

VP/SI IN CENTRAL EASTERN EUROPE

CASE STUDY

VALORES FOUNDATION – INTEGRACJA FOUNDATION

SOCIAL PROBLEM

Due to websites and devices with inadequate interfaces, people with physical disabilities suffer from **digital exclusion**. They also face **accessibility problems to public facilities such as restaurants, shops and universities**. These two issues have negative consequences on their full social and economic participation in different areas of life: employment, civic engagement, leisure and social activities.

SOLUTION

In order to improve the digital inclusion for people with disabilities, Integracja developed its expert accessibility services. Business and other institutional clients buy the service of

online audit (e.g. for their website, mobile apps, etc.). Integracja provides recommendations on what needs to be changed and then implements them, ensuring the new design and solutions are accessible for people with disabilities.

Along with online audits Integracja carries out **infrastructure audits** (in airports, trains, metro, shops) and conducts **staff training** for employees in the area of customer service for clients with disabilities.

Integracja has also introduced **employment services** to provide advice and recommendations in terms of employment of people with disabilities.

Inclusion of people with disabilities



Poland

ABOUT THE VPO & THE SPO

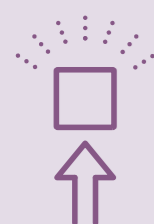
Valores Foundation	Integracja	Expert Activities in accesibility
VPO	SPO	Project
<ul style="list-style-type: none"> • VP Foundation • Founded in 2014 • Sector: economic and social inclusion of marginalised groups of society 	<ul style="list-style-type: none"> • Founded in 1994 • Sectors: employment, education, leisure • Beneficiaries: people with diverse physical disabilities 	<ul style="list-style-type: none"> • Launched by Integracja in 2010 • Aim: remove every type of barrier to employment, social, economic inclusion and leisure activities for people with physical disabilities

SPO AND VPO'S OBJECTIVES FOR THIS PROJECT



1. Improve the SPO's market strategy (market analysis, defining the products' offer, pricing, etc.).
2. Organise the sales team (hiring a sales manager) and sales process (pipeline, follow-up, key accounts management).
3. Improve the SPO's impact measurement and reporting.

APPROACH TO IMPACT MEASUREMENT



Outputs

- # of online audits
- # of architectural audits
- # of companies and employees trained
- Level of profit margin on all products
- Client pipeline

Outcomes

- high percentage of recommendations from online and architectural audits implemented
- increase in the number of people with disabilities who begin to use the improved building
- share of mission-related activities of the SPO that are made possible by the revenues generated through the audits

REPORTING



Quarterly

Report on **financial performance** and **social indicators**, developed together with the VPO.

Final – end of project

Report focusing on social impact measurement, financial performance and contribution of the Expert Services towards the mission-related activities.

VALORES FOUNDATION'S INVESTMENT

FINANCIAL SUPPORT



- Grant: €50,000 over a period of three years:**
- Contributing to the salary of the new Senior Sales Manager
 - Purchasing of CRM software for client management

NON-FINANCIAL SUPPORT (NFS)



Access to networks



Financial management



Operational support



Strategic support



Legal advice



Management team & CEO support



HR management

Valores Foundation brought more **structure** to the SPO, encouraging its team to define concrete KPIs, annual objectives, and develop the quarterly reporting system on finances and social impact. Valores helped the SPO to recruit and organise a **pro-bono Supervisory Board**,

consisting of high-level business professionals. The Supervisory Board meets on a monthly basis to revise the SPO's progress, address development issues and provide strategic advice across many organisational functions in the organisation.

FINANCIAL AND SOCIAL RETURN TO DATE

Audits*		Trained Employees	
↗ 50%	# of architectural audits	↗ x9	# of employees trained on customer relationship with people with disabilities (144 in 2014 → 1,300 in 2016)
↗ x6	# of online audits		
Profit*		Final Beneficiaries*	
↗ x5	from €25,000 to €125,000 in 2016	↗ 25%	Estimated number of people with disabilities who have benefited from improved infrastructure

* Since Valores' investment

THE SPO'S DEVELOPMENT PLAN

Integracja is starting a project to address the inclusion in the job market of people with disabilities, involving disabled people, employers and the local public administration. The SPO developed a **pilot internet platform** to connect potential disabled employees with their job providers. The platform counts 565 registered employers, 464 job offers and

2,464 candidates for jobs were acquired. Integracja wants to expand the platform and introduce number of **new features** to address the needs of people with disabilities: a chat function with specialists, knowledge database, webinars, e-learning, and a CV creator. The platform will also provide **advice** on employment of people with disabilities, education, cost optimisation, employer branding for engagement in disability issues, and other promotion and marketing services.

INVESTMENT OPPORTUNITY

Integracja is seeking an investor, who would be interested in contributing **€250,000** towards the operational costs of launching the **new platform**, and working capital for the first two years to build its **market presence**. The investment might be provided in the form of converted debt, where the achievement of the social results would determine the paying

back of the loan. Integracja is projecting that with investor's support it can open up the platform to over 5,000 people with disabilities, who will find a job placement or job experience through the tool. Eventually the portal will become a source of unrestricted funding, while at the same time it will be realising Integracja's social mission of increasing the number of jobs for people with disabilities.

WHAT THEY THINK



Valores' financial and non-financial support provided us with an opportunity to look into the future, it gave us space for forward thinking. Before working with Valores we were thinking only in terms of short-term projects – how to get from one project to another... Now, we have broadened our perspective on how to effectively achieve our mission, and how to achieve the full potential of our organisation. We are seeing concrete and measurable results of this collaborative effort."

Piotr Pawłowski, Founder,
Friends of Integration Association &
Integration Foundation



Integracja has provided us with a unique learning experience on how to apply venture philanthropy in practice. It's important to notice that the team has been on a steep learning curve. The deployment of non-financial support, prior the actual financial engagement, was critical for the current success of the organisation. The road was bumpy but engagement of highly-skilled pro bono business entrepreneurs was instrumental in pushing the organisation towards new path of development."

Ewa Konczal, Executive Director,
Valores Foundation

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Disclaimer

The case study presented in this leaflet features organisations that are continuously working on their business model. As a result, all cases are evolving organisations and thus their model is continuously improving.

With the financial support of the
Charles Stewart Mott Foundation