



DISABILITY INCLUSION INDEX (DII) FOR CORPORATIONS

EXECUTIVE SUMMARY BY **ESHA PARIKH AND ANNA SHEEHAN** | AUGUST 2020

The Disability Inclusion Index (DII) is a metric that quantifies and measures how companies are inclusive of people with disabilities (PwD) based on a 100 point system. DII measures inclusivity through two lenses: internally, through an employee experience, and externally, through a consumer experience. The internal practices consist of four categories of Accessibility, Employment, Disability Group & Policy, and Product Development. Similarly, the external aspect is measured in four categories of Accessibility, Product Advertisement, Corporate Social Responsibility (CSR) Initiatives, and Supplier Diversity. The weight distribution of each category is as below.

Table 1: DII Framework with Weight Distribution

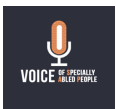
Internal Practices Employee	Weight 50 pts	External Practices Consumer	Weight 50 pts
Accessible Infrastructure	12.5	Accessible Infrastructure	17.5
Inclusive Workforce	12.5	Products & Advertisement	15
CSR Group & Corporate Policy	12.5	CSR Initiatives	12.5
Product Development	12.5	Supplier Inclusivity	5

The data for this metric will be collected through industry specific surveys, consumer surveys, and objective analysis by industry segment. A holistic understanding of how well corporations measure in terms of their disability inclusion involves not only measuring objectively corporations' current actions and attitudes, but also subjectively customers' perception and experience of the internal practices. The first phase is to gather data on the internal practice side of the metrics, we will send the industry specific surveys via Qualtrics to our alumni and VOSAP network connections working in their respective fields. The analysis of the survey results will focus on comparing companies of the same industry by adding up all the points of each question, rather than the size or type of company. "Yes" responses will get the full point(s) and "No" response will not receive any points. The second phase is to gain consumer insight of the respective companies upon completion of the survey using the external practices surveys. The aggregate points from the industry survey and the consumer insight survey determines the total DII score of the company.



It is important for companies to create an inclusive experience for their employees and consumers, which is why this metric is necessary. There is a growing need for inclusion as more people with disabilities participate in the labor force because of innovations, adoption of several assistive technology solutions have enabled them to perform their duties.

Although there is an existing metric, the Disability Equality Index (DEI), there are several aspects of DII that differentiate it from DEI. The main differentiator is DII's focus on the internal and external aspects of a company, while DEI heavily focuses on the internal aspects. While it is important to measure how inclusive corporations are of their employees, it is also important to measure how inclusive companies present themselves to the consumers of their products. In addition, another differentiating factor of DII is the variety of companies included in the analysis. While DEI only focuses on large-sized technology, insurance, and finance industries, DII will focus on ten distinct industries of various sizes. In addition, each industry will have its own survey, instead of using one survey for multiple different industries. Employees and consumers require different methods of inclusion for different industries, and it is important to reflect that in our metric.



ABOUT THE AUTHORS

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WHY THIS MATTERS TO VOSAP

Diversity and Inclusion as relates to Persons with Disabilities (PwD) is gaining attention among corporate leaders. As per 2018 US census data, 2 out of 3 college graduates were unemployed. It is important to promote employment of PwD in corporations in various industries. With this background, VOSAP has come up with a framework to help corporations devise their Disability and Inclusion (D&I) strategy that is comprehensive in nature and a useful matrix to start measuring DII (Disability Inclusion Index) score. This research project is part of this program, wherein interns developed a tool to measure DII per employee survey.

ABOUT VOICE OF SPECIALLY ABLED PEOPLE INC.

The Voice of Specially Abled People (VOSAP) is a global advocacy organization built on the principles of Empowerment of Specially Abled People. In Special Consultative Status with UN ECOSOC, VOSAP is working to create an Inclusive and Accessible world by accelerating implementation of UN Sustainable Development Goals (SDGs) and goals of UN CRPD (Convention on the Rights of Persons with Disabilities) treaty. The organization has created the VOSAP Mobile App through which volunteers can take a pledge to volunteer and rate the accessibility of public places, creating a crowdsourcing platform to aggregate demand for accessibility.

