

AWARENESS CAMPAIGN FROM THE FIELD

An example of a good practice from the chemical industry/sector (Co-valent)



(in the frame: EMPLOYEES WITH A DISABILITY – outstanding employees, smart employers)

Awareness campaigns should focus on a sustainable impact. Awareness campaigns built upon a broad base have a bigger impact and the positive effect will last longer.

An awareness campaign on labour restrictions was set up in the chemical sector with the help of Steunpunt Handicap & Arbeid.

The chemical industry opted for two major actions in the project:

- 1 Raising awareness by companies to register for the DUO DAY (www.duoday.be)
- 2 Raising awareness through additional info and an offline event

Action 1: Duo Day

(Some of the concrete actions)

- Creating a web page on the site of the chemical sector
- Providing information about the Duo Day and how to participate
- Defining labour restrictions / disability
- Looking for two companies for their stories: one with an employee with a visible disability (making a video of it), one with an employee with a non visible disability (writing an article about it)

- searching for a baseline for the tab button on the sector page
- making an invitation for free support from the sector and Steunpunt Handicap & Arbeid
- Creating a mailing list through mail chimp
- Mailing info Duo Day to the database of the sector
- Delivering mailing template to third parties
- Designing paper flyers and sending them out
- Distributing flyers to third parties
- Calling big companies to ask them to participate in the Duo Day

Action 2: Raising awareness

(Some of the concrete actions)

- Extra information on web site of the sector
- Visualizing the employment measures in a clear way (scheme / mind map)
- Useful tips per labour restriction (based upon the files of Steunpunt Handicap & Arbeid)
- Spreading good practices of companies through the website
- Creating a campaign video (for example on the day Duo)
- Creating a video with call for free support
- Brochure (resume) of, f.e. employment measures, roadmap,....
- Organization of meeting/workshop (HR problems, possible measures...)
- ...

The dossier from the chemical sector (Co-valent) consists of the following topics: (click on the link for direct information)

- A Start working immediately on labour restrictions
- B Good practices
- C Labour restrictions
- D Prejudices
- E Employment measures

A. Five reasons why a company does good by immediately starting to work on labour restrictions

They came to this conclusion:

It helps you to:

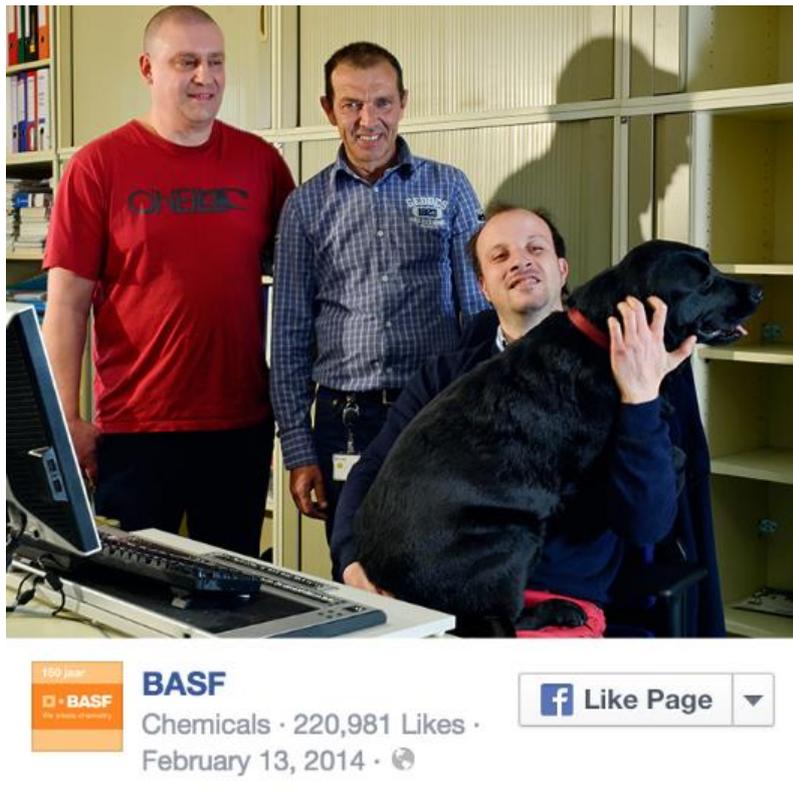
- Achieve know-how in case one of your employees gets a disability (f.e. due to an accident or illness).
- Keep your older workers productive.
- Attract scarce talent from a wider range in order to fill in “difficult” vacancies.
- Widen the look of your staff and customers.
- Get to know the way to (financial) support.

B. Good practices.

Some good practices are cited. Both of people with disabilities who are effectively working in the chemical sector as of people who participated in the Duo Day. Check following link:

<https://www.youtube.com/embed/QjVcpBP53Y0?rel=0>

and you can see the example of Jonas at Ineos during the Duo Day.



C. Labour restriction: more than a wheelchair or someone who's blind or deaf.

What is a labour restriction? Anyone who has problems to participate in employment by limitations of intellectual, psychological, physical or sensory nature.

This is a wide spectrum: back pain or hernia, dyslexia, ADHD, rheumatism and cardiac problems, visually impaired, wheelchair users, autism, CFS, MS, HIV, diabetes, stuttering, borderline, NLD, kidney problems, ...

The chemical sector provides support and guidance to companies when they employ a worker with a disability or when someone with a disability does an internship. They assume that within the company, there are possibilities to integrate that person without much effort. They have created a special email address where questions can be asked. Companies can also register for free counseling. A list of organizations that offer customized support is made and is available.

D. Prejudices about employees with disabilities

Many prejudices about people with a labour disability exist. The chemical sector is citing and explaining three positive prejudices:

- They have developed additional skills (extra creative handling when opportunities occur, more motivated, extra flexible, more communicative and loyal)
- They are equally productive
- They don't require a special treatment

E. What support can a company get?

Keeping or newly employing a worker with a disability does not lead to an additional cost or reduced productivity.

In Flanders, there are five types of support measures.

Two paid to the employer:

- 1 The VOP is a partial refund of the salary of the employee
- 2 A refund of costs to adapt the working place

Three paid to the worker with a disability, but also financially interesting to the employer:

- 3 A refund of the costs of special tools and clothing
- 4 (Partial) refund of (special) transportation costs
- 5 Specialized individual training in the company (GIBO)

More information can be found in the published attachments.

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