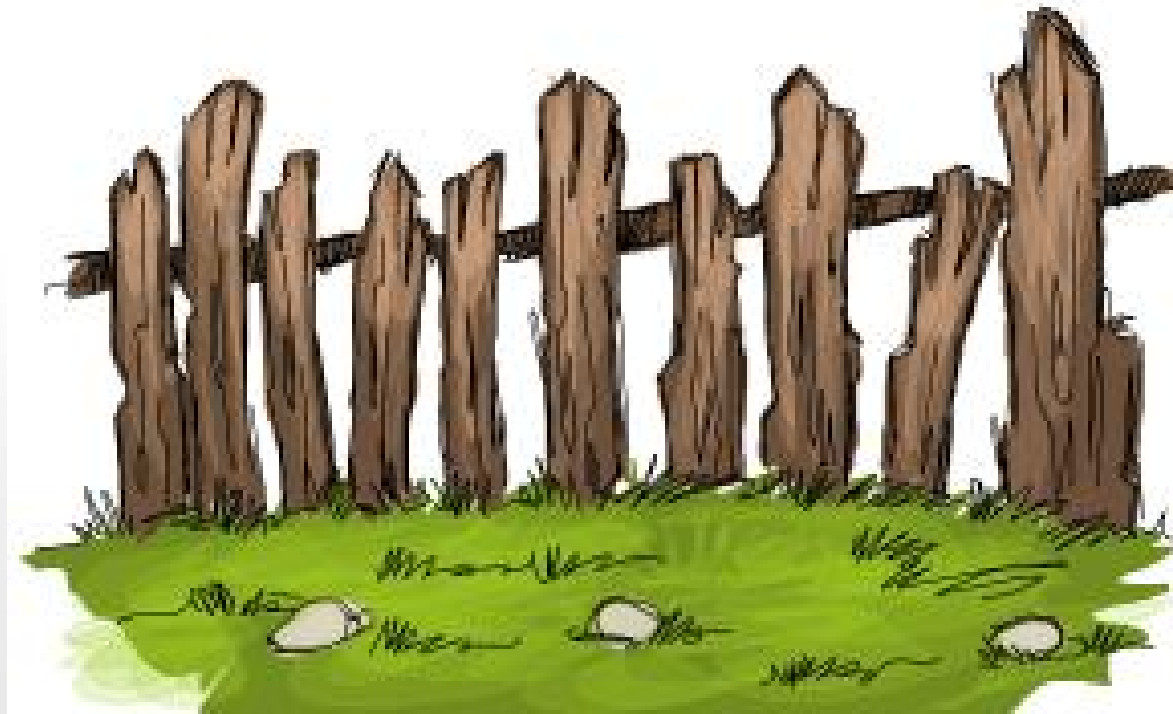


CORPORATE INCLUSION AND ACCESSIBILITY

THE ART OF
BELONGING,
HOW DO YOU
KNOW IF YOU
TAKE PART IN
SOCIETY, AS A
FULL MEMBER
OF SOCIETY?

Bianca Prins
Project Manager Accessibility

3 QUESTIONS
ABOUT
MENDING THE
FENCES WE
BUILT
AROUND OUR
ORGANIZATIO
NS

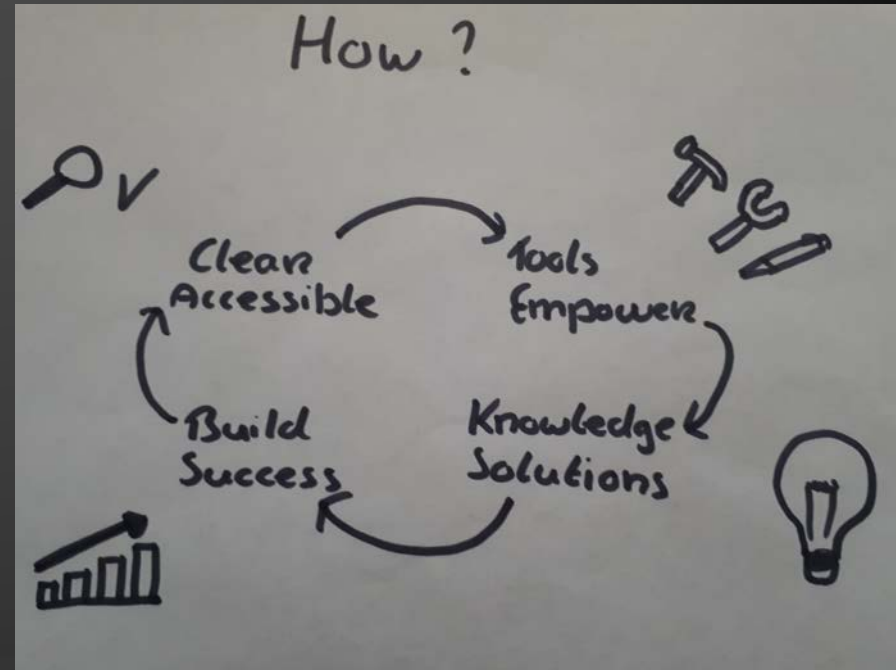


Q1: HOW CAN WE CHANGE THE POSITION OF PEOPLE WITH DISABILITIES IN SOCIETY? WHY DO PEOPLE WITH DISABILITIES HAVE TO FIGHT FOR THEIR POSITION IN SOCIETY ON A DAILY BASIS? HOW DOES THAT IMPACT YOUR FEELING OF BELONGING?



*Q2: NOW THE ART OF BELONGING COMES IN,
HOW CAN WE MAKE SURE THAT OUR
DISABLED CUSTOMERS FEEL THEY BELONG
TO US? HOW CAN WE TAKE CARE OF THEM IN
THE BEST WAY POSSIBLE?*





AN ACCESSIBLE BUSINESS MODEL

Q3: WHAT WILL HAPPEN IF WE SEE DISABLED PEOPLE AS STAKEHOLDERS?

- Serves 80% up to 95% of all customers
- Develop a new customer base
- Saves money by early developments instead of repairs
- Reduces service costs
- Builds a positive reputation





BUSINESS
MEETS
ACCESSIBILITY!
Y!



Thank you!