

The WPB Ability Communications Toolkit





“Disability is part of being human. Almost everyone will temporarily or permanently experience disability at some point in their life.”

World Health Organisation



Global Context

Globally, more than 1 billion people – or 15% of the world’s population – are living with some kind of disability¹: it’s the world’s largest minority group.

Only 17% of people are born with their disability², most acquire it later on in life. And while you may think it is easy to identify someone as living with a disability by looking at them, it is not the case: disabilities are not always obvious.

In addition, the definition of disability is very broad: it covers physical disabilities, neurodiversity, mental health conditions, and the disadvantages created by language barriers. With the impact of Covid-19 on people’s mental and physical health, it’s now even more important than ever to understand this wider definition.

However, one thing is clear, many people do not find it easy to talk about their disabilities – invisible or visible – especially within a professional environment.

Source:

1. World Health Organisation.

2. Institute for Public Policy Research article Work for disabled people



Reframing the conversation within WPB

With only 6.5% of colleagues in WPB identifying as disabled³, the group is underrepresented at HSBC. And colleagues with disabilities score significantly lower in Snapshot across key engagement, focus and inclusion indicators.

The WPB Ability Programme has been set up to reframe the conversation around disability. By doing this, we can remove barriers and unconscious bias to create a more empathetic, ability-aware workplace.

It will educate people on what disability means; give space for people to speak up and feel comfortable to talk about and address their disabilities, as well as inspiring colleagues to take positive action both inside and outside the bank.

“We value difference”

Our purpose is to embed our key value of ‘we value difference’ and make it a reality by:

- Challenging the definition of disability
- Addressing the fear, stigma and unconscious bias around disability
- Creating opportunities for everyone in the bank

Everyone has far more to them than what you see on the surface. They may be overcoming challenges you do not understand, and they will also have unique strengths you may not be aware of. It’s time to create a workplace that is accessible to and inclusive of everyone.

Source:
3. Snapshot results Q2 2021

6.5%

of HSBC employees self-identify as having a disability*

34%

of us report having mental health challenges, stress or anxiety³

Almost **100%** of us are likely to experience disability at some point in our lives





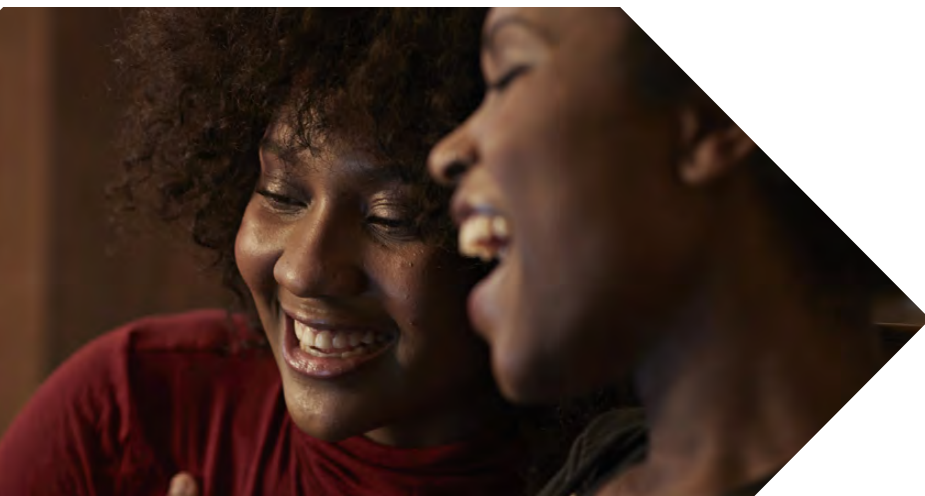
Four key areas of focus

To address the needs of all our colleagues, Ability has established four key areas of focus.

These are:

- **Physical disability**
- **Neurodiversity**
- **Mental health**
- **Language barriers**

We know many people feel uncomfortable talking about their individual challenges, especially in the workplace. However, to create change, it's important to have these conversations.



Physical disabilities can be present from birth or may be acquired later in life due to accident, illness or due to a medical condition. As defined by the United Nations Convention on the Rights of Persons with Disabilities "Persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others."

Neurodiverse conditions include ADHD, autism, dyspraxia, dyslexia and other learning disabilities. They are often present from birth but develop during childhood and adolescence.

Mental health conditions include anxiety disorders, eating disorders, personality disorders, post-traumatic stress disorder (PTSD), psychotic disorders, and depression – such as bipolar disorder and other mood disorders. These may either be due to a genetic link or develop at some stage during someone's life.

Language barriers can make communication very difficult – for example, if someone is working in a country where the primary language spoken is not their mother tongue, or if they don't speak the language at all. Although language barriers are not typically included in the classical definition of disability, we will be looking at ways to raise awareness of barriers we face when speaking a foreign language or overcoming a speech disorder.



By getting involved you will personally be:

Making HSBC a more accessible, inclusive and non-judgemental place to work

Helping people feel free to be themselves and have the confidence to speak up

Helping individuals be recognised for their individual skills and talents – much more than just meets the eye

Creating a workplace where everyone feels represented and supported

Creating lasting positive change both within and outside the bank

Take Action

Everyone can play an equally valuable part in creating a more inclusive workplace for all. The WPB Ability Programme relies on the support of everyone, right across the bank. Here's how...

- Set up an Ability ERG in your local market, business line or department – if there isn't one already.
- Join your local Ability ERG, get involved with their campaigns and help start conversations. We want to make sure everyone benefits from the WPB Ability Programme, so please get involved and help spread the word.
- Become an Ability ally. Allies are people who aren't affected by disability but who care about changing the status quo and making a real difference within the bank.
- Encourage others to become Ability allies too. Ability's success relies on your help – please encourage others to join or set up their local ERG.
- Encourage people to speak up and share their stories. Sometimes the hardest thing is starting the conversation. It's important to let people speak, listen with empathy and without judgement. None of us know what challenges someone else faces on a daily basis.



The WPB Ability Campaign

It's time to reframe the conversation

We are launching the WPB Ability campaign to inspire our audiences to learn about others, speak up and share their own experiences and ultimately be part of reframing the conversation about disability within WPB.

The campaign was developed in collaboration with our key audiences. This was done through a series of six evidence-based, collaborative workshops. The purpose was to get vital feedback on the campaign concepts to ensure that all audiences were represented and that the resulting campaign is as inclusive and accessible as possible. We had feedback from representatives in all markets who were a broad mix of, disabled, non-disabled and neurodiverse participants.



The launch of the campaign sets the visual look and feel and the tone of the communications. But it doesn't stop there – the campaign will be developed and adapted as awareness and engagement builds.



The WPB Ability Campaign



What does it mean to **reframe the conversation?**

Talking, thinking and **acting** differently.

Discussing disability in a way that everyone can relate to – drawing attention to the everyday challenges people face, as well as the many unique and positive aspects that being disabled brings to all our lives.

It is not only about driving awareness of disability at work, but it's about creating a platform - 'a safe space' - through which colleagues can open up and share their experiences and encourage active discussion and debate on all aspects of the four pillars.

Having provided the campaign context, it's important that we also enable individuals to answer the central question themselves:

What does **reframing the conversation** mean to me?

A rallying call for people to now share their own experiences of living with disability be that directly or indirectly – visible or hidden – the ordinary or extraordinary.



Campaign Launch

Launch video with Juan and Manuel the Global WPB Sponsors

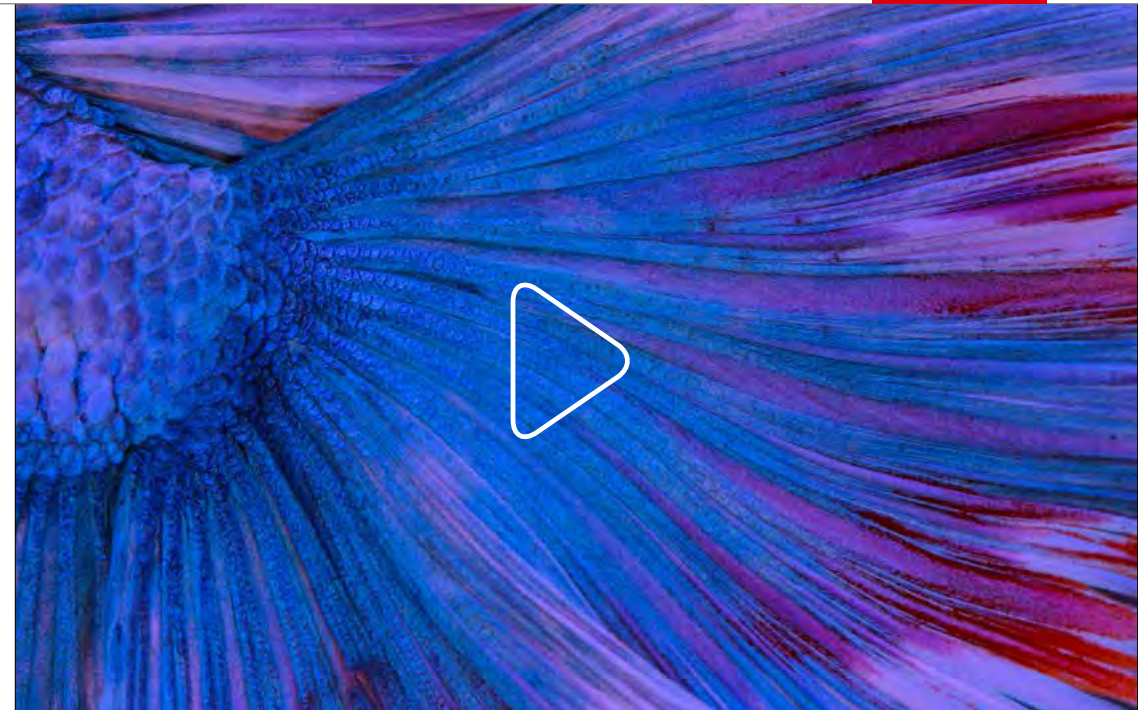
A short video to raise awareness of the WPB Ability Programme and encourage people to join/participate.

It also serves to help educate our audience and challenge any assumptions/preconceptions - supporting WPB's commitment to **reframe the conversation** about disability.

Panel Discussion

To celebrate the International Day of People with Disabilities 2021 we held panel discussions featuring internal and external leaders, experts and influencers - all with different stories and experiences of disability. Hosted by Juan Parma and Manuel Baldasano the conversations covered:

- Raising awareness of what disability means and that it doesn't have a single meaning
- Removing the stigma around disability and mental health
- Encouraging people to share their stories and open up
- Building an inclusive working environment



AM Session



PM Session



Campaign Launch



Unique Art Commission

After suffering a life changing spinal cord injury at the age of 17 Henry Fraser became an accomplished mouth artist, public speaker and author.

We have commissioned him to create a unique artwork of our iconic HSBC lions to form an integral part of the Ability identity.

Displaying their individual characteristics and expressions, our Purple Ability Lions work together as a pair in the same way as our distinctive Lion sculptures that guard our headquarters around the world.



Embedding the campaign throughout 2022



Reframe the conversation email

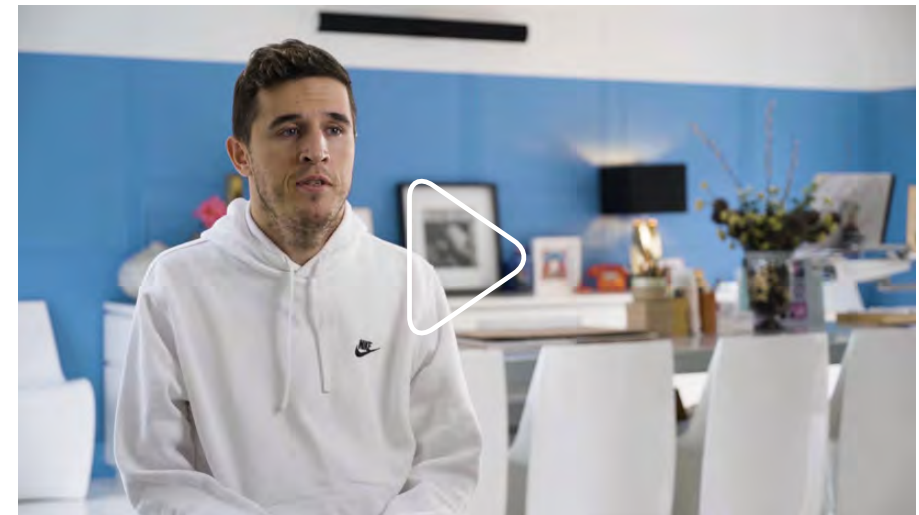
This editable email template will help you drive awareness about Ability and encourage your colleagues and teams to **reframe the conversation**.

You can edit the content so that it works for your market and include the signature of your market leader or sponsor.

It is available in [English](#), [Simplified Chinese](#), [Traditional Chinese](#), [French Canadian](#) and [Latin American Spanish](#).

Henry's Story

Henry shares his story giving us an insight into the challenges he has overcome since his accident and we see him at work creating our Purple Ability Lions.





Embedding the campaign throughout 2022

WPB Colleague stories

We will be creating a series of films about the everyday challenges our colleagues face as well as the many positive aspects disability brings.

COMING SOON

COMING SOON

COMING SOON

Together, we can
reframe the conversation



How to share your story



Ability

Share your Stories

But as well as that we would like to hear from our colleagues around the world who have experienced disability - directly or indirectly.

This could be a photograph, a letter or poem, a voice recording or simply a telling of their own story.

[This guide](#) will help them do so.



Embedding the campaign throughout 2022

Key art examples

COMING SOON - These will be developed to represent the stories we will be collating.



Ability

"Scars tell the story of
where you've been,



they don't dictate
where you're going."

Farah

Contact Centre, Singapore

HSBC Ability is committed to building a workplace where everyone feels supported and empowered.

Lets reframe the conversation about Ability



Hear Farah's story



Ability

"I didn't let ADHD stop me
achieving my goals,



and neither
should you"

William

Branch Manager, Hong Kong

HSBC Ability is committed to building a workplace where unique talents and strengths aren't just supported, they're championed.

Lets reframe the conversation about Ability



Watch William's story



Ability

"Alone, we can do so
little; together we can
do so much."



Alessandra

Universal Banker, UK

HSBC Ability celebrates everything that makes you, 'you'. All our strengths and all our differences.

Lets reframe the conversation about Ability



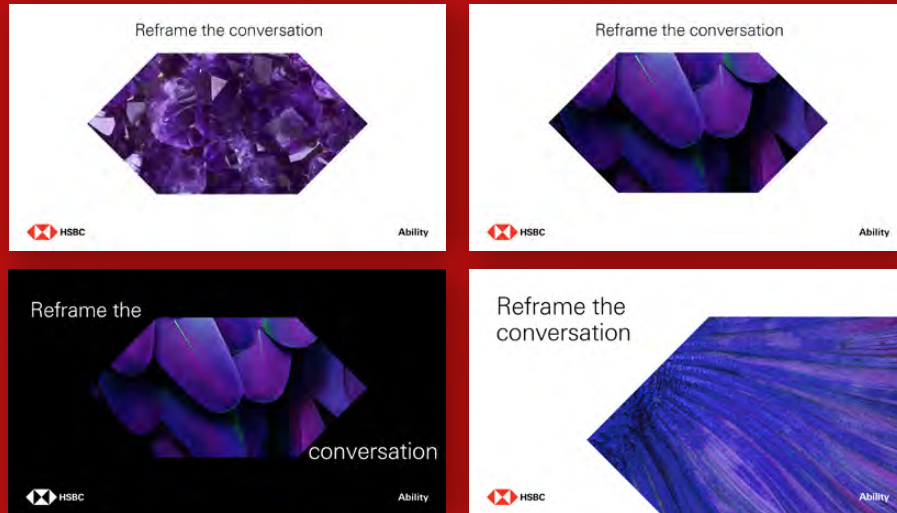
Read Alessandra's story



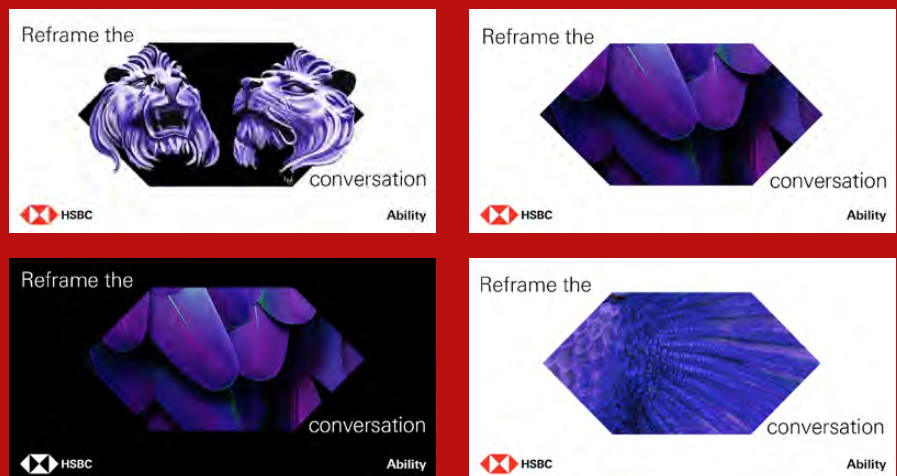
Embedding the campaign throughout 2022

Click on the image to download the creative asset you would like to use

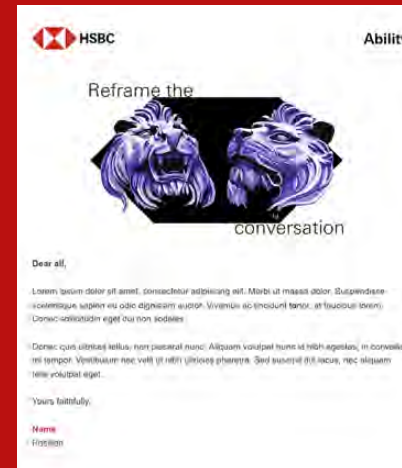
Zoom Backgrounds



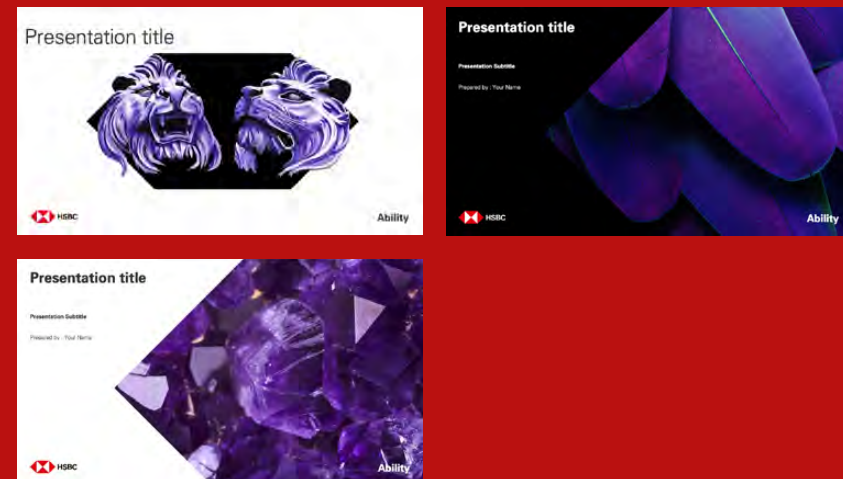
LinkedIn graphics



Ability branded generic email template



Powerpoint template





To get involved and help
reframe the conversation
please contact us at

 **WPB Ability Programme**

Or you can find out more on the D&I Hub
or your local ERG page on HSBC Now.



HSBC

| Opening up a world of opportunity