



# Purple Tuesday

Improving the disabled customer experience

## Purple Tuesday 2022 UAE Sector Partner Brochure

1<sup>st</sup> November 2022

[PurpleTuesday.Co](https://PurpleTuesday.Co)

# What is Purple Tuesday?

**Purple Tuesday** is a global thought leader and B2B solution provider that serves as a catalyst for businesses and organisations to improve the customer experience for millions of People of Determination and their families **365 days a year**. Whether as a national, resident, investor, or tourist, the initiative engages and generates momentum to empower leadership and staff of all organisations across all sectors and sizes to implement solutions for better accessibility in their customer environments. Rewards can be not only significant for the organisational culture (e.g., awareness, empowerment to deliver quality service, and improved understanding), but also to create immeasurable social impact for 17% of the community: **People of Determination** and their accompanying family and friends.

The **Purple Tuesday** mission is highlighted each year by a celebratory day, the first Tuesday of November, also known as Purple Tuesday. In 2021, the celebration in the United Kingdom reached **over 19 million** people; involved over 7,000 social media conversations; and received over 270 pieces of broadcast and print media. Participation in the event is free. The only requirement is a commitment to make at least one change each year that will enhance the customer experience for people of determination when interacting with your organisation.

**Accessibility and inclusion is a global issue that requires global solutions.**

Did you know that –

- **17% of the world's population live every day with a disability.**
- **That's 1.3 billion people; one in six people on the planet.**
- **Their combined spending power is a staggering \$8 trillion each year.**

In the UAE, where the total population nears 10 million people –

- **An estimated 1.5 million citizens/residents/tourists have some type of impairment.**
- **The estimated spending power of this group is AED 240 million annually.**
- **Impairment categories with the highest aggregate discretionary income, measured in the hundreds of millions of dirhams, are hearing, vision, and ambulatory.**

**Yet less than 10% of businesses have a strategy, a plan, or resources dedicated to engage this vastly underserved market.**

We seek to galvanise organisations to participate in Purple Tuesday across the UAE and learn about the benefits of becoming a National or Global Sector Partner.



# Partnership



## Purple Tuesday

At this level, participation for organisations is **free**. All we ask is a commitment to make practical changes to accessibility, and become more accommodating and inclusive to People of Determination and their families who interact with your organisation.

## UAE National Sector Partner

Some organisations may want to do more by leading their industry in making the prescribed changes and establish brand alignment with Purple Tuesday. We are introducing the **UAE National Sector** opportunity and would like to add numerous **UAE organisations as National Sector Partners in 2022**.

### The UAE National Sector Partnership includes:

- **Brand Alignment** with Purple Tuesday and its unique commitment to People of Determination. Name, logo and hyperlink on the dedicated UAE National Sectors Partners page on the Purple Tuesday website.
- **VIP invitation** to the UAE Purple Tuesday celebration event and Partners networking reception – 1<sup>st</sup> November 2022 in Dubai.
- **Senior Leader** participation at a panel discussion during the first ever **Purple Tuesday Global Virtual Conference**, where we will review, explore, and share developments for customers of People of Determination across the world.
- **Access to the Purple Tuesday marketing toolkit**, including resources for online and face-to-face audiences to promote the Partnership's leadership and involvement.
- **Social Media Promotion** that showcases the Partner's inclusion activities and commitments including a dedicated feature (blog, case study, interview, or testimonial) to be shared on all Purple Tuesday social platforms.
- **Purple 365 Subscription** – The Partner's inclusion training and development solution providing its employees access to monthly accessibility and inclusion-related webinars and useful resources throughout the next 12 months, helping Partners to build inclusion confidence throughout the team and organisation to empower People of Determination.

#### UAE National Sector Partnership Fees:

**AED 15,000** for small sized organisations (less than 50 employees)

**AED 27,500** for medium sized organisations (between 51–249 employees)

**AED 45,700** for large organisations (250 – 999 employees)



# Global Sector Partner

Purple Tuesday is a global initiative and is reaching out to UAE organisations that recognise the power of People of Determination as customers and who are committed to ensure that their sector is driving improvements for People of Determination worldwide. We are offering an exclusive opportunity for one organisation in each sector to represent their industry as a **Purple Tuesday Global Sector Partner**.

## Global Sector Partnership includes:

- **Worldwide Promotion** opportunities aligned with the Purple Tuesday brand, alongside the Headline Global Partner, eBay, as well as other Global Sector Partners.
- **VIP invitation** to all Purple Tuesday national celebration event launches as well as Partner networking receptions including in the UK, USA, Southeast Asia, and Pakistan.
- **Senior Leader** participation on panel discussions during the first ever **Purple Tuesday Global Virtual Conference**, where we will review, explore, and share developments for People of Determination customers across the world.
- **Best Practice Guidance Brochure** for delivering excellent customer service to People of Determination, co-branded and specific to your sector.
- Access to the Purple Tuesday **Marketing Toolkit**, including resources for both online and face-to-face audiences to promote your involvement and broader awareness raising.
- **Social Media promotion** highlighting your inclusive activities, including a dedicated feature (i.e., blog, case study, interview, or testimonial) to be shared on all Purple Tuesday social platforms.
- **Purple 365 Subscription** to provide access to monthly accessibility- and inclusion-related webinars and useful resources throughout the next 12 months, helping you to build inclusion confidence throughout the team and organisation to empower People of Determination.
- Dedicated Purple Tuesday **Partnership Manager**.

The Purple Tuesday Global Sector Partner fee is AED 147,000.

## 2022 Global Partners

Register your interest to join them!



Headline Partner



Banking Partner



Recruitment Partner



Disability Partner



# Purple Tuesday Leadership

Purple Tuesday is the brainchild of CEO, Mike Adams. He was inspired to do something after his dreadful customer experience while Christmas shopping with his non-disabled partner five years ago. In 23 of the 27 places visited, Mike was either totally ignored or left uninvolved by staff who would speak only to his partner. Mike concluded that the issue was the employees' fear of unintentionally offending by doing or saying the wrong thing, rather than blatant prejudice. Purple Tuesday is his solution – for both customers who are People of Determination, and for organisations that want to improve their social awareness, market share and performance results.



Purple Tuesday was created, and is managed, by Purple, a UK-based organisation that is intent on changing the accessibility and inclusion conversation worldwide. Purple want to shift the dial from disability being seen as charity or as vulnerable people that are the responsibility of government, and move it to one of value, contribution, community and opportunity. For both People of Determination and businesses. **By helping businesses, Purple Tuesday's mission to improve the customer experience for People of Determination and their families is greatly multiplied.**

## UAE Development

Purple is coordinating efforts with CareTech Mena, Dr. Jennifer Camulli and her team of associates at JW Digital Inclusion, based in Dubai.



CareTech Mena, a subsidiary of CareTech Holdings PLC, is a leading sector operator serving the needs of People of Determination with complex needs enabling them to live, learn, work, and engage in their communities.

Dr. Jennifer Camulli has over 30 years' experience in working with and advocating for People of Determination. She is a certified Accessibility Consultant, certified Educational Therapist and has held roles including Head of Accessibility and Inclusion for

EXPO 2020 Dubai. Her company, JW Digital Inclusion, a social impact service provider, works with organisations from all sectors to bring accessibility to their digital platforms.



**CareTechMENA**

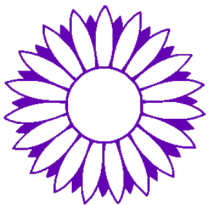
# Purple Tuesday Commitments

Purple Tuesday has become the #1 brand for improving the customer experience of People of Determination in the UK. Here are some of our top achievements:



## **Undertook a Digital Accessibility Audit**

To identify where improvements could be made on their website to improve online accessibility



## **Implemented the Hidden Disabilities Sunflower Scheme**

Implemented the Hidden Disability Sunflower Lanyard Scheme to make it easier for employees to know when they are supporting a Person of Determination. As well as putting up Not Every Disability Is Visible signage



## **Formalised Quiet Hours**

Supported customers who may have sensory needs such as Autism, ensuring all usual loud noises are either reduced or removed during this period, such as till beeping and music



## **Offered Inclusive Customer Service Training**

Delivered face-to-face, online or blended forms of training for staff to confidently communicate with People of Determination, without fear of unintentionally offending them



## **Supported Staff to learn Sign Language**

Supported staff to learn some key words and phrases in Sign Language to enable basic conversation with customers who use this as their main form of communication



## **Committed to a site Access Audit**

Identified where improvements could be made to their physical space to improve accessibility



# Purple Tuesday

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    : @PurpleTuesNov #PurpleTuesday

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