



business disability international Charter:
The Ten Fundamentals of Disability Confidence
(Abridged version)

“Delivering mutual benefit to business, people with disabilities and the communities and economies in which we operate”

- As bdi Members we aim to be ‘disability confident’, continuously improving how we enable our customers, colleagues, shareholders and stakeholders to contribute to business success, to economic growth and to the sustainability of the communities in which we operate
- By committing to the ‘Ten Fundamentals’, we will challenge ourselves to improve our performance regarding the more than 1 billion people with disabilities worldwide
- We will monitor our progress against this Charter and share learning and experience with our boards, fellow members of bdi, and with our wider stakeholders

bdi Founders:



1. Leadership

- Communicate our intention to define and deliver best practice globally
- Appoint senior 'executive' sponsors at global, regional and national levels
- Expedite this crucial cultural and operational change programme
- Collaborate with other bdi Members and key stakeholders to determine how to deliver best practice for disabled customers, potential colleagues, colleagues and stakeholders
- Monitor performance and deliver continuous and sustained improvement
- Invest in ongoing, respectful dialogue with disabled people worldwide
- Form a collective business voice, in collaboration with disability thought leaders, to pioneer a new conversation between business, governments, disabled people and civil society

2. Communicating our rationale for becoming disability confident

- Communicate widely how improving our disability performance worldwide will benefit business and the societies and economies in which we operate
- Equip senior leaders to speak with confidence about this commitment, and enable and liberate the engagement and active support of our employees

3. Learning directly from disabled people

- Learn from, and interact directly with, people with disabilities in order to transform how we view disability and how we adapt for our colleagues, our potential colleagues, our customers and our stakeholders
- Map and remove the obstacles disabled people encounter as they aspire to employment, to access our goods and services, and to collaborate with us as valued stakeholders

4. Moving beyond the expectations of disabled customers

- Aspire to deliver excellence for every customer, including disabled customers
- Encourage best practice worldwide in how we research customer requirements, adapt products and services, and measure performance
- Make our channels to market attractive to and barrier free for disabled and older customers

5. Creating a truly accessible built environment worldwide

- Deliver a consistent and exemplary global 'gold' standard of accessibility across our built environment
- Our built environment to be acknowledged as truly accessible and usable by disabled and older colleagues, customers, potential colleagues and stakeholders in every country in which we operate



6. Liberating the potential of technology

- Ensure that our use of technology enhances customer experience, talent acquisition, productivity, colleague well-being and engagement worldwide
- Deliver a consistent and measurable high standard of accessibility performance worldwide

7. Building universal design and accessibility into new product development

- Design a better, sustainable experience for all by adhering to the principles and methodologies of inclusive design with user testing integral to the design process
- Address the requirements of specific groups who use our products and services, creating better experiences for everyone

8. Encouraging our key suppliers to become disability confident

- Encourage specific disability-related know how, expertise and performance standards from suppliers who have a direct impact on our ability to deliver best practice
- Work with suppliers who share our values, and with businesses which are run by people with disabilities

9. Becoming an exemplary employer

- Ensure fair and consistent treatment worldwide of colleagues and potential colleagues
- Become attractive to the widest pool of talent, to be barrier free for groups of people as they seek to join us, and to routinely and expertly adapt for individuals, so that they can contribute to business success
- Create an efficient, consistent, business-led process which delivers cost effective adjustments that enable colleagues to realise their potential
- Treat individuals differently (via adjustments) in order to treat them fairly, and communicate how treating people fairly in this way benefits the business
- Focus on the capability and potential of individuals

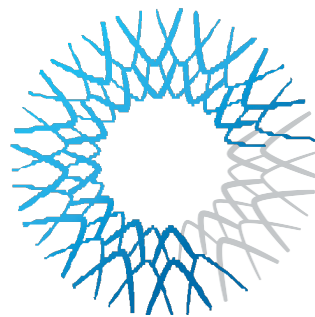
10. Enabling citizenship, respect and economic inclusion

- Ensure our Corporate Social Responsibility investment enables the economic and social inclusion of people with disabilities as valued citizens of the communities in which we do business
- Disabled people will have equal access to the community programmes we support and we will encourage initiatives which are led directly by people with disabilities and/or which promote their leadership potential
- Encourage community and public sector partners to themselves become disability confident and to work to the spirit of this Charter.

>> This is fundamental to our business model. In our experience, when we get things right for people with disabilities, we improve life for everybody. Focus on our disability performance is core to our business <<

Ashok Vaswani

Chief Executive Barclays Retail and Business Banking



**business
disability
international**

To find out more about becoming a Member of bdi and to explore the transformative nature of this new, forward-thinking organisation please get in touch with the team.

Susan Scott Parker, Chief Executive Officer

T: +44 (0) 7974926220

E: ssp@businessdisabilityinternational.org

bdi Founders:

