



International Capability Statement

A message from Purple's CEO



'Disability is a global issue which requires global solutions. With approximately 1 billion disabled people across the world this equates to 15% of the world population. The global 'Purple Dollar' – the collective spending power of disabled people and their families – is estimated to be in the region of \$8 trillion.

Disability is the responsibility of Government. It is the responsibility of Business. It is the responsibility of disabled people themselves. We all have a responsibility to create a barrier free world and if we do, we will reap the rewards in terms of visitors to our

communities and nations, consumers of our products and services, and enhanced employment rates.

I truly believe we have a real opportunity to change the disability conversation forever. Governments are able to set the course with policies that encourage the recruitment and retention of disabled people by all organisations, encouraging businesses to start to see the commercial benefits of selling to the 'Purple Dollar' market and reflecting, in their workforce, their increasingly diverse consumer base.

And disabled people are seeing a transformation in employment opportunities and businesses seeing them as consumers in their own right. Digital technology is making the world a smaller place, but a more accessible environment.

There is a global change in attitude. With the value of disability, in terms of an untapped talent market and also a bottom line impact, being noticed.

If we continue to accelerate down this path, we will all live in a more disability confident world.'



Mike Adams OBE

Chief Executive Officer



Who is Purple?

Purple are a UK-based organisation, who provide both support services to disabled people and to businesses and governments.

Established in 2016, Purple is the successor organisation to a leading disability charity in the UK who provided support services to disabled people for over 20 years.

Mike Adams OBE, led ecdp for 10 years before becoming Chief Executive Officer of Purple. Alongside Mike, Purple has a strong management team who bring their own experience and skills across different disability-related areas such as HR, online accessibility, organisational development, and communications.

Purple see the world differently

We believe in order to create true, sustainable change, the conversation on disability cannot be one-sided. For too long organisations have either been for disabled people or for business, but we think only by bringing the two together can we truly create an accessible world.

Alongside working with business, Purple support over 4,500 disabled people to lead independent lives, from employing their own care and support, to supporting them into the labour market.

We understand disabled people, and we understand business

In 2018, following a Disability Confident Masterclass at the Arab Health Conference in Dubai, Purple became the first organisation to support and then validate a non-UK based Company as Disability Confident accredited, establishing ourselves as the forerunner in this area.

With a Head Office in Chelmsford, England, offices in two further cities in the UK, and an expansion plan for further bases, Purple is a rapidly growing organisation with a national and international reach.



Mike Adams: Purple Chief Executive Officer

Mike has 25 years' experience of the disability world across the public, private and charity sectors, both nationally and internationally.

Prior to Purple and ecdp, Mike's previous working track record includes being a senior manager at the Disability Rights Commission, Director of the National Disability Team for Higher Education and Co-Director of a disability research centre at Coventry University. His roles have involved both national and international projects to develop disability strategies, leading to him being recognised as the preeminent expert in his field.

In 2013, Mike chaired the national Access to Work Expert Advisory Panel which produced more than 20 recommendations to modernise the UK Government's flagship disability employment programme.

In 2016 he was listed in The Disability News Service's list of the UK's top 100 most influential disabled people, was awarded an OBE in 2012 for his services to disabled people, and in 2018 was named Disability Employment Director of the Year at the prestigious Institute of Directors annual awards for business leaders.





What is the Disability Confident Accreditation Scheme?

Disability Confident is a UK government accreditation scheme focused on supporting organisations to recruit and retain disabled employees, and thereby reflect their potential consumer base in their workforce. Since the scheme was launched in 2016, just over 6,000 organisations from across the public, private and charity sectors have been accredited across the three levels.

The UK government has recently established an international register, opening the flagship quality mark in this sphere to organisations from across the world.

The Disability Confident accreditation scheme has three levels:

Level 1: Disability Confident Committed

Organisations are required to make a public commitment of their intention to review and put in place policies and practice to support disabled people into their workforce. Businesses need to sign up to five principles around disability employment and commit to undertaking at least one activity not previously undertaken. For example, offering work experience placements or collaborating directly with disability support organisations.

Level 2: Disability Confident Employer

Organisations are required to complete a self-assessment evidencing their current policies and process with regard to the recruitment and retention of disabled employees. Through a series of criteria points, organisations must provide evidence of current practice and the activities they intend to develop to enhance their approach to disability in their workforce.



Level 3: Disability Confident Leader

For the top level of the accreditation, organisations need to have their self-assessment externally validated by a UK government accredited organisation, such as Purple. In addition, organisations need to demonstrate evidence of leadership in the disability field for example, by sharing disability best practice with their wider community.

At all 3 levels organisations do not need to be experts in everything. Where there is work to be done, and activities to develop, organisations can set out their plan to improve and implement further practice.

Award and Recognition

On achievement of each level of the accreditation, the UK government will award a certificate and Disability Confident logo. This provides organisations with a way of displaying their policy and practice is at an international standard. In addition, the international register will be displayed in the public domain as an official record of achievement.

The Statistics

- The global population of people with disabilities is approximately 1.3 billion; 15% of the total population.
- The disabled people in the world represent an addressable market the size of China; including friends and families there are a further 2.4 billion potential consumers with an emotional connection to disability.
- The global 'Purple Dollar' – the collective spending power of disabled customers and their families is estimated to be in the region of \$8 trillion.
- Less than ten percent of business have a defined strategy for targeting this market.



The Value of Being Disability Confident

- Being Disability Confident accredited provides you with a UK standard on disability
- You join a network of organisations who are part of an increasingly recognised brand across the world
- PR opportunities to expand your brand and raise your profile to the 'Purple Dollar' market, encouraging them to access your services
- It is a demonstrable way of showing your current employees and customers your services are accessible, that you support those with a disability, and are an equal opportunities organisation
- Contributes to your social return on investment metrics, and demonstrates both your commitment and progression towards disability and wider equality targets
- It provides a rigorous framework to develop people policies, procedures and legislation around disability



What Can Purple Do for You?

Purple provide a comprehensive service to support achievement of all three levels of the Disability Confident accreditation, as well as:

- Face to face training and workshops on establishing a disability confident culture, and topics of your choice including understanding both physical and online access issues.
- Embedding best practice within both organisations and their supply chains
- Increasing disability awareness of employers, employees and customers
- Access to experts across a range of disability-related areas, such as online accessibility, HR, strategy development and accessible communications
- Ongoing telephone, video and email consultancy support throughout the entire Disability Confident journey
- Ongoing networking opportunities with other Disability Confident businesses from the UK and internationally
- Submission of all paperwork to the UK government, including validation of Level 3 Leader status
- Support with PR and communications to maximise the media awareness of your accreditation