

## *Go4Diversity* (Poland)

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## Objective

The main goal of the project is to develop in transnational partnership, testing and implementation new effective solutions that increase the motivation of employers to employ people with disabilities.

## Substantiation

The European Union has developed many solutions to support people with disabilities. A law has been established which indicates the equality of people with disabilities and non-disabled persons and requires equal treatment of all people in every area of life, including access to work.

**Why, then, are so many people with disabilities still inactive?**

The answer is not unambiguous. Employers rarely hire disabled people, they prefer to pay a penalty. Undoubtedly, the law ensuring equal access to employment, requiring employment, is a dead right.

## Substantiation

Our project is to convince employers to employ people with various disabilities. Thanks to various activities within the framework of lifelong learning, we want to convince employers and potential employees to give people with disabilities a chance to be independent of the support of various types of institutions.

### Why employers?

Because the effectiveness of the whole process depends on their openness to persons with disabilities.

There are 3 main social reasons for low activity of people with disabilities in Poland:

- ❑ Perception of disability in the category of lack of something, dysfunction or abnormality - a medical model of disability.
- ❑ Intolerance towards everything that is different from the "standard pattern" recognized in society.
- ❑ Low level of knowledge about the causes of disability, its types and effects. As a consequence, frequent use of stereotypes and undertaking low-rational actions.

We believe that it is very important to make employers and co-workers aware that disability can have many faces and is not limited to mobility disabilities, many of which have already been developed.

## Target groups

- ☐ employers who would like to employ disabled people, without conviction and preparation, whose working activity of people with disabilities is not fully possible and potential associates of people with disabilities.
- ☐ Co-workers of people with disabilities
- ☐ People supporting people with disabilities in the workplace

## Tasks

Obligatory stages of the project implementation in Poland:

- (1) working out a preliminary version of the solution, including primary research,
- (2) testing the developed solution,
- (3) evaluation of test results,
- (4) working out the final version of the model,
- (5) implementing the solution into practice (eg. in several companies),
- (6) developing recommendations for potential users.



## (1) working out a preliminary version of the solution, including primary research;

Extensive research on secondary and primary data.

The necessity of research results from the lack of comprehensive information on the perception of people with disabilities in the labor market, experience of cooperation with a disabled employee-employer, employers' attitude to employment of disabled people and related fears and needs.

## (1) working out a preliminary version of the solution

**Secondary research:** semiotic research - the meaning of the term "disability": the search for meanings, cultural archetypes, images in culture (analysis of signs, words, contexts, cultural messages, literature). The effect: what cultural characters to use to change the perception of disability and people with disabilities as potential valuable employees.

## (1) working out a preliminary version of the solution

### Primary research – Qualitative research:

- ❑ Employers and associates of people with disabilities:
  - IDI: on the employment of disabled people and their needs, the scope of knowledge, fears and needs of employers
  - FGI on expectations, problems in employing people with disabilities
- ❑ Employees of organizations supporting people with disabilities (including foundations, associations, work agencies), IDI
- ❑ Persons with disabilities who have achieved professional success, IDI

## (1) working out a preliminary version of the solution

### Primary research – Quantitative research:

- ☐ Employers (companies employing 10-50 people): a questionnaire survey on a nationwide sample (about 300 respondents).
- ☐ Co-workers of people with disabilities: a questionnaire survey on a nationwide sample (about 700 respondents).

## (1) working out a preliminary version of the solution

The result of the work will be a **model solution**:

- ❑ Guide - guide for employers, describing the types of disability and indicating what is needed (how to prepare a workplace) to hire a person with disability - in the form of many short films telling about the types of disability and the possibilities of a person with a disability.

## (1) working out a preliminary version of the solution

The result of the work will be a **model solution** :

- ❑ A guide for co-workers of people with disabilities who will help prepare and adapt to non-disabled people for cooperation with people with disabilities - a visual form using pictograms and cards describing the specificity of individual disabilities.

## (1) working out a preliminary version of the solution

The result of the work will be a **model solution** :

- ❑ Good practices about professionally active people with disabilities developed in the form of a booklet - a booklet in which interviews will be posted with people with disabilities who have succeeded. In addition, information from employers who employed these people (how they managed, how they prepared themselves).

## (1) working out a preliminary version of the solution

The result of the work will be a **model solution** (IntenSE?):

- A cycle of one-day practical training for potential employers and co-workers who will be able to feel like a person with a disability. If possible, organized at the workplace.



## (1) working out a preliminary version of the solution

The result of the work will be a **model solution** (IntenSE?):

- ❑ Training for people who support the workplace - helpers, coordinators, carers of people with disabilities who on the one hand are professionals in their field, and on the other want to devote attention to people with disabilities, but do not know how. The institution of the assistant of a person with a disability has been known for many years.

## (1) working out a preliminary version of the solution

The result of the work will be a **model solution**:

- ☐ Film - the concept of a campaign for employing people with disabilities. Search for symbols, archetypes that speak the most to the imagination

## (2) testing the developed solution

Among various employers, employers' associations, through institutions, they support people with disabilities in the labor market

## (3) evaluation of test results,

Feedback, experts' debate, participant opinion survey - FGI

## (4) working out the final version of the model,

## (5) implementing the solution into practice (eg in several companies)

## (6) developing recommendations for potential users.

## Cooperation in the project

- ❑ international exchange of information and experiences
- ❑ joint development of effective solutions.

## Form of cooperation

- ❑ study visits, partner meetings, data and results sharing, watching solutions in action, evaluation of their real effectiveness, possibility of using in another partner country,
- ❑ ongoing communication - mail, Skype, ect.

## Added value for Poland

### BE

- ☐ a very open country for social problems; analysis of phenomena that are not yet spoken of in Poland (eg T2G)
- ☐ extensive experience and potential of the Partner – we can learn
- ☐ sensitivity to gender issues (in Poland only statistics, gender = devil)

### SE

- ☐ Scandinavian countries considered prosocial (better for people with problems)
- ☐ Sweden – the highest employment rates
- ☐ Sweden – probably the best model to follow
- ☐ primary research – qualitative research - 16 employers

## Important issues

### Requirements within the Polish competition

- ☐ Obligatory tasks (6 stages)
- ☐ Obligatory cooperation with the Partner - stages 1, 3, 4
- ☐ There is no dissemination stage
- ☐ The need to show Partner's experience in the field of the project - min. 3 years