

# LABEL & CODE OF CONDUCT

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## Introduction

The present document has been worked out by the partners of the “On my own...at work” (OMO) project, an international project that deals with intellectual disability funded by the European Union.

The aim of the project is to foster the adoption of an intellectual disability-friendly policy on the part of organizations that operate in the hospitality business by providing internships and employment to people with intellectual disabilities.

In order to encourage companies to join our initiative, we have created the Valueable label. It is a recognition sign that enterprises providing internships to persons with intellectual disabilities can use and place on their facilities and communication materials, such as brochures, website, merchandising, etc. to let people know what they are doing.

The label is therefore designed for companies willing to obtain the recognition by their stakeholders (society, customers, employees, etc.) of the disability-friendly activities they carry out and the efforts they make to benefit the communities where they operate.

The label provides visibility to the company’s social action, adding value to its image as a responsible, intellectual disability-friendly company, given that this recognition will contribute to improving its market reputation and attracting customers.

In time, the label will become a means of differentiation that will characterize a European network of intellectual disability-friendly companies.

In order to be able to use the Valueable label, companies need to undergo a process aimed at assessing their compliance with an equal opportunity and disability-friendly employment policy, which is conforming with all major internationally recognized CSR standards.

This document explains the requirements that have to be met by the companies willing to obtain the label and the process for attaining the label use.

There are three different labels or better three kinds of the same label, which correspond to different degrees of commitment of the company.

The **bronze** label certifies specific conditions and actions aimed at non discriminating and including, in addition to the provision of internships.

The **silver** label requires a further engagement by the company: the employment of at least one worker with intellectual disabilities.

The **golden** label is granted to those employers who act as ambassadors of the label.

## What the Valueable label is

A voluntary auditable and certifiable standard that enables the assessment of an organization culture and policy that is intellectual disability-friendly achieved by providing internships to people with intellectual disabilities.

It is also a potential source of competitive advantage for companies willing to be different from competitors based on their social commitment.

## The origins of the OMO project

The EU has funded the OMO project in 2014 with the overall mission of fostering an intellectual disability-friendly management culture within European organizations operating in the hospitality business.

It gathers several professional people, scholars, companies and NGOs. These organizations are devoted to rendering services and to the development and improvement of intellectual disability-related management tools for organizations working in the tourism business, such as hotels and restaurants given that jobs provided in such industry have been found to be particularly suitable for people with intellectual disabilities.

The organizations participating the project can count on a large and authoritative group of partners able to provide assistance and support the development of a European network of intellectual disability-friendly companies.

## Available tools

The Code of Conduct is the fundamental tool to obtain and keep the Valueable label in time.

It includes:

- **Pre-requirement** that has to be met by companies in order to be eligible to ask for the label. It provides the values the company has to commit to, and concerns the overall company equal opportunity policy,
- **Requirements** that have to be met by the company to concretely attain the label use. They specifically relate to the provision of internships and employment to people with

intellectual disabilities, and provide duties to be respected and procedures to be adopted by companies willing to enjoy the intellectual disability-friendly network.

It additionally provides the rights of the company that obtains the label, as well as the rules that discipline the label use.

In order to support and facilitate the process of adoption of the Code of Conduct, we have also worked out a Handbook. It provides a practical guide to implement the enrollment process of interns and employees with intellectual disabilities, and offers explanations, suggestions and tips on how to appropriately handle the comprehensive inclusion process, which goes from selection and recruitment to intern achievement evaluation. It is downloadable in different languages at <http://www.on-my-own.eu>.

Other tools have been thought and worked out to support and facilitate the achievement of the intended conduct. These tools may or may not be used by companies willing to join the network of intellectual disability-friendly organizations.

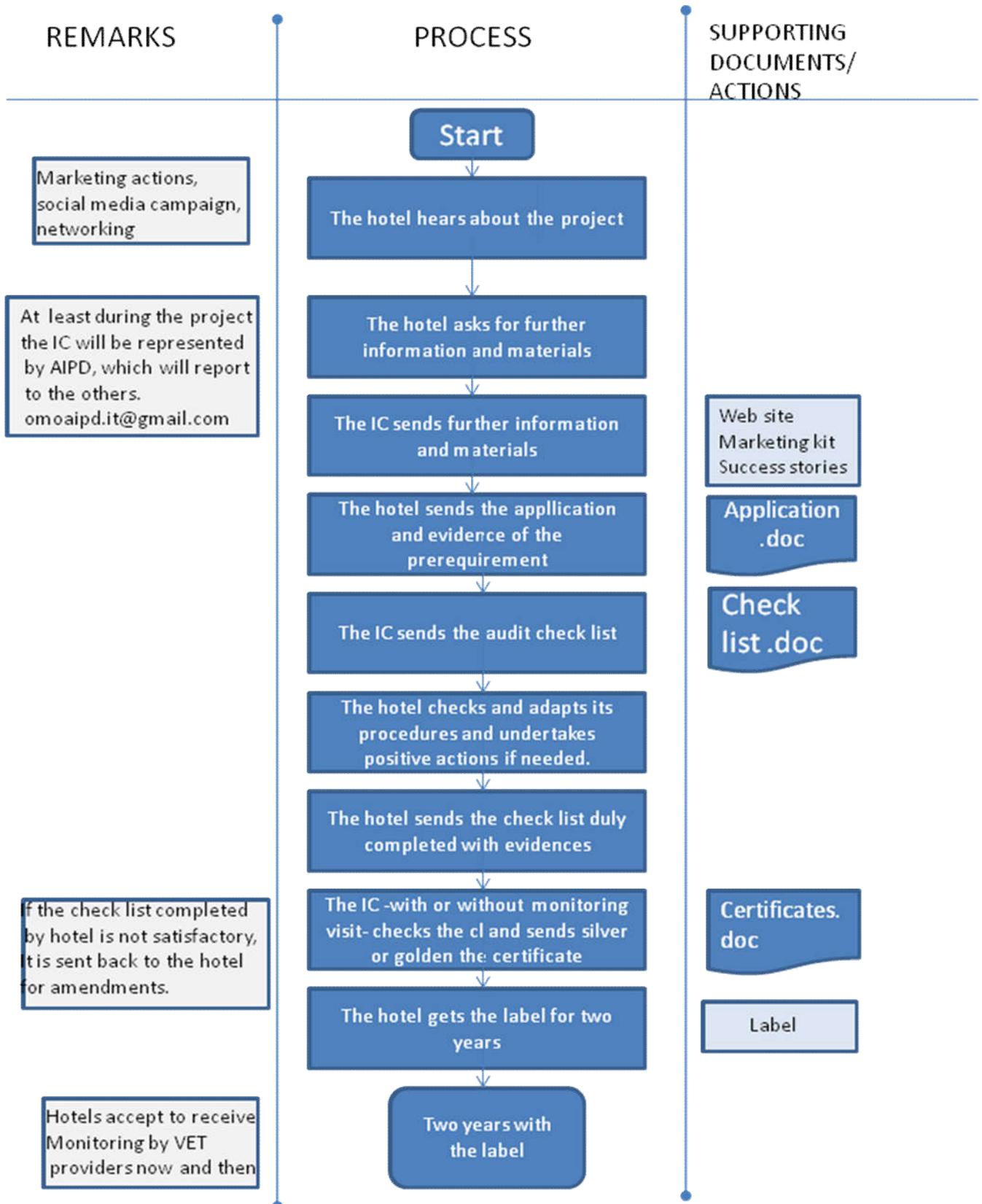
1. **Videos:** 14 short videos, which describe the good and bad practices that can be adopted in the relationship between a intern or employee with intellectual disabilities and her/his internal tutor, as well as with other co-workers. You can watch the video here [http://www.on-my-own.eu/en\\_GB/videos/;](http://www.on-my-own.eu/en_GB/videos/) or look for them on [www.youtube.com](http://www.youtube.com).
2. **“On my own...at work” app:** This application has been developed to support the trainee during her/his internship. It works on mobile devices, such as smartphones and tablets. The aim of the app is to make the intern more and more independent in her/his work. The app helps the organization tutor arrange the tasks to be assigned to the intern in the most appropriate way. The app is downloadable for both Android and iOS here. <http://www.on-my-own.eu/app/>

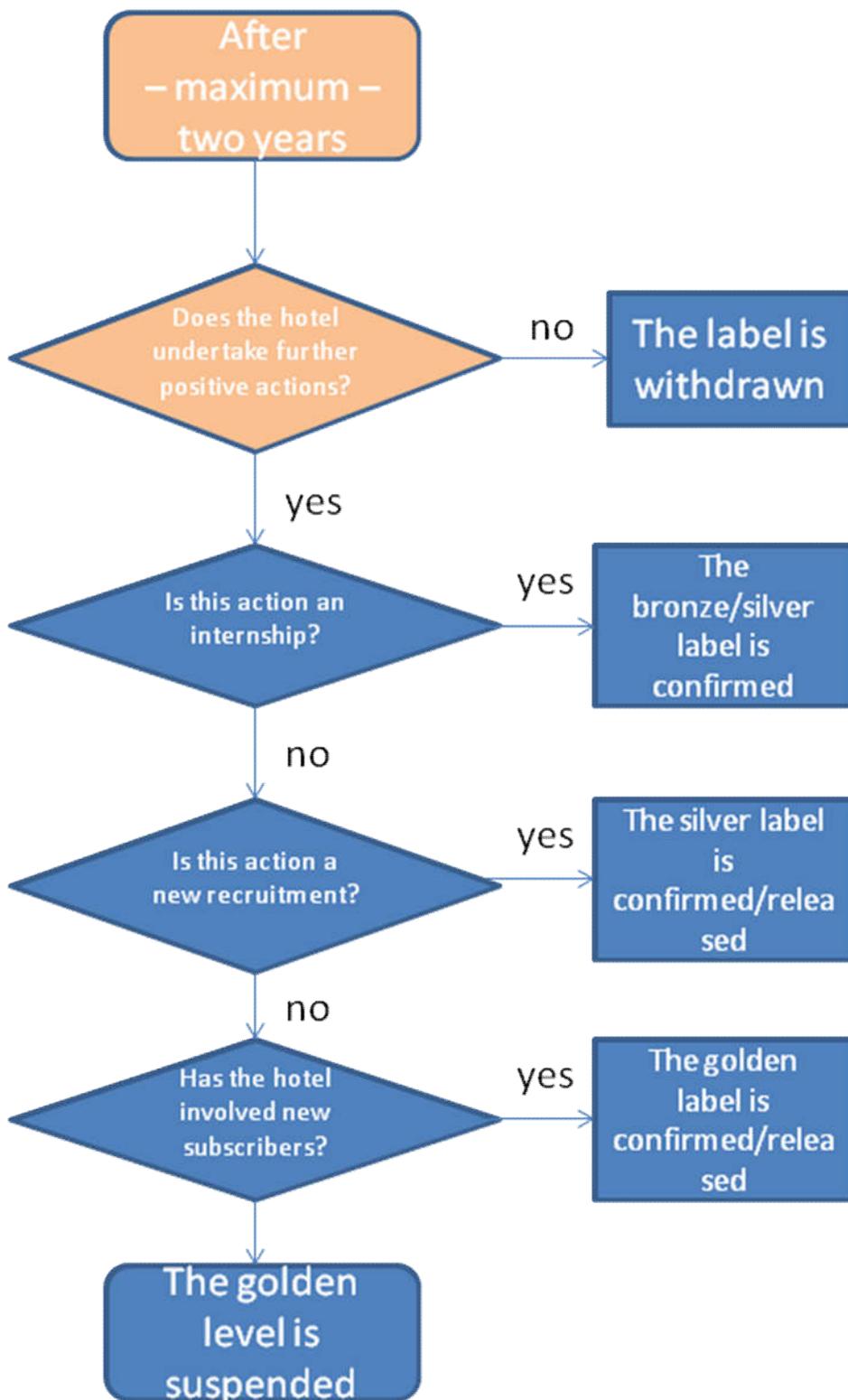
## Key actors of the label provision process

The key actors of the label provision process are fundamentally of two types:

1. **Companies** that operate in the hospitality business, such as hotel, B&B, restaurants, etc. willing to undergo the assessment process to attain the label use by providing internships to people with intellectual disabilities.
2. The **International Committee (IC)** that is constituted by qualified professionals dealing with intellectual disabilities issues who work at VET providers, NGOs, employment agencies, etc. operating in different States of the European Union. The IC is the entity that will direct and manage the label provision process. The IC may take part directly in the assessment process or involve local professionals.
3. **VET providers.** They can be training agencies, vocational training services, disability associations, employment centres, They can play different roles: support for the selection and recruitment of would be trainees or employees, tutoring or support to tutoring. They can also, in agreement with The IC, undertake monitoring visits randomly, in order to certify self-assessment of the company.

## Step-by-step label provision process





## Key terms of the label provision process

**Application:** having heard about the network and the label , a hotel or restaurant introduces an application to the International Committee (IC), declaring that it is already complying with the PREREQUIREMENT (equal opportunity employer). (See doc in attach: Commitments: bronze commitments, silver commitments and golden commitments).

**Check-list:** The IC sends to the employer who has declared not to discriminate, a check list for positive actions of inclusion (internship, hiring, staff awareness raising, assignement of a tutor..) with evidences indicated. The employer take his/her time to comply with the check list and when everything is done and duly documented, send the check list completed back to the IC. (CHECK LIST. DOC)

**Certificate:** It can be bronze, silver or golden certificate, according to the degree of commitment declared by the employer (CERTIFICATE.DOC)

**Monitoring:** a VET provider, in agreement with the IC, can randomly visit and monitor the state of the art of a member of the network. Otherwise the network is based on self assessment.

**2 years:** it is the validity period of a certificate and the corresponding right to use the label and enjoy the services af the network. Afetr this period, the label can be: confirmed, withdrawn or upgraded.

## Overview of the Label provision process

*The engagement we require, in a few words.*

- To host internships and /or to hire people with intellectual disabilities. (At least one internship in two years of minimum three weeks, even from other countries)
- Not to discriminate these people as far as selection, recruitment, training, career development are concerned.
- Staff awareness raising. Special focus on managers and those in charge of recruitment and training.

## Code of conduct

### Pre-requirement

In order to be eligible for being enrolled in the intellectual disability-friendly network and being provided with the Valueable label, the company must first demonstrate to adopt an equal opportunity employment policy meeting the following regulatory requirements:

#### **1. Company commitment to be an equal opportunity employer**

- The company aims to be an equal opportunity employer and seeks to ensure that internship provision and employment decisions are based only on valid job requirements.
- The equal opportunity employment policy covers all aspects of internship provision and employment: Internship opportunity and vacancy advertising, recruitment, selection, promotion, compensation and salary administration, benefits, transfers, training and education, working conditions and application of policies without regard to individual's disability, race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, or any other characteristic protected by law.

## Requirements

### **1. Provision of internships to people with intellectual disabilities**

- The company will sign the Label Attainment Agreement and commits to provide at least one internship opportunity to a person with intellectual disabilities within 6 months from the day of the signature.
- In order to keep the label after the second year from the end of the first internship achievement, the company commits to provide at least one internship to a person with intellectual disabilities every 2 years of a length of at least 15 working days.
- The company will identify one or more employees who will be appointed as Internal Tutors of interns with intellectual disabilities.
- Internal Tutors will be in charge of providing support to interns with intellectual disabilities, contributing to their training, and assisting them in case of emergency.

### **2. Workforce sensitization: Education and training of staff on intellectual disability issues**

- Sensitization and awareness initiatives will be taken in order to dispel negative stereotypes from the employees' thoughts and actions when addressing or working with persons with intellectual disability.
- Special care will be devoted to train managers and recruitment responsible.

### **3. Internship and employment opportunity advertising for people with intellectual disabilities**

- Wherever possible, internship opportunities will be notified to public employment offices, job centers, VET providers, schools, foundations and any other type of agencies dealing with people with intellectual disabilities.
- All internship opportunity advertisements will include an appropriate statement on equal opportunity.

### **4. Selection and recruitment of employees with intellectual disabilities**

- Adopted selection criteria (job description) will ensure that they are justifiable on non-discriminatory grounds as being essential for the effective performance of the job.
- Measures will be taken to ensure that intellectually disabled people are not discriminated in the way the company deals with applications.

- Application forms will be reviewed to ensure that they can be made available in alternative formats that are intellectual disability-friendly (easy reading, etc.).
- Reasonable adjustments will be made where these are needed in the arrangements for the interview/assessment process of applicants with intellectual disabilities.

## **5. Training and work conditions of interns and employees with intellectual disabilities**

- Intellectually disabled interns will be encouraged to apply for training and employment opportunities with the company.
- The company will ensure that interns with intellectual disabilities receive the same consideration and opportunities as non-disabled interns.
- All reasonable adjustments will be made to ensure that interns with intellectual disabilities are able to participate fully in all relevant work and training activities.
- Steps will be taken to ensure that all type of work-related information and internal communications (signallers, indication signs, safety signs, etc.) are available in accessible formats for intellectually disabled people.

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## **Annexes**

### **Commitments**

Bronze commitment  
 Silver commitment  
 Golden commitment

### **Certificates**

Bronze certificate  
 Silver certificate  
 Golden certificate

### **Check list**

## **Rights of the company**

### **1. Support of the International Committee**

- The company has the right to be supported in its compliance process by the members of the International Committee or other local professionals operating in the field of intellectual disability appointed by the International Committee.
- Support includes, but is not limited to:
  - Help desk on how to put the company commitments into practice,
  - Quick response to internship opportunities to support the company in the recruiting process of a person with intellectual disability,
  - Advice on how to adapt the work environment to the needs of people with intellectual disabilities,
  - Advice on how to solve possible specific and contingent issues.

### **2. Support of External Tutors**

- The company has the right to be supported by one or more External Tutors.
- External Tutors will be appointed by the International Committee or by other local organizations working in the field of intellectual disabilities on request of the International Committee.
- External Tutors are professionals working in the field of intellectual disabilities who cooperate with and provide support to the company along the entire internship process with a specific calendar, from internship opportunity advertising until internship end.

### **3. Rights to use the label**

- The company has the right to use the label in compliance with the rules provided by the Label Use Manual.