BE A PART OF THE PURPLE REVOLUTION
THE WORLD WILL LIGHT UP IN A SIMPLE, POWERFUL DECLARATION OF SOLIDARITY AMONGST, AND WITH, DISABLED PEOPLE
3RD DECEMBER 2018

Networks, resource groups, allies, champions and supporters are coming together to celebrate the economic power of disabled people across the globe.

Join in and grow this transformative movement.

#PurpleLightUp
WHY 3RD DECEMBER 2018
3rd December is International Day of Persons with Disabilities.

First launched by the United Nations in 1992, it’s now a globally recognised date that brings together a united voice to celebrate and empower disabled people.

WHY IT MATTERS

Over 1 billion people in the world have some form of disability, that’s 1 in 7. It can affect any of us at any time in our lives.

In a growing global movement, over 160 countries have signed the Convention on the Rights of Persons with Disabilities. But there’s still more to be done.

True inclusion comes from a world that accepts all human difference, where people demand their voices to be heard.

#PurpleLightUp powered by PurpleSpace, will rally awareness in a global call to action.

WHAT CAN YOU DO

We’re going purple across industries, sectors and continents.

From illuminated buildings, to websites adopting purple themes, to purplefied blogs, vlogs, social profiles, dress codes and cake bakes. Whatever you want to do and with whatever budget you have – go purple for the day.

Already this year, Fujitsu, PwC UK, Tesco, AXSChat and Santander have pledged to go purple in their own different ways.
THIS YEAR WITH YOUR HELP WE’LL GO BIGGER, BOLDER, BRIGHTER
WE’RE A SOCIAL BUSINESS WITH A BIG MISSION

At PurpleSpace, we support employers to build disability confidence from the inside out, learning directly from their own people and investing in employee networks and resource groups: building the global community of disabled employees.

OUR MISSION

To make it easier for employees to navigate the experience of ill health, disability or the experience of an accident or injury, at the same time as flourishing at work.
WE DO THIS IN THREE WAYS:

1. By creating the world’s only best practice exchange for employee network and resource group leaders, allies and champions

2. By supporting employees to bring their authentic selves to work

3. By helping employers to improve business performance by learning directly from disabled employees
We help organisations across all industries and sectors to create vibrant and effective networks and resource groups, which then build the exceptional engagement strategies.

#PurpleLightUp powered by PurpleSpace, is bringing together millions of voices around the world and our role in this incredible movement is:

- Leading the way, mobilising our powerful global networks
- Putting a purple spotlight on the economic contribution of disabled employees
- Actively supporting employers around the world to improve their disability strategies
- Determined to inspire the millions of disabled people who are looking for work
How we are delivering:

• We are building a global community of disabled employees, together with our allies and supporters, to celebrate the economic contribution of disabled people

• We are leading the purple revolution to build a global virtual community of purple change agents

• We are inspiring a shared global understanding of the ways employers can build disability confidence from the inside out

• We are increasing the reach of employer ‘authentic’ story-telling campaigns across the globe

• We are showcasing the collective strength of employee led networks
In July 2017 I sent out a personal tweet asking what people thought about using the colour purple as one way of symbolising the experience of disability – and to encourage organisations to create a #PurpleLightUp on or around the 3rd December each year. We could never have anticipated such a positive response and in 2017 many employers and thousands of individuals took part across the globe.

Just as the rainbow flag has created real change as it rallies an increasingly vibrant LGBT movement – just as it symbolically unites people from every sector of society – just as it shows that prejudice can be positively challenged by building communities from a banner of colours that inspire hope – so too is purple inspiring a new grass-roots movement into the reality of what it means to be human.

Disabled employees want to build on this unity through the purple symbolism. Employee networks and resource groups are already using the purple brand to create new conversations, and together with our champions and allies, focus on the added value disabled people bring as consumers and employees.

I want disabled people to use the power of their networks and resource groups, with their champions and allies to help
forge a global identity; one that puts the positive contribution of disabled people and their networks in spotlight.

- In 2017, 56 organisations across 66 countries recognised #PurpleLightUp and used the colour purple to build community around #IDPD
- This celebration and social media support spanned individuals and organisations in countries such as Croatia, Peru, Singapore, UK, US and beyond
- 355,275 people were reached through Thunderclap
- #PurpleLightUp trended on Twitter with in excess of 133,000 impressions

**What people did:**

- Buildings were illuminated
- Flags were flown
- Websites were branded
- Lapel pins and lanyards were introduced
- Blogs and Vlogs where shared
- Employees resource guides for allies and senior champions where launched
- Our personal stories elevated a positive narrative
- Shoes, ties and socks went purple... and dogs wore bows!

The largest global movement celebrating the economic contribution by and for disabled employees created by a simple single tweet.
BE THE CHANGE
ALL YOU HAVE TO DO IS GO PURPLE
BE A LEADING VOICE IN THIS NEW GLOBAL MOVEMENT

Become a Purple Partner today and we will help you:

Demonstrate to your colleagues that your organisation:

• Recognises the economic contribution of disabled people
• Celebrates International Day of Persons with Disabilities
• Encourages respect and inclusion around the world

Show your customers that they are doing business with:

• A brand positive about disabled customers
• A brand that connects to people in society
• A brand that values the purple pound

Show the global community that you are:

• Committed to building an inclusive environment for disabled employees
• Genuine about delivering a disability strategy
• Enabling disabled people to be their authentic selves
BUILDING DISABILITY CONFIDENCE FROM THE INSIDE OUT
BECOME A PURPLE PARTNER

PurpleSpace are the world’s only professional development hub for disabled employee networks / resource group leaders.

Launched in 2015, we have seen extraordinary growth with 85 organisations, many global, now supporting disabled employee networks and employee resource groups.

As part of #PurpleLightUp, we have created a Purple Partner programme that offers additional partner levels, flexible around your time availability and financial budget.

All PurpleSpace members will automatically be associated with Bronze Partner status should they wish to mark #PurpleLightUp.

**Purple Partners will be instrumental in:**

- Building a global network community
- Creating long-term system change placing disabled employees centre stage
- Connecting network leaders and allies across the world
- Encouraging innovation and sharing of ideas
- Harnessing purple talent around the world
- Contributing to disability confidence from the inside out
WE’RE CREATING A GLOBAL COMMUNITY OF CHANGE AGENTS
BEING A PURPLE PARTNER WILL BENEFIT YOUR ORGANISATION

We will work with you as we deliver this transformative movement, ensuring that at each stage you have an opportunity to contribute and continuously ensure we are addressing your organisational goals.

The value of this programme covers:

Customers: strengthen customer relationships using this movement to improve and increase customer interaction and opportunities to engage.

Reputation: build upon your reputation as an organisation committed to enabling and empowering disabled talent, demonstrating your organisations focus on recruitment and retaining disabled people.

People: increase your employee engagement and involvement in building disability confidence from the inside out, influencing and improving employee loyalty.

Marketing: Featured brand as part of our dynamic global social media campaign reaching approximately 100 customer organisations.

Networks: Invitation to our annual event on 3rd December and come together with other CEO / senior leaders.

You could event co-host a #PurpleLightUp virtual Global Summit bringing together leaders and luminaries from around the world to share thought leadership around influencing disability confidence culture across countries, sectors and industries.
WHAT OUR PARTNERS SAY
**Webinar Partner**

The ‘Purple Pound’ is valued at $8 trillion, with a global community of over 1 billion people. It is great to see a celebration to unite, recognise and provide the huge purple community with a positive identity.

*Tony Cates - Partner and UK Vice Chair, KPMG in the UK*

**Event Partner**

We’re delighted to be part of the movement and honoured to be hosting the annual celebration to mark IDPD. I have seen first-hand the many positive ways in which effective networks empower their members and create a community working with energy to promote change and inclusion in its fullest sense.

*Amanda Rowland - Partner Sponsor, PwC UK*

**Advertising Partner**

We are thrilled and honoured to be working with PurpleSpace. Joining a network of such impressive change agents and celebrating the contribution of disabled people across the globe is incredibly important and a real privilege.

*Paul Houlding - Managing Partner, Isobel Creative*

**Social Media Partner**

Our strategy for AXSChat was to engage leaders and stakeholders around the world to discuss true inclusion of PwD through the weekly AXSChat discussion forum. #PurpleLightUp powered by PurpleSpace, builds further upon this strategy, working to create a movement that focuses on the economic contribution made by disabled people around the world, one that aligns with inclusion and social change.

*Neil Milliken, Antonio Santos, Debra Ruh – Co-founders, AXSChat*
GET IN TOUCH

If you would like to be part of #PurpleLightUp powered by PurpleSpace, or want to learn more about PurpleSpace, we would be thrilled to hear from you.

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