

# 2019-2020 Progress Update



# Foreword From Our Chairperson

We are delighted to set out our measurements and detail for the first year of the Open Doors Initiative. It is clear from the outstanding progress described in this report that the participating companies of the Open Doors Initiative have embraced our pledge wholeheartedly and have come together to improve diversity and inclusion in their workplaces and society.

We know employment matters and that marginalised people struggle to access the workplace. They face barriers that others in society do not perceive and need supports to get on an equal footing in employment.

Research shows that diversity and inclusion also matter to business - diverse companies are more successful, have better retention rates, enjoy greater engagement and are more profitable.

Our participating companies and organisations have invested significant time and funding towards achieving greater inclusion and reducing barriers to employment. Spending time and money on diversity schemes is only worthwhile when you can measure the success you have achieved, and this report demonstrates that the investment is already yielding great dividends including further employee satisfaction and community engagement.

Huge strides have been made by our participating organisations and this will only increase with the guidance and support of the Open Doors Initiative team and supporting partners in tackling the lack of diversity in Irish workplaces and proactively changing the landscape of Irish employment for the better.

Diversity of thought is imperative for the future work - marginalised groups have many people who are creative, innovative, resilient, adaptable problem solvers because of the difficulties they face daily. The untapped talent pools and potential target markets are being opened up by our participating organisations.

We talk about diversity and inclusion as a journey and we are all at different stages. It is not always an easy trip and our destination of inclusive employment can sometimes seem far away. When employers, government and NGOs come together, support each other and empower those people from marginal communities, we can truly change our society to be more diverse and inclusive for all.

**Oliver Loomes**  
**Managing Director, Diageo Ireland**



# Our Purpose

The Open Doors Initiative works with business, government and NGOS to create employability for marginalised groups. This is the first time that this particular cross section of business, NGOs and government have come together to address the issues of a lack of employability for marginalised people.

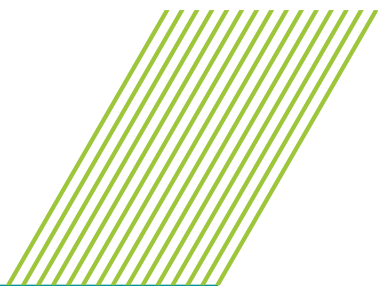
These include:

- Refugee, asylum seekers and migrants.
- Young people from disadvantaged backgrounds.
- People with all disabilities

The Open Doors Initiative supports these marginalised groups in accessing training, work experience, mentoring and employment. It is led out by people with lived experience in disability and migrant issues and we want to grow that expertise directly within the communities we are helping. Workplace participation remains very low among certain groups and there are many barriers to employment. By working with other companies and organisations to create a new government and private sector initiative, Open Doors strives to increase opportunities for people in workplaces with an inclusive ethos.

We empower employers to be disability and culturally confident by imbuing acceptance and awareness in organisations and developing it. We help create various pathways to gain employment, and helps marginalised people into a progressive career.

All members take a pledge and commit to sharing learnings to drive this inclusive ethos.



# The Pledge

We, as corporate citizens, undertake to provide opportunities into the workplace including: training, placements, apprenticeships, community supports and employment opportunities for those people most in need in Irish society.

We will work to meet their needs in a respectful and co-operative way and aim to see them in purposeful engagement where possible. We will engage in education and advocacy at a national and EU level on the adoption of innovative practices and policies that will remove barriers to employment.

We will be a responsible employer by adhering to the following principles:

Defined quality standards with measurable outcomes:

- A national approach;
- A clear plan to foster diversity, inclusion and social mobility;
- A fair wage for all employees;
- Paths to drive upward mobility within our organisations.
- We will actively participate in sharing and learning across the network, including forums.

We will share and promote our membership and act as an ambassador to other employers: Employers will cascade their commitment via their supply chains and business networks, to create a multiplier effect encompassing employers, big and small, across Ireland.

Each of our founding members, and those that join us, sign this pledge.



# Success Stories

Our participant companies are continuously working on a variety of inclusion programmes, with many working with various supporting partners to provide opportunities for all three key marginalised groups. To enrich the data collected, companies have volunteered to share some examples of the interventions, supports and other positive qualitative outcomes achieved through their employability initiatives. Comprehensive training programmes and CV skills workshops to expose learners to real life work environments and work experiences.

## **Comprehensive training programmes**

and CV skills workshops to expose learners to real life work environments and work experiences.

**Employability skills workshops** for people with a variety of disabilities to support their job search.

Opportunities for **work experience across various company sites** for asylum seekers and people with physical and intellectual disabilities.

**Employing people with intellectual disabilities** and providing support when they join the workforce.

Recruiting and employing talented people with **neurodiversity and on the autism spectrum**, supporting their integration into employment.

Providing **apprenticeships** for marginalised job seekers.

Actively including **migrants, refugees and asylum seekers** in the recruitment process and supporting their development through the experience.

Apprenticeships to **upskill young migrant people** with practical training and work experience.

## **Online and face-to-face learning programmes**

focused on empowering and supporting young people aged 18-30 to achieve their career ambitions, focusing on those who are not in education, employment or training. Feedback has been extremely positive - 95% of participants feel more confident about applying for a job and attending an interview.

Pro bono advice, support and professional services to **marginalised groups**.

Paid internships for young people on the **autism spectrum or with Asperger's** giving the companies access to an untapped talent pool of qualified people with diverse skills with a view to them securing full-time employment.

**Accredited qualifications courses** for marginalised groups, including work placements and training. These courses are offered at various locations around the country and have an average success rate of 90%.

Multiple training programmes for all three key groups providing **training and workshops on pre-employment techniques** such as job seeking skills, how to successfully perform at interview, skills for application writing and self-promotion through social media.

**Hospitality skills training** and work experience placements for refugees, asylum seekers, people with a variety of disabilities and young people coming from educationally disadvantaged backgrounds.

**Interview skills workshops** for immigrant communities provided by recruitment specialists.

Providing **paid placements in professional business environments** to graduates with various disabilities, supporting and mentoring them to ensure their success to future employment.

Employability skills **training with refugees and asylum seekers** to help them seek work, including CV and interview preparation.

**Inhouse awareness raising events** and seminars to promote the greater inclusion of diverse employees in the companies.

Coaching, career training, IT skills and HR support programmes for **young women from socio-disadvantaged backgrounds** and returning to the workplace.

Networking and **mentoring for marginalised jobseekers** providing them with confidence and skills to tackle the job seeking process.

**Positive feedback received** for many companies' initiatives from enthused participants, better engaged employees and wider job satisfaction and greater pride in the company being reported as qualitative outcomes.

“

I was talking to a man about my job and he told me he thought I could be a supervisor; I can't believe he said that. I never thought of myself like that before.

- Participant Feedback

”

## Phorest

Phorest is designed to work around colours which means it's much easier for people to learn even if they haven't used computers much before. The human brain recognises a colour much quicker than it reads words. This is also hugely beneficial for people with dyslexia as most software is not usually designed in this way. Dyslexia is very common in the beauty industry with reports saying high numbers of staff in the market are Dyslexic.



Some examples of how the colour system works in Phorest:

- The colour of each appointment is based on what type of service or treatment it is - this means that from a distance a user can tell instantly what treatment they are doing next
- The second way Phorest uses colours is to light up the next button the user needs to click - this way when the user first starts using the system the colours will guide them through.

In addition to the colour scheme, the marketing section for sending out emails and text messages provides live spelling and grammar checking, dyslexic specific checks and, crucially, real-time readability enhancement tips as the user is creating the content.

## Bank of Ireland Group

"I was working in the Bank of Ireland from November 2019 to February 2020. I have worked there before as part of the Work Placement Module. The first time I worked there I was in the Credit, Audit Risk Team.



I was in a different department for my graduate internship called Corporate Credit. The team were very nice and I met my old co-workers every week to tell them how I am getting on and if I have any news or gossip. I always come in with a smile on my face every day when I see everyone. I learned new skills while I was working there. What I enjoyed was seeing my old co-workers who I still keep in touch with and I miss them very much. I had a great experience with them again and I enjoyed every minute of it." - **Joanne Weller**

# Measurement and Reporting

From the beginning of the Open Doors Initiative, measurement outcomes have been key to ensuring that the impact of the collective activities of the participating companies are captured. This collective impact has been measured following guidelines of the measurement framework developed in January 2019.

Participant companies have measured their employability intervention inputs, participant outputs, and the overall progress toward their desired inclusion goals. Each company reports this information individually and the individual inputted data is then consolidated. Companies are tracking quantitative metrics: INPUTS (company time, company funding, and company assets), OUTPUTS (participants reached, participants skilled, number of training sessions, number of placements) and OUTCOMES (paid apprenticeships, employment, business establishment). Companies are also optionally tracking qualitative metrics: labour market barrier removal, government policy engagement/advocacy, participant confidence and empowerment.

Many of the corporate inclusive employment and training programmes are ongoing and have been in operation for some time so it is often difficult to accurately measure the company time and spend in total. There are further challenges when aiming to measure the impact for the company of their work and dedication which is not captured in the qualitative data.

We are working to improve upon our measurement matrix to capture the rich feedback and great results shared by the participant companies. We will be helping our participating companies to implement changes to their tracking systems to help them to better assess the impact of their diversity efforts.





## Year to Date Progress (Jan-Dec 2019)

There has been significant progress reported in just the first year of the programme. Companies report on five mandatory metrics: people skilled, people who have secured full time employment, people who have sustained employment, people who have secured a paid placement, and people who have established a business.

**1,936 SKILLED** People who successfully completed an intervention led by a participant company that enhanced their employment prospects through the development of new market-relevant, or enhancement of market-relevant skills.

**127 SECURED FULL TIME EMPLOYMENT** People who have secured paid (minimum wage or better) and relevant employment in the participant company bound by a non-zero hours contract of any duration.

**99 HAVE SUSTAINED EMPLOYMENT** People who have sustained paid (minimum wage or better) and relevant employment in the participant company bound by a non-zero hours contract for at least six months.

**49 SECURED A PAID PLACEMENT** People who have secured a paid (minimum wage or better) and relevant placement in the participant company for a duration of at least three months.

**9 ESTABLISHED A BUSINESS/SELF-EMPLOYED** Established a company (self-employed, partnership, or limited entity) which is currently in either start-up or trading phase.

**22,049 HOURS** spent by staff supporting the programmes and delivering interventions (mentoring, training, etc.) and the time spent by participants in the programmes.

**€572,472 EXPENDED** (NGO programme funding, training materials, stationery, catering, and stipends) by the company to fund or support programmes and participation.

**2,304 REACHED** This represents the number of participants who started learning interventions.

**469 INTERVENTIONS DELIVERED** This is the number of learning interventions delivered across all companies.

**204 BARRIERS REMOVED** These are the participant barriers (monetary, language, physical or virtual accessibility, etc.) removed through actions by or on behalf of the company.

## Social Impact in Our First Year

Thirty-three participant companies have contributed their employment programme data for this report. Companies are at a variety of stages of development with their diversity and inclusion initiatives, with many programmes at an early stage making it difficult to accurately capture results.

We will work towards further supporting our participating companies to enhance their diversity data gathering systems, make the most of their inclusion efforts and maximise their return on investment in diversity.

Many organisations can find it challenging to promote their diversity and inclusion commitments and successes. In the coming year, we look forward to working with our participant companies to enable them to definitively demonstrate the advantages of diversity in business.

With the baseline data firmly established, we can now help to move the needle on diversity and inclusion from planning to action and employment of more marginalised people.



# Open Doors Initiative Participant Companies

accenture



aramark

ARTHUR COX

Bank of Ireland Group 

  
BNY MELLON

BROWN THOMAS | ARNOTTS

Coca-Cola

 Coca-Cola HBC  
Ireland & Northern Ireland

cpl.

 DALATA  
HOTEL GROUP PLC

DeCare  
Dental

 Deutsche Bank

DIAGEO  
IRELAND

 e-Frontiers  
the IT Recruitment Specialists

enterprise  
rent-a-car

 ESB Energy for generations

[ expleo ]

iapi Institute of Advertising  
Practitioners in Ireland

ICON  
ACCOUNTING

 IDA Ireland

 ISLANDBRIDGE

KERRY  
FOODS

Liferay

 MASON ALEXANDER

 MERCANTILE  
GROUP

 MERCER  
MAKE TOMORROW. TODAY

 momentum support  
Cleaning & Security Solutions for Business

 PayPal

 phorest

50 years  
RSE  
rslireland

salesforce

 SIRO  

sodexo  
Quality of Daily Life Solutions

 DUBLIN  
TECHNOLOGICAL  
UNIVERSITY DUBLIN

WILLIAM FRY

 Wilson Hartnell

# Open Doors Initiative Supporting Partners



Companies are supported in the development and execution of their commitments by supporting partner organisations and government agencies including the Department of Employment Affairs and Social Protection, the Department of Justice and Equality and the Department of Business, Enterprise and Innovation



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