members, generals managers and then employees.

Extended corporate compromise with social, economic and environmental process that need to be stabilized with all partners and stakeholders.

Principal Guidelines of CSR – Adecco Foundation



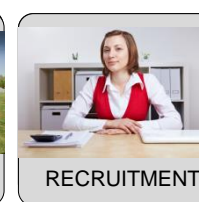
Method designed for companies

Adecco Foundation way to work, provides strategic solutions for companies with expectatives in Corporate Social Responsibility (CSR) and also for SMEs, which start to use CSR in their internal processes and management divisions. This model is adapted to the specific needs and characteristics of each company, creating new business opportunities and expanding a strategic vision on the social inclusion.



Our methodology

Adecco foundation's methodology is developing strategies in connection with diversity programs. In order to add value to the company's strategy in CSR.



Results that support our model

297 COMPANIES WITH OUR METHOD
2,173 COMPANIES RECEIVING CONSULTING

EMPLOYMENT CREATION, 2014
7,744 GUIDANCE ACTIONS
2,849 Job Inclusion

ADECCO FOUNDATION METHODOLOGY

15 years managing Corporate Diversity

CORPORATE CULTURE

- 1 Organizational study
- 2 Creation of the Operative Committee of disability
- 3 Design of the strategic plan of diversity
- 4 Presentation to the Management Committee
- 5 Design of corporate policies: Diversity and integration
- 6 Communication structure, and channels development and adaptation.
- 7 Project leaders and representatives training

8 CORPORATE COMMITMENT

NORMALIZATION

- 9 Information/ communication
 - positioning campaigns: managers and employees
 - Communication of actions
 - Campaigns and awareness events
 - Dialogue with stakeholders

10 Training

11 Awareness raising

- Awareness raising training
- Corporate volunteering

12 Normalization

- Programmes and disability benefits
- Plan Familia
- Plan Aflora
- Spaces adaptation and accessibility

RECRUITMENT AND INCLUSION

- 13 RRHH audit
- 14 Creation of the HR department
- 15 Recruitment objectives definition
- 16 Analysis and adaptation of processes
- 17 Position analysis and identification
- 18 Recruitment of persons with disabilities
- 19 Attraction and recruitment of professionals with disabilities

- Fellowship programme
- Vocational training plan
- Unidos (University and company)

20 Incorporation

- Training for departments
- Incorporation plan
- Monitoring and assessment

ACTIONS

Awareness raising conferences

TRANSFORMING THE VISION OF EXCLUSION

DEFINITION

Dialogue with the different stakeholders of the company. The principal mission is to normalize and eradicate mental barriers that make more difficult the equal access to the labour market of people with disabilities.

The awareness raising conferences give credibility to the strategy plan and is coordinated with the company's values. The principal ambassador of this initiative is an expert coaching person with disability.

Objectives

- Create dialogue and opinion
- The visibility of disability in the company.
- Encourage the change
- Transmit values
- Empathize with disability
- Reduce barriers, fears and stereotypes
- Overcoming trough the model
- Motivation

Audience and formats

These conferences are usually carried out in meetings with the management committees, human resources departments, employees, and the corporate events as forums, towns-halls or university training sessions.

Strategic messages

Adecco Foundation works with the messages of each conferences according to the target audience, and the objectives and needs of each company.

Speakers and collaborators

Adecco Foundation has a team of collaborators with disabilities which have stood out because of their values and attitudes they have to face every day.

General structure of a conference

Disability and Diversity in the company.

Adecco Foundation introduces the conferences, speaking about all the important aspects that will be a part of the company since the very beginning of the inclusion strategy.

Awareness raising and values testimony

The collaborator will transmit all the values, attitudes and competences which have allowed him to overcome the barriers and social limitations. Making possible to reach his objectives and success in his professional life.



AMBASSADORS SPEAKERS CONFERENCES



LIVING OVERCOMING LIMITATIONS

RAQUEL DOMÍNGUEZ

Raquel has competed, at national level, in sports like swimming and athletics. A degenerative disease that limits the movement of her arms has not hampered her dreams to reach her professional and sport goals.

SELF EXPERIENCE

PABLO PINEDA

Pablo is the first European graduate with Down Syndrome. Silver Shell, in the Film Festival of San Sebastian and no doubt, one of the most prominent person with intellectual disability in Spain and Latin America. He has a brilliant mind and offers us an intelligent and transforming speech.

MY LIFE ON A WHEELCHAIR

RICARDO TEN

Ricardo is a Spanish paralympic swimmer, with the world record in breaststroke. Has been an European champion in several occasions. He suffered the amputation of some limbs, due to an accident when he was a child.

TERESA PERALES

Teresa is a Spanish paralympic swimmer. She has won 22 medals and carried out as a politician in Aragón. She is a writer and coach. Nowadays, she is the athlete with more medals in the History of the Paralympic games, and without a doubt an example of perseverance.

JOAN PAÍSA

Joan is 95cm high, pure enthusiasm, energy and perseverance. He studied IT and is an example for children suffering diseases and long stays at hospital. He also practices ping-pong and basket where he has achieved various international triumphs.

PLAN FAMILIA (Family Plan)

PROGRAM FOR RELATIVES WITH DISABILITIES

DEFINITION

Advice and guidance program for those employees with disabled relatives in charge. This program reinforces the company's conciliation policies and the family's responsible strategies.

Advisers specialized in disability and labour inclusion from the Adecco Foundation, guide and support the beneficiary and their family through a personalized programme or contingency plan according to their personal needs.

Plan Familia mission

Provide resources, support and orientation to all the company employees with a relative with disability.

Objectives

Support the employee

Create mechanisms and corporate initiatives that reinforce the conciliation policies and the support to all those employees with relatives with disabilities.

Labour and social integration

Develop, from the early age, competences and skills that will allow people with disabilities to be included into society and in the labour market.

Orientation and advice

Guide and advice employees and beneficiaries to facilitate their decision making, the identification of the most suitable actions and resources to achieve the key competences, skills and attitudes for their future labour and social inclusion.

Beneficiaries

Plan Familia is aimed to relatives aged between 0 and 65.

- Diagnosis (first month)
- Early attention (0-6 years)
- Education. Childhood (6-12 years)
- Education. Adolescence (12-17 years)
- Training. (18-23 years)
- Pre vocational phase (23-26 years)
- Labour inclusion (26-35 years)
- Professional development (35-45 years)
- Professional maturity (45-65 years)

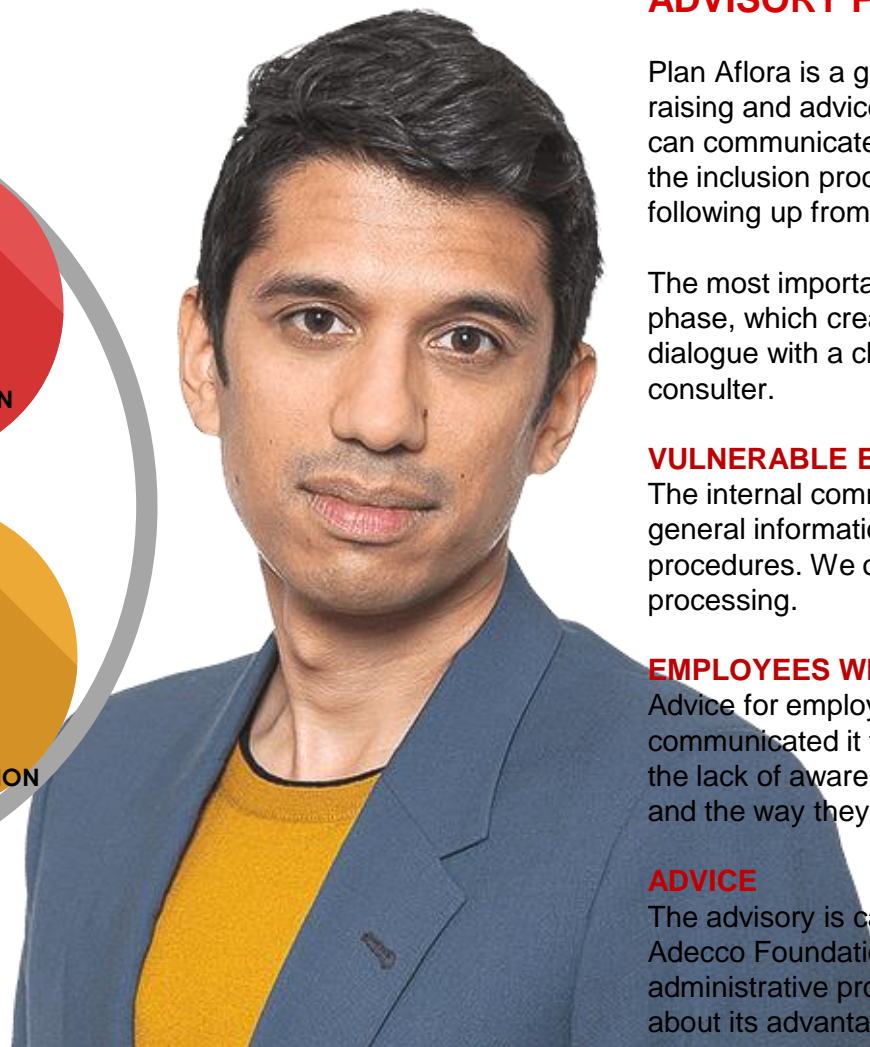
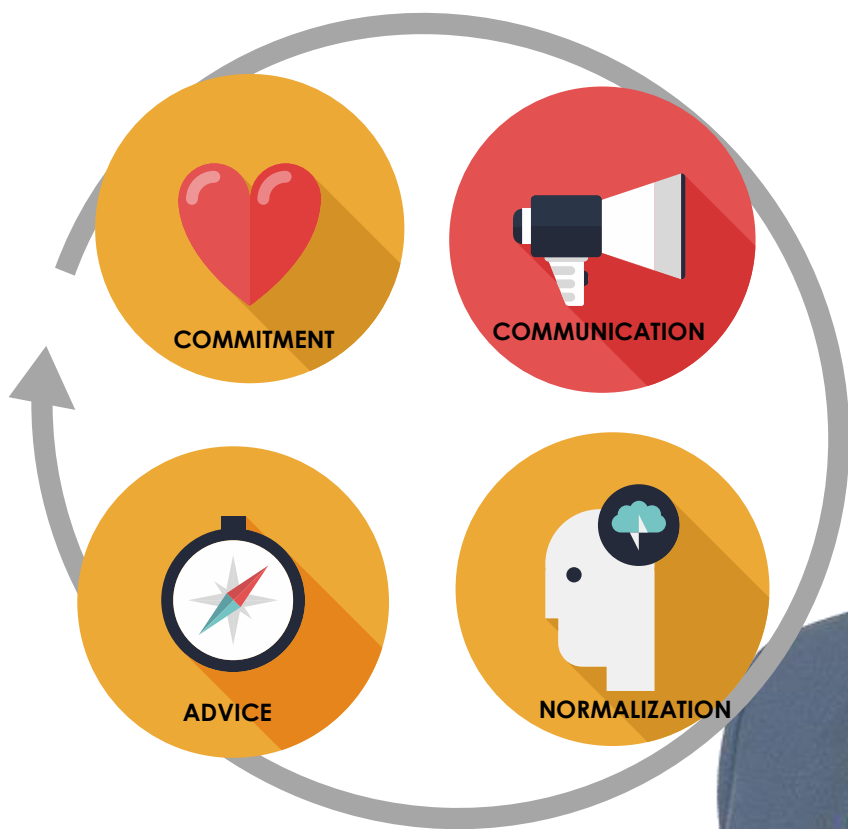
Support plan

The support plan is customized for each participant of the Plan Familia, according to their ages and personal characteristics, suggesting actions in 5 contingency areas: (1) Medical / clinical area; (2) Family area; (3) Social area; (4) Training area; (5) labour area

1.320 beneficiaries
191 companies
participating
2.123.000€ invested

PLAN AFLORA (Crop out Plan)

PROGRAM FOR EMPLOYEES WITH DISABILITIES



ADVISORY PROGRAM

Plan Aflora is a global strategy where informative, awareness raising and advice actions are carried out to ensure employees can communicate their disability and acquire benefits through the inclusion process. They receive advice, guidance and following up from a specialist in disabled matters.

The most important part of the advisory program is the initial phase, which create an interest in the employee through dialogue with a close and sensitive fluent communication with its consulter.

VULNERABLE EMPLOYEES

The internal communication plan provides the employees general information about disability, typology and administrative procedures. We offer them advice and support during the processing.

EMPLOYEES WITH DISABILITIES

Advice for employees with the disability certificate, who have not communicated it to the company, it allows to reduce fears and the lack of awareness, favouring the benefits they can receive and the way they decide to communicate it or not.

ADVICE

The advisory is carried out by experts in disability from the Adecco Foundation. They support the employee during the administrative process and offer them actualized information about its advantages, benefits and corporate programs.

VOLUNTEERING

AWARENESS AND CO-RESPONSIBILITY

DEFINITION

Corporate volunteering is a corporate tool through which companies mobilize their human capital (their knowledge, skills, talent, values...) to support the main challenges faced by the local communities where they work.

Likewise, the volunteering has an important component of awareness raising, values training and social attitudes.

In that way, it acquires a double dimension: support the training and development of persons with disabilities, transmit values and social attitudes that reinforce the corporate identity, culture and responsibility strategy.

VOLUNTEER PROGRAM

At the Adecco Foundation, our Corporate Volunteering Programs reinforce the companies' CSR policies.

It helps to establish a closer relationship with local communities, supporting them, increasing the awareness programs and involving the company's employees into the corporate values.

VOLUNTEERING AND DIVERSITY

Volunteering in a Diversity Strategy Plan has as a principal aim: to reduce mental barriers and normalize the diversity among the company's people through the exchange of experiences and activities between employees and people with disabilities.

The principal barriers in the company are the lack of knowledge, the stereotypes and prejudices that nowadays make more difficult for some people to get their labour inclusion on an equal basis.

Through the volunteering, we expect that those barriers are eradicated and the disability term normalized from the diversity point of view.

*Corporate volunteering help those employees of companies to put themselves in the shoes of different people in social, personal or difficult circumstances in relation with workability.
It helps to involve them in the Corporate Responsibility Strategy*

6.475 beneficiaries
56 companies
participating
3.236 volunteers

ABILITY SCHOOL DAY

EDUCATION IN VALUES



DEFINITION

Ability School Day is a social and educational activity given by sport professionals with disabilities which use the sport adapted, the Paralympic movement and their life experiences, to transmit a message of overcoming.

It is an space to transmit the values that will allow students to see and understand disability in a normalized way.

Objectives Normalization

Integrate values and concepts related to the diversity in the school curricula in order to favour its normalization.

Adapted sport promotion

To make noise about the adapted and Paralympic sport movement.

Education in values

Educate in diversity and non-discrimination values, on and equal social basis and as a source of wealth for all..

Schoolchildren with disabilities

Create school environments that accept disability without barriers and stereotypes, trough the Paralympic values and the example of monitors.

Participants

The Ability School Day is aimed to Primary School Students (6-12 years) It adapt the contents of the program to the needs of each centre.

We work in a multidisciplinary way with the following educational areas (Physical Education, History, Geography, Social Sciences)

Structure of an ASD conference

Ability School Day conferences are design together with the School, in order to complement its educational programme.

Dialogue with the students

We transmit basic concepts about the Paralympic movements and the different sports in a ludic and teaching way.

Adapted sports practice

In groups of ten boys/girls, children have the opportunity to play different Paralympic sports, putting themselves in the shoes of some types of disabilities.

Drawing contest

All the ASD participants take part in the drawing contest In groups of 4 or 5 students, they present a drawing about the adapted sport and the values learnt during the ability School days conferences

CASE OF STUDY



TOGHETER PROJECT

MENTORING FOR UNIVERSITY STUDENTS WITH DISABILITIES

proyecto

Why?

Unidos

ORIENTACIÓN ACADÉMICA Y LABORAL PARA
ESTUDIANTES UNIVERSITARIOS CON DISCAPACIDAD

UNIDOS PROJECT

MENTORING FOR UNIVERSITY STUDENTS WITH DISABILITIES

DEFINITION

It is a program which joins the University and the Companies knowledge, resources and experience to support, orientate and prepare students with disabilities during their academic phase and their future access to the labour market.

With this initiative, we create an inclusive university path that promotes participation and access to education on the same basis for students with disabilities.

In this way the beneficiaries acquire the necessary competences for their future roles in the labour market.

Mentoring program

The main part of **Unidos Projects** is a mentoring program where university's students receive support from professionals (employees) from the companies participating in the program.

Mentoring phases

Recruitment

At the beginning we carry out a recruitment of beneficiaries at the University as well as the mentors from the companies participating.

Interview to the beneficiary

Adecco Foundation reviews and interviews the beneficiaries, analysing their profile and disability needs.

Tutor training

Disability and mentoring training for all the employees who voluntarily decide to become tutors of a university student with disability.

Support

After having analysed the participants' profiles, tutors are assigned a beneficiary to support them in their career.

Monitoring

Specialists in human resources and disability coordinate, monitor and support the mentoring process of each beneficiary.

Complementary actions

Unidos considers different actions at the university to promote the access and inclusion of students with any kind of disability.

1. Raising awareness actions
2. Communication and dialogue
3. Grants and training grants
4. Trainings and advice for teachers
5. Adaptation of study-class spaces
6. Sectorial dialogue groups



UNIDOS PROJECT

MENTORING FOR UNIVERSITY STUDENTS WITH DISABILITIES

Companies Involved



Universities participating



UNIDOS PROJECT

MENTORING FOR UNIVERSITY STUDENTS WITH DISABILITIES



21 companies
participating
6 universities involved
100 participants
beneficiaries

Universities

Adecco
Foundation

Companies

New!

ON MY OWN AT WORK

Strategic Partnerships for vocational education and training



ON MY OWN AT WORK



Erasmus+

Facilitate the access of European young students with Intellectual Disabilities to VET in the hotel sector, through long-lasting collaborative partnership between VET agencies (mainstream schools and disability associations) and employers.

First Companies Involved	MELIA HOTELS AXIS HOTELS
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ON MY OWN AT WORK

Strategic Partnerships for vocational education and training



ON MY OWN AT WORK



Erasmus+

Countries

Spain · Italy · Portugal

Partnership



UNIVERSITÀ
DI BOLOGNA



ON MY OWN AT WORK

Strategic Partnerships for vocational education and training



ON MY OWN AT WORK



Erasmus+

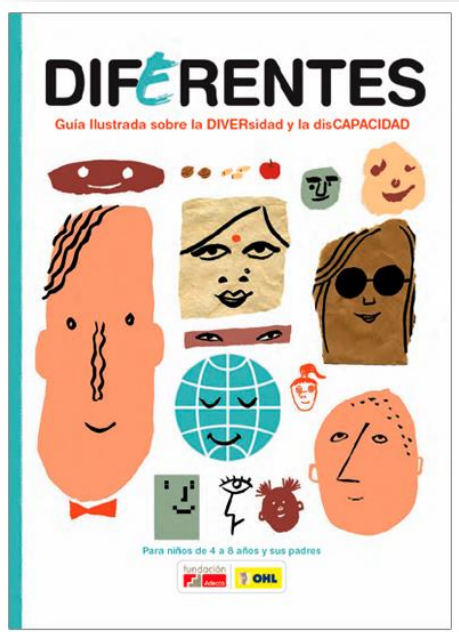
Output

To improve the jobs offers from hotel for people with Down syndrome and Intellectual disabilities.

- Increase number of available (and certified) on- the- job training partners (hotels, through a CSR network)
- Innovative on educational tools (videos , tutorial to improve tutor – trainee relationship)
- Innovative learning materials (pocket interactive resource for the trainee, APP) and for the trainee's greater autonomy.

www.on-my-own.eu





PUBLICATIONS AND RESOURCES

DEVELOPMENT OF MATERIALS AND DISABILITY RESOURCES

DEFINITION

We develop publications and graphic multimedia materials that go along with all the life stages of a person with disability.

Those materials transmits, in a different and creative way, messages, stories, values and attitudes that help to eliminate wrong beliefs about the disability. It helps to build up a social culture awareness to understand the human kind diversity.

Educative and social resources creation

The preparation of an illustrated guide, a tale, a comic or any other graphic element takes usually six month from the creation of the idea until it is expressed in the texts or illustrations. The process has got 5 operational stages whose appropriate planning allow us to reach the final objective of the different materials and resources.

Documents

Didactics

Drafting

Illustration and layout

Dissemination actions

CONCLUSION

WHICH ARE THE KEYS TO GENERATE A CORRECT AND SUCCESSFUL DISABLED PROGRAM?

1 SEARCH YOUR CAUSE

Find your social identity aligned with your core business

2 HUMAN CAPITAL

ENGAGE WITH YOUR PEOPLE

3 TRANSPARENCY

MAKE CLEAR CONVERSATION WITH YOUR INTEREST GROUPS

4 CREDIBILITY

YOUR PROJECT, YOUR STRATEGY SHOULD BE AUTHENTIC AND REAL

5 CONECT

BE CLOSER TO THE REALITY AND NECESSITIES OF YOUR STAKEHOLDERS



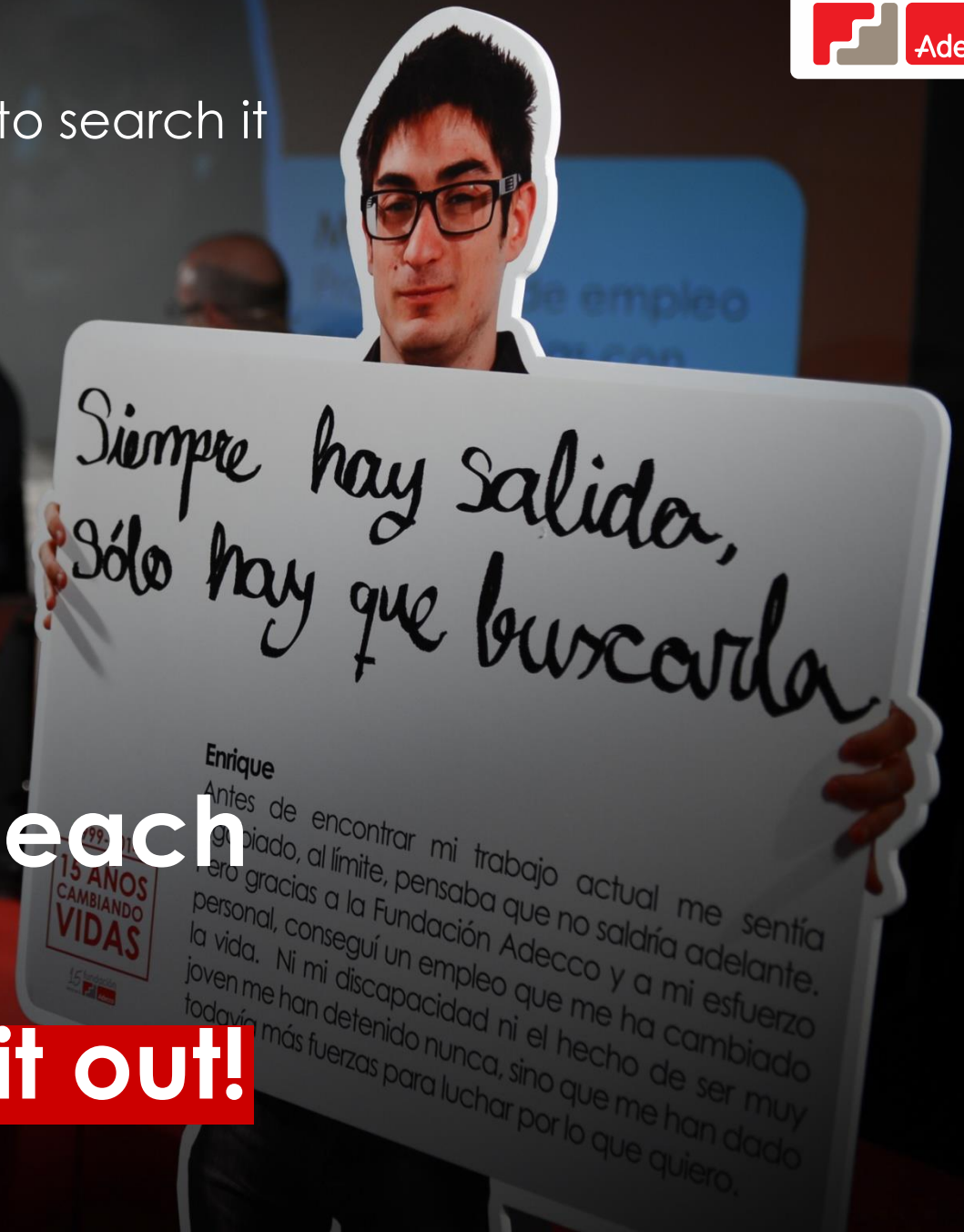
CSR
planner

CONCLUSION

There is always a way, only you have to search it

We believe there is
a job appropriate for each
person.

And we work to find it out!



Siempre hay salida,
Sólo hay que buscarla

Enrique

Antes de encontrar mi trabajo actual me sentía
desperdiciado, al límite, pensaba que no saldría adelante.
Pero gracias a la Fundación Adecco y a mi esfuerzo
personal, conseguí un empleo que me ha cambiado
la vida. Ni mi discapacidad ni el hecho de ser muy
joven me han detenido nunca, sino que me han dado
todavía más fuerzas para luchar por lo que quiero.

15 AÑOS
CAMBIANDO
VIDAS

15 años
CAMBIANDO
VIDAS

Thanks!

fundación



David Morales
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