



De 15 ani
facem din povestea
realitate.

A.C.C.E.S.

THROUGH DIVERSITY

Shifting the perspective. Shaping a more inclusive community.

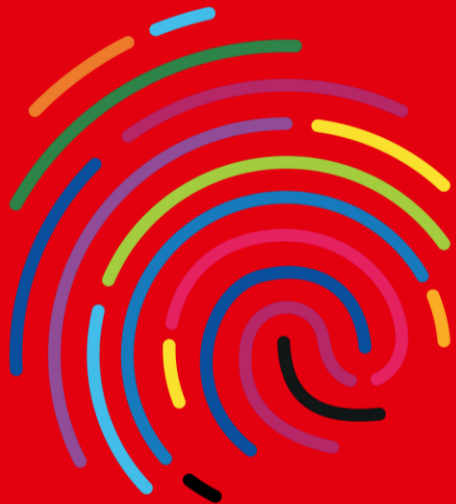


WHAT IS DIVERSITY?

Do we really need it?

DIVERSITY IS NOT JUST A TREND,
IT'S A **PROVEN NECESSITY**





**THE EUROPEAN
DIVERSITY MONTH:**
UNITED IN DIVERSITY



CLICK THE LINK TO WATCH:

https://www.youtube.com/watch?v=plTEdexiW88&t=3s&ab_channel=KauflandRomania

WHY IS THERE A NEED FOR IT?

In Romania, there are over

850.000

people with disabilities.

The employment quota of
people with work-related
disabilities is much lower
than the EU average

47,8%



**DOUBLE BURDEN
FOR PEOPLE WITH
DISABILITIES**



The challenge of
physical disadvantage

The persecution of
social disadvantage

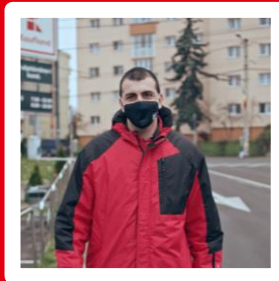
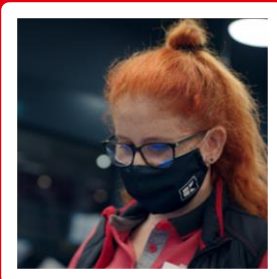
WHAT DOES KAUFLAND DO?



CLICK THE LINK TO WATCH:

https://www.youtube.com/watch?v=plTEdexiW88&t=3s&ab_channel=KauflandRomania





ACCESS TO:
NORMALITY
SOCIAL LIFE/TEAM
FINANCIAL INDEPENDENCE

BEGINNINGS

Pilot phase in October 2019

3 MAIN LINES OF ACTION



Creating recruitment channels for people with disabilities

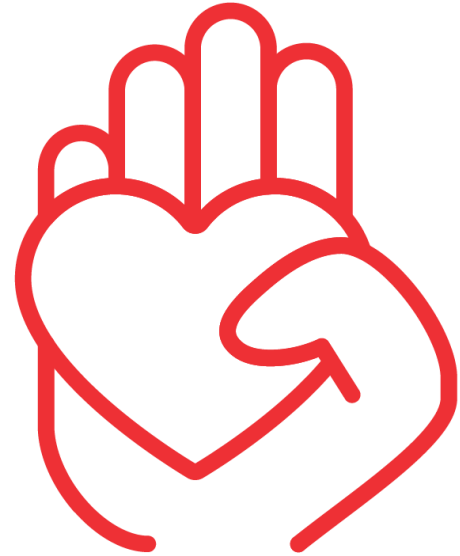
Communication and internal training programs & workshops



- Online courses on how to communicate with colleagues with disabilities
- Role Play Workshops



Transforming Kaufland into an inclusive employer





**THERE ARE SEVERAL
STEPS FROM IDEA TO
REALITY**



Meetings with specialized departments



Identifying or creating specific roles for people with disabilities



Starting the communication and recruitment process



Creating dedicated interviews for managers



Reviewing the process of integrating new colleagues into the team



BETWEEN CHALLENGE AND SUCCESS

Adapting Kaufland workspaces to increase the inclusion capacity of people with disabilities:

4 cash registers

Adapting the work schedule according to skills and needs

Allocating internal resources to adjust workspaces

Being responsible for the education of one's own team, customers and society



**MEET CEZARINA ISPAS AT
ONE OF THE CASH
REGISTERS**



FAST-FORWARD COMMUNICATION

Romanian Diversity
Chamber of Commerce
Funding Corporate
Partner & signatories of
the Diversity Charter

7 events in 5 cities:
Bucharest, Sibiu, Cluj,
Timisoara and Craiova

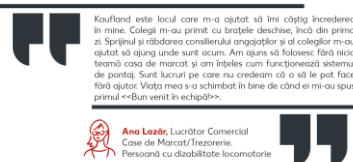
Dedicated communication
materials - brochures,
posters, videos and
dedicated radio spots

Articles, dedicated press
releases



CARTA
DIVERSITĂȚII
DIN ROMÂNIA

SEMNAT!



Implicarea în comunitate a fost mereu unul dintre pilonii activității Kaufland, iar programul ACCES este încă un mod prin care putem aduce valoarea în comunitățile care ne găzduiesc. Suntem impresionanți și entuziasmați de rezultatele programului pilot și, în același timp, de faptul că acesta a relevat adevăratele dimensiuni ale efortului necesar pentru integrarea persoanelor cu dizabilități.

E o provocare majoră, dar pe care suntem bucuroși să o acceptăm și ne propunem să angajăm în luptă toate resursele și experiența noastră de angajator național. Viitorul programului cuprinde acum următoarele obiective principale:



SPECIAL PROJECT: ACTIVATION FOR THE INTERNATIONAL DAY OF PEOPLE WITH DISABILITIES



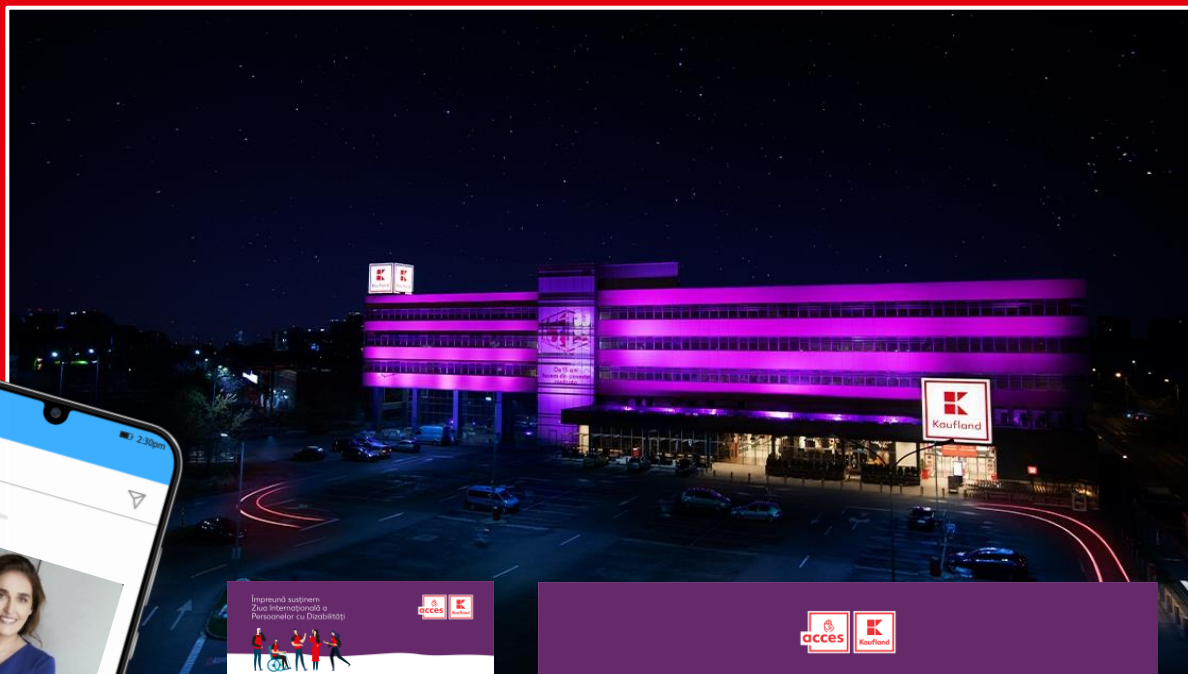
Headquarters and store
lighting in the color
associated with the cause



Press release



Digital Activation



A.C.C.E.S. IN NUMBERS

700

positions in
Kaufland stores

1.065

job interviews

516

job offers

over

350

people with
disabilities
employed



A woman with dark hair in a ponytail, wearing glasses, a red face mask, and a pink quilted jacket, is walking across a parking lot. In the background, there is a red car, a white van, and a yellow car parked near a building. The text "WE COULDN'T STOP HERE" is overlaid in a red box across the middle of the image.

WE COULDN'T STOP HERE

**THIS YEAR WE LAUNCHED THE
ACCESSIBILITY HACKATHON CHALLENGE**



WHAT?

It is the largest hackathon dedicated to people with disabilities in Romania

Purpose: to develop a tool to help people with disabilities better integrate into their workplace

HOW?

Get involved. Code. Integrate.

42 registered teams, 26 in the final

Mentors: Business – Social – Tech

One month to implement the most innovative solution

The best project wins \$16,000 grand prize



CLICK THE LINK TO WATCH:

https://www.linkedin.com/posts/esteraanghelescu_kauflandromania-teamkaufland-trendsetter-activity-6800850929563303936-USkl/



A.C.C.E.S. IN THE FUTURE

1

STRENGTHENING PARTNERSHIPS WITH

people with disabilities
state institutions
associations

2

EXTENDING THE PROGRAM

to the entire company and at
global level



THANK YOU