People with Disability: Unblocking the economic bottleneck

To foster economic inclusion of People with Disability through digital technology

UN Goals Addressed

8 DECENT WORK AND ECONOMIC GROWTH
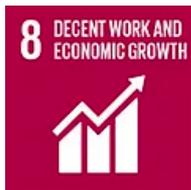
Team: CATFISH
Institution: RMIT University Vietnam
Country: Vietnam
Members: Phung Tran Dieu Hoa
Nguyen Truong Thinh

INTRODUCTION: MEET H.

Meet H.

H. is an **industrious and loyal person** (85% retention rate for work)

H. is **CAPABLE** like anybody else

The way he interacts with the world is slightly different from others due to his impairments

Yet, because of this difference, employers often view him as:
- **An economic burden**
- **Incapable**
- **Troublesome**

People like H. make up **14.8% of ASEAN population** (2019)
→ They are **People with Disability (PWD)**
→ **PWD possess impactful yet untapped economic power**

Vision Statement

By 2030, people with disability in ASEAN are active members of society and economy

Goal Alignment

- UN Sustainable Development Goals: No. 8
- ASEAN Economic Community Blueprint 2025
- ASEAN Socio-cultural Community Blueprint 2025
- Incheon Strategy 2022

ECONOMIC EXCLUSION COMES EXTERNALLY

Vietnam: Employers' attitude towards hiring PWD in 2016
(Source: General Statistics of Vietnam 2016)

Won't hire PWD
■ 54.8 (54.8%)

- 19.4%
- 24.4%

- ● Won't hire PWD
- ● Expect to hire PWD
- ● Prefer to hire PWD
- ● Refuse to answer
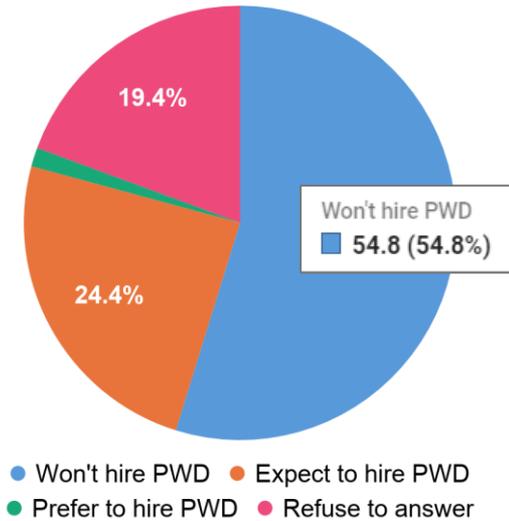
High reluctance attitudes towards hiring PWD.

Barriers for employers not hiring PWD in 2011
(Source: Kaye, Jans & Jones 2011)

Percentage of respondents in agreement

Barriers	
Concern on costs	81.4
Lack of knowledge on working with PWD	80.9
Liability	80.2
Difficulties in assessing their capability of doing the job	73.3
Extra assisstance time needed	70.9
Fear that PWD won't work up to the same standards as other employees	68.5
They rarely see people with disabilities applying for jobs	66.3
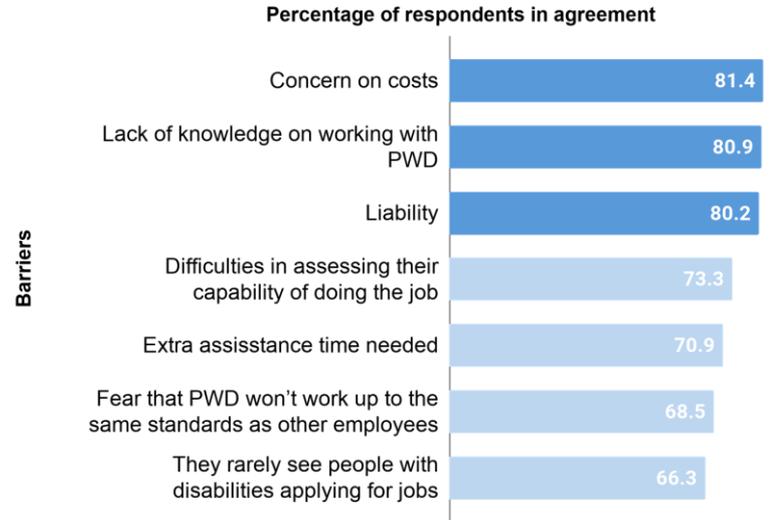
Doubts are on **their capability to accommodate PWD** rather than the PWD's capability to work

ECONOMIC EXCLUSION COMES INTERNALLY

Average score of personal & social perceived self-esteem, by disability status in 2014
(Source: Bhattacharjee & Chhetri 2014)

160.88

130.46

68.04

75.44

Personal perceived self-esteem   Social perceived self-esteem

■ People with disability ■ People without disability
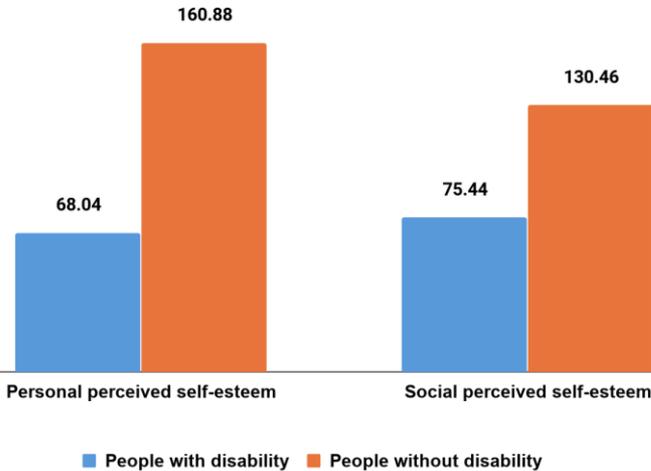
66%

of employers of formal employment jobs say they **rarely see PWD apply**

*Source:* Kaye, Jans & Jones 2011

Significantly low self-esteem

Inactive in overcoming employment barriers

# RESULTS: LESS ECONOMIC PARTICIPATION AND MORE POVERTY

Comparison of labor force participation between PWD & PWOD in 2016
(Source: General Statistics of Vietnam 2016))

82.38

31.74

<50%
working in **formal employment**

Percentage of labour aged 15 and over are working in the economy (%)

■ People with disablity ■ People without disability
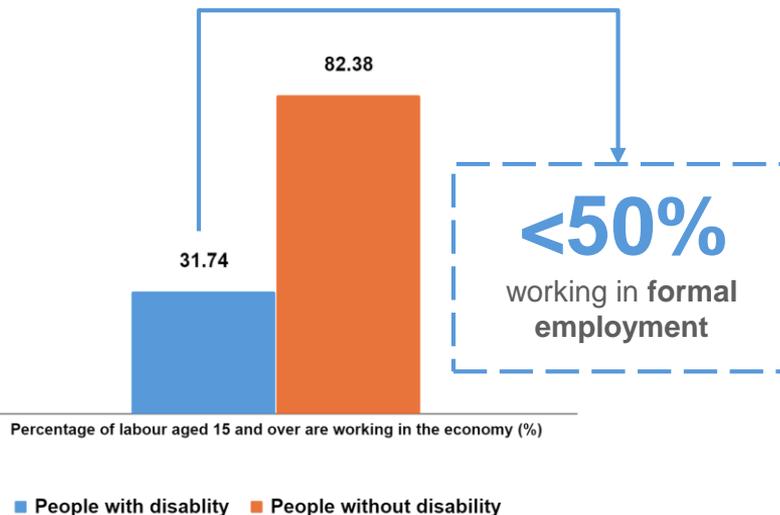
PWD are **less likely** to **participate in the workforce**

Proportion of PWD & PWOD living under the national poverty line in 2013
(Source: Economic and Social Commission for Asia and the Pacific, General Statistics of Vietnam)

Indonesia — 19 / 15
Vietnam — 22.3 / 15.1
Cambodia — 18.2 / 12.8

■ With disability ■ Without disability
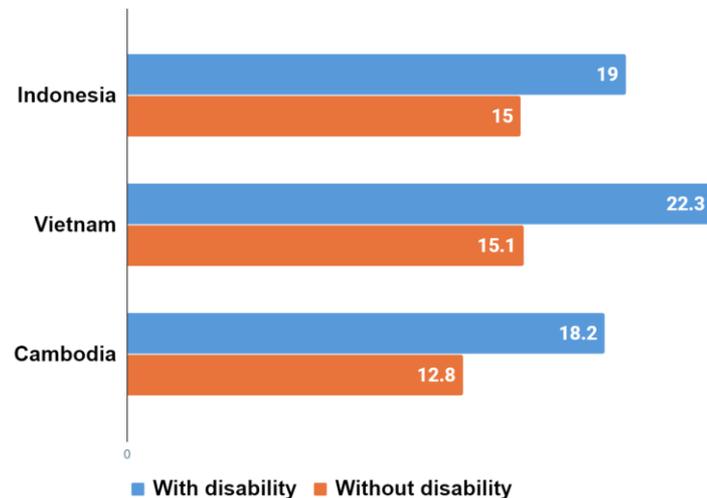
Having a **disability** means **higher possibilities of poverty**

FROM A ONE-PERSON ISSUE TO SOCIETAL POVERTY

Proportion of PWD having to support dependants in 2019
(Source: WHO World Report on Disability 2019)

With dependants
56 (56.0%)

80% **do not have sufficient income** to support dependants

● With dependants ● Without dependants
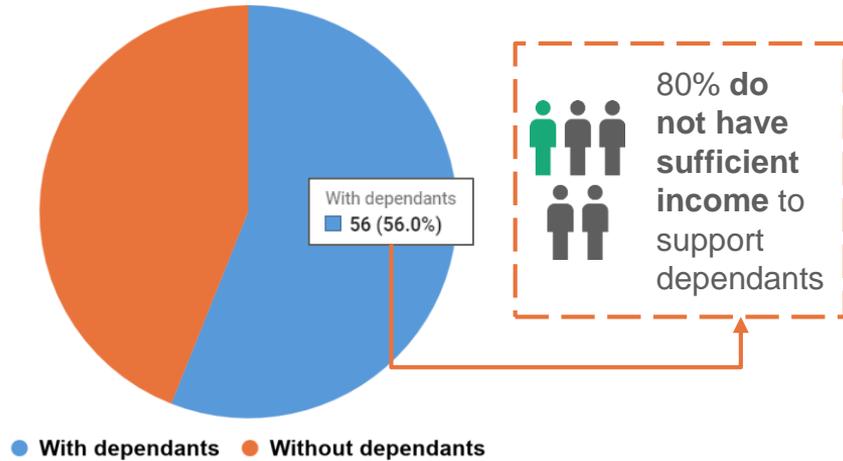
Household income loss when having a person with disability
(Source:WHO Report on Disability)

Case study in Philippines

Only **half** of PWD is able to **contribute to family income**

⬇ **20%**

Reduction in income for household with one person with disability
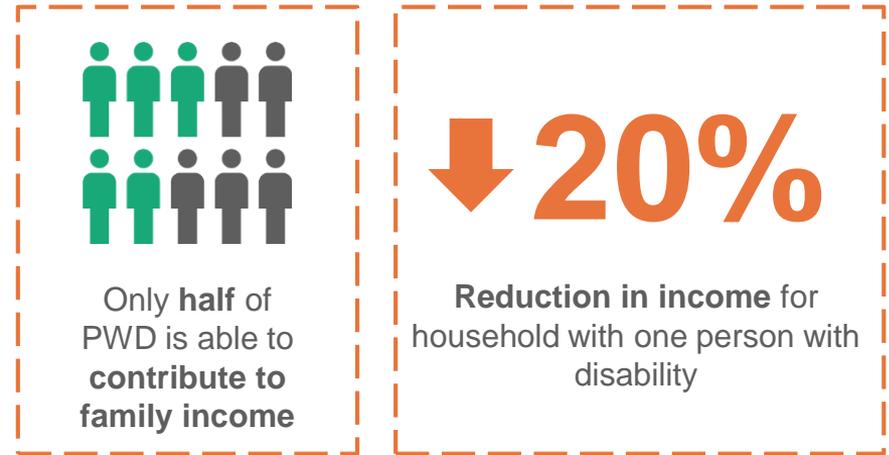
Economically exclusion also leads to household/ intergenerational poverty

BUT THE REAL SITUATION IS LIKELY TO BE MUCH WORSE

Disability Prevalence (%) in ASEAN by Country in 2014
(Source:Swedish International Corporation Agency 2014)
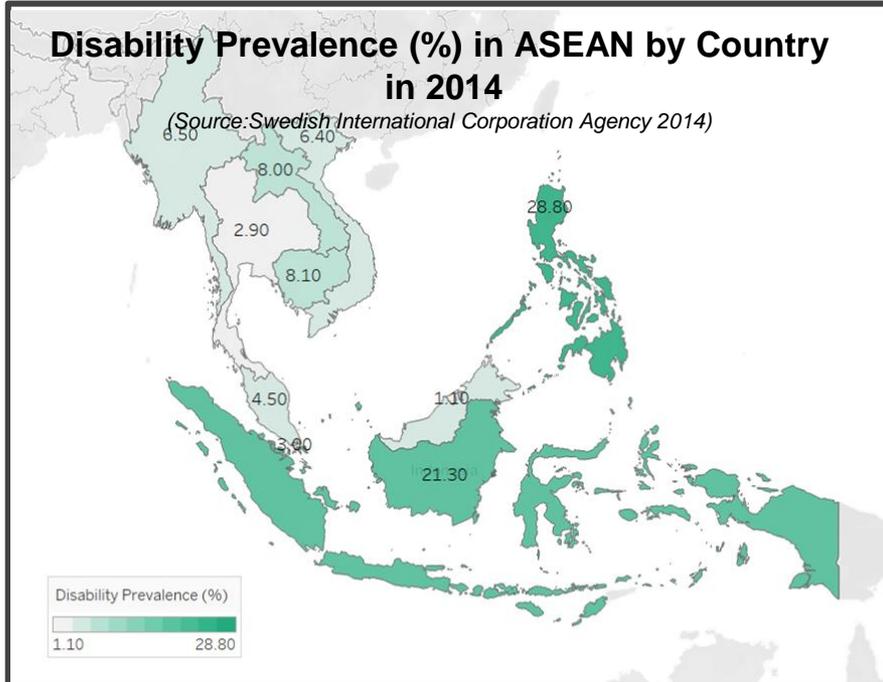
Discrepancy in Disability Prevalence on PWD
(Source: Swedish International Corporation Agency 2013)
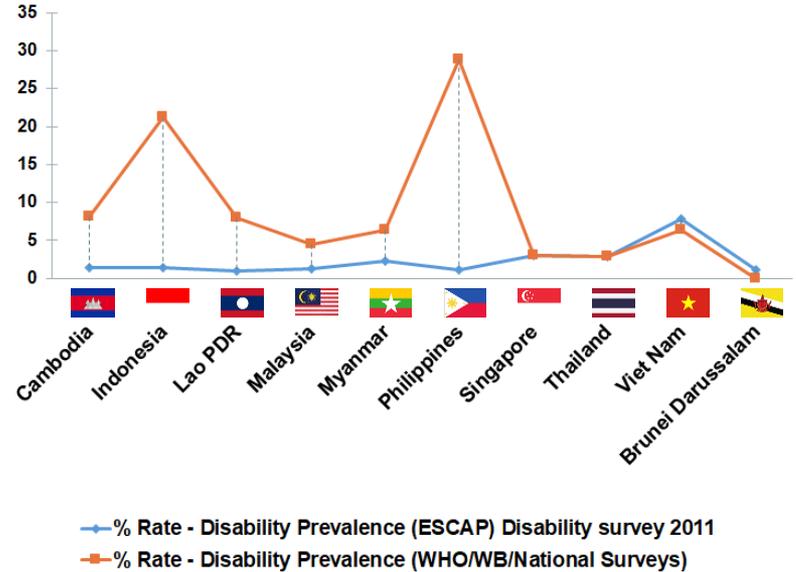
The **absence of consensus** on **data collection method** leads to the **underestimated prevalence of disability** in ASEAN.

THE GAINS ARE SUBSTANTIAL ONCE PWD ARE ECONOMICALLY INCLUDED

95 million

Estimated number of people with disability

+

69 million

Projected number of PWOD living in the same household with PWD

=

164 million

Number of people in ASEAN **whose lives would be better**

Source: General Statistics Vietnam 2016, Swedish International Corporation Agency 2013

ESTIMATED ECONOMIC IMPACT

7%

National GDP increase when PWD are employed & paid at an equal basis with people without disability

(Source: WHO World Report on Disability 2019)

Estimated total GDP of ASEAN countries with PWD economic inclusion

(Source: Plecher 2020)
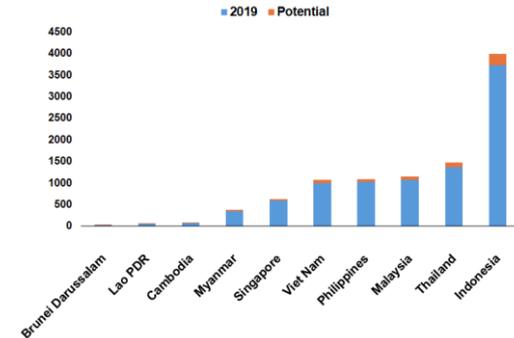
NOW IS THE TIME

EmployABLE: FEASIBLE, SCALABLE & IMPACTFUL

Case study in India

jobsforher
START · RESTART · RISE

Company Profile
Founded in 2015 as a connecting portal to accelerate women's careers in India by enabling them to **start, restart and rise** in their careers.

India Situation

7%
Drop in participation of Indian women in the workforce

20 million
Women quitted their job from 2004 to 2012

MAIN BARRIERS
Burden of child care
Low self-confidence
Outdated skill sets

Impact

+30,000
placements for women (2015-2018)

50,000
Applications on average every month (2016)

>5000
Companies recruits via the platform

3 million
Monthly visitors to the website

+30%
Increase in postings of WFH jobs during COVID

Source: Forbes 2019, Press Trust of India 2020

TRENDs IN THE LABOUR FORCE

REMOTE WORK IS THE FUTURE
% Growth in Remote Work

Over the last 5 years	44.00%
Over the last 10 years	91.00%
Over the last 12 years	159.00%
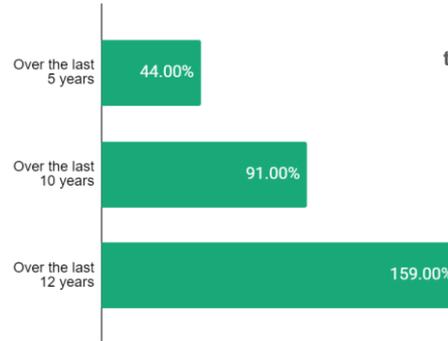
75%
of **employees with disability finds teleworking crucial to their employment**

61%
of **employees with disability finds telework satisfactory**

~$11,000
is **saved per year** by employers **for every employee who works remotely** half of the time

DIVERSITY & INCLUSION

87%
of global businesses says **diversity & inclusion is an organizational priority**

33%
The **likelihood of outperforming the industry mean** of companies with higher rates of diversity

75%
The **likelihood of market-worthy ideas from PWD** compared to 66% of PWOD

Source: Harvard Business Review 2017, PWC n.d, Meşhur & Ulusoy 2013, Linden 2014, Asia HR Research Team 2020, Hunt et al. 2018

EmployABLE - A DIGITAL SOLUTION FOR PWD'S EMPLOYMENT

Eliminating employers' perceived barriers

Recruitment
Worldwide WFH job match
Profile/Portfolio building
Accessible application process

Employer Guide
A detailed guide on PWD's employment (accommodations, finance, policies, legal issues, etc)
Performance auditing report

EmployABLE
(powered by SAP SuccessFactors)

A non-profit platform aims to sustainably boost PWD employment in ASEAN countries

Initial Focus: Freelancing/Work-from-home (WFH) jobs

Boosting PWD's self-esteem

Initiatives & Projects
Idea crowdsourcing projects
Research
MICE, webinars, etc.

Upskill training
Open source: Accessible training resources from universities, vocational training centers, etc.

Community
Discussion
Success Stories
Mentoring program with successfully employed PWD

EmployABLE - A DIGITAL SOLUTION FOR PWD'S EMPLOYMENT

Employers
Create job opportunities
Partake in designing employment guides
Implement solutions to an accessible workplace

Governments
Provide incentives to promote remote work
Promote the employment of PWD in public sectors
Involve PWD's opinions in decision-making; adapt social protection system to the new form of work

EmployABLE
(powered by SAP SuccessFactors)

Educational Institutions
Connect and assist PWD in engaging with the platform
Design training programs
Provide data and partake in research projects

NGOs/NPOs/CSOs
Partake in research projects & designing employment guides
Connect EmployABLE to PWD community

SAP
Provide technological infrastructure
Manage data and advise on research

REIMAGINE PWD'S EMPLOYMENT JOURNEY WITH EmployABLE

H. is graduating in 3 months and searching for a job

H. visits University's Career Center and he is referred to **EmployABLE** platform

H. studies job-specific training courses on **EmployABLE**

EmployABLE suggests H. a list of vacancies with fair & equitable pay

H. applies to a number of companies he likes via **EmployABLE**

H. completes his profile, builds his portfolio, and chooses his job preferences, all on **EmployABLE**

H. goes to **Community** on **EmployABLE** to ask questions & get connected with a successfully employed PWD

H.'s recruitment process is 100% accessible through **EmployABLE**

H. is successfully employed

After working for a while, H. contributes back to the **EmployABLE**'s community by mentoring another PWD for employment and submitting his ideas about workplace accessibility

H's employer adopts the PWD Employment Guide of **EmployABLE**

After a year, H. ends his contract with his employer and searches for a new job on **EmployABLE**

H. successfully persuades the new employer of his capability

H.'s career prospects is enhanced, no longer limited to WFH/freelancing

H's workplace is 100% accessible for PWD

H. reviews his performance weekly on **EmployABLE**'s performance auditing dashboard

H. generates a full performance auditing report from his previous job

IMPLEMENTATION PLAN

By 2025, all following initiatives in ASEAN Socio-cultural Community Blueprint (ASCC) and ASEAN Economic Community Blueprint (AECBP) are achieved

Section B.1 - ASCC
Reduce barriers and all forms of discrimination

Section B.2 - ASCC
Ensure equitable access to employment & policy-making; promote universal design facilities

Section E.2 - ASCC
Encourage regional cooperation in education, training and research

Section B.4 - AECBP
Promote information sharing & networking to stimulate ideas and creativity

Section D.4 - AECBP
Narrowing the development gap among ASEAN countries and between PWD and PWOD

Section D.5 - AECBP
Encourage contribution of stakeholders on regional integration efforts

2020 - 2022

Phase 1: Include PWD in the labor force via EmployABLE

- Work with SAP for platform development
- Seek cooperation from Department of Economic & Social Affairs
- Attract funding from NPO/NGOs for PWD
- Attract PWD via cooperation with higher/vocational educational institutions and NPOs, NGOs
- Attract employers to the platform

2023 - 2025

Phase 2:

- Improve PWD's access to EmployABLE
- Construct built-in data & research center
- Support educational institutions/NGOs/NPOs in designing & adopting skills training resources
- Educate & guide employers on building a PWD-inclusive work environment
- Increase PWD's public presence, especially in listening sessions by the Government
- Advise the Government on transportation, infrastructure planning as well as inclusive policy-making for PWD

2026 - 2030

Phase 3: Build a real-life inclusive world for all PWD

- Increase PWD's active participation in public administration
- Implement universal designs to constructing all infrastructures
- Extend PWD's employment opportunities to all types of jobs
- Implement accessible education to all types of disabilities

REFERENCES

Asia HR Research Team 2020, 'Coronavirus in Mind: Make Remote Work Successful!', *Gartner Research*, 5 March, viewed 20 July 2020, <https://www.gartner.com/en/documents/3981830/coronavirus-in-mind-make-remote-work-successful->.

Bhattacharjee, A & Chhetri, K 2014, 'SELF-ESTEEM OF DISABLED AND ABLED : A COMPARATIVE ANALYSIS', *Voice of Research*, volume 3, issue 2, <http://www.voiceofresearch.org/doc/Sep-2014/Sep-2014_4.pdf>.

Economic and Social Commission for Asia and the Pacific 2019, *Ending poverty and hunger for all persons with disability (Part 1)*, report, United Nations, viewed 21 July 2020, <https://www.un.org/development/desa/disabilities/wp-content/uploads/sites/15/2019/11/poverty-hunger-disability-brief2019.pdf>.

General Statistics Office of Vietnam 2016, *National Disability Survey Report*, report, General Statistics Office of Vietnam, viewed 19 July 2020, <https://www.gso.gov.vn/default_en.aspx?tabid=515&idmid=5&ItemID=19055>.

Hunt, V, Yee, L, Prince, S & Dixon-Fyle, S 2018, *Delivering through diversity*, report, McKinsey & Company, 18 January, viewed 20 July 2020, <https://www.mckinsey.com/business-functions/organization/our-insights/delivering-through-diversity#>.

Kaye, H.S, Jans L. H & Jones, E. C 2011, 'Why Don't Employers Hire and Retain Workers with Disabilities?', *Journal of Occupational Rehabilitation*, viewed 18 July 2020, <https://search.proquest.com/docview/904032613?accountid=13552&rfr_id=info%3Axri%2Fsid%3Aprimo>.

Linden, M 2014, 'Telework research and practice: Impacts on people with disabilities', *Work*, vol. 48, no. 1, pp. 65-67, viewed 20 July 2020, <https://pdfs.semanticscholar.org/77b1/8cdbce7a600adeb16a10afa54167f8ed4c83.pdf>.

Meşhur, A & Ulusoy, Ç 2013, 'Attitudes of people with disabilities towards teleworking as an employment opportunity: It's modelling in terms of the Turkish case', *African Journal of Business Management*, vol.7, no. 4, pp. 227-243, viewed 20 July 2020, <https://academicjournals.org/journal/AJBM/article-full-text-pdf/1C5B0E927373>.

Plecher, H. 2020, 'Gross Domestic Product (GDP) of ASEAN countries from 2010 to 2020', *Statista*, 3 June, viewed 20 July 2020, <https://www.statista.com/statistics/796245/gdp-of-the-asean-countries/>

Press Trust of India 2020, 'Work-from-home job offers for women rise amid COVID-19 crisis', *Your Story*, 2 May, viewed 19 July 2020, <https://yourstory.com/herstory/2020/05/work-from-home-job-offers-women-coronavirus-lockdown>.

PWC n.d., *Global Diversity & Inclusion Survey*, PWC, viewed 20 July 2020, <https://www.pwc.com/gx/en/services/people-organisation/global-diversity-and-inclusion-survey.html#data>.

Raghunathan, A 2019, 'JobsForHer helps women who are ready to restart their careers', *Forbes*, 13 January, viewed 19 July 2020, <https://www.forbes.com/sites/anuraghunathan/2019/01/13/jobsforher-helps-women-who-are-ready-to-restart-their-careers/#1e6897ea1ba0>.

Sherbin L & Kennedy J.T 2017, 'The case of improving work for people with disabilities goes way beyond compliance', *Harvard Business Review*, 27 December, viewed 17 July 2020, <https://hbr.org/2017/12/the-case-for-improving-work-for-people-with-disabilities-goes-way-beyond-compliance>.

Swedish International Corporation Agency 2014, 'Rights of persons with disabilities: South-east Asia', *Swedish International Corporation Agency*, viewed 14 July 2020, <https://www.sida.se/globalassets/sida/eng/partners/human-rights-based-approach/disability/rights-of-persons-with-disabilities-south-east-asia.pdf?fbclid=IwAR2z6Z22NnvBnD46wAQ9ZDp9zpsA00dL_CBj5RSD5lJGZ6Ohx-5ANuTFPyE>.