

Disabling Barriers

muzo

A Few Facts About Disability

An estimated 1 billion people worldwide are disabled.

This corresponds to about 15% of the world's population. Of this billion people, between 110-190 million adults have very significant challenges.

Rates of disability are increasing.

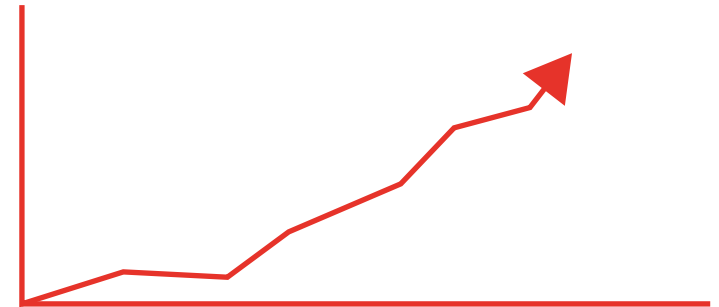
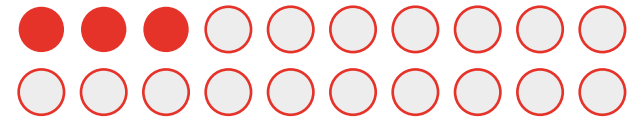
The number of disabled people is increasing due to population ageing and the global rise in chronic health conditions. War is also a major cause of disability. For every person killed in warfare, many are injured and permanently disabled.

Disabled employment will increase.

According to the Labour Force Survey, disabled people are now more likely to be employed than they were in 2002, but disabled people remain significantly less likely to be in employment than non-disabled people. In 2012, 46.3% of working-age disabled people are in employment compared to 76.4% of working-age non-disabled people. There is therefore a 30.1 percentage point gap between disabled and non-disabled people, representing over 2 million people. The gap has reduced by 10 percentage points over the last 14 years and has remained stable over the last two years despite the economic climate.

Discrimination.

Disabled people are significantly more likely to experience unfair treatment at work than non-disabled people. In 2008, 19% of disabled people experienced unfair treatment at work compared to 13% of non-disabled people. Around a third of disabled people experience difficulties related to their impairment in accessing public, commercial and leisure goods and services.



Fulfilling Potential

In order to have a fully inclusive workplace, a work environment must be created that is physically, technologically and attitudinally accessible. An accessible workplace will maximize productivity, by eliminating barriers, that can prevent people with disabilities from working to their potential.

If you are looking to recruit the best person to fill a job vacancy you may be missing out on talented potential employees because you are not attracting disabled candidates. The pool of talented disabled people in the UK for example is over seven million people, or 18 per cent of the working-age population. There are a number of aspects of recruitment that may be acting as barriers to you seeing and recruiting the best disabled and non-disabled candidates. Recruitment is a criteria of the Disability Standard and a key area of becoming a disability-smart organisation.

The Americans with Disabilities Act (ADA) is a federal design to remove barriers to employment for qualified individuals with disabilities by prohibiting discrimination in the workplace and is to be applied on a case-by-case basis. The law defines disability as a physical or mental impairment that substantially limits one or more of the major life activities of such individual. In addition, the term disability includes having a record of such an impairment or being regarded as having such an impairment. Consider whether there are steps your company could take to ensure that its facilities and operations are in full compliance with the spirit and letter of the law.



The Muzo Connection

We're not interested in just ticking boxes. Muzo take a personal and genuine approach to disability and accessibility in the workplace.

- Founding creatives in our team have had first hand experience with this global issue. Including our CEO who suffered a near fatal road incident.
- Family and friends of the Muzo team experience various forms of disability.
- We are inspired by the many talented and influential disabled icons that have made a positive impact in our world.
- Understanding our product environment, researching, designing and educating our partners and clients has played a huge part in the success and evolution of our company and personal skills.
- We want to help and promote equality and positivity in an often chaotic and stressful world.

But how do we keep it real?

Our Approach

Identify



Design



Support



Amplify



Meet Dom

Hi my name is Dom. I'm really proud to be a part of the Muzo brand.

I am lucky enough to represent a number of organisations including Sound-sphere magazine, a music publication that covers rock, alternative and electronic music. Also, I co-founded Disabled Entrepreneurs, in order to promote the stories of some of the most inspiring disabled people on the planet. All this work has given me some wonderful experiences and opportunities. A highlight, in 2012, I won the National Diversity Award for Entrepreneurial Excellence! That was a pretty amazing experience.

I have Cerebral Palsy, and I have to walk with sticks at all times. I was told that I'd be in a wheelchair full-time from the age of 12. I was in a wheelchair part-time until about 16, and now I'm on my feet all the time! Really, it's a combination of determination, support from great organisations like Muzo, and friends and family that enables me to stay up, and motivated. Throughout my professional life, and through all the businesses I have developed, I have been a passionate advocate for utilising the potential of disabled people.

On to Muzo! The team and I have a historical friendship founded on a shared passion for music. They wanted to dig deep into the issue of disability in the workplace on a street level in order to really understand the issues people like myself experience everyday, and how things can be improved in order for professionals like myself to flourish and reach our potential without so many barriers.

With Muzo, I really appreciate their passion and drive to create great products. It's an exciting time for me, and for Disabled Entrepreneurs. As a brand, the Muzo team really understand what we are trying to do – it is our job to motivate people (and businesses) to do more, inspire them to achieve and inform of ways they can do that in an achievable way, taking into



account any changes that need to be made. Muzo are all about being motivational, being inspirational and being informative within the office furniture industry, and that excites me. The Waltzer and Kite products are without question my favourite offerings, they are colourful, vibrant and accessible – already, our extensive network of Disabled Entrepreneurs in the UK are getting excited, and asking me about how they can incorporate the furniture into their own office space – eyes are lighting up when the Waltzer is demonstrated, and I haven't seen that level of not just interest, but intrigue about a product for a very long time.

Muzo's mission to make the workplace better is well underway, and things are definitely going to change for the better. It's great to finally find an organisation with a similar passion and drive to make a difference to my own. Also, their business band is pretty cool, and they all know how to rock, which is a real bonus!

In terms of our own partnership, and plans for the future. Disabled Entrepreneurs are really keen to explore new ways of promoting accessibility to the wider disabled community around the world. We're already planning a showcase for products, as well as events where we can have the opportunity to speak to a range of people from the office furniture industry about what we're trying to do. Personally, I'm really excited to meet everybody, and represent Muzo in 2014 and beyond.



Design Examples

Kite®

The patented Kite shape facilitates multiple configurations. Everyone has a defined 29.5inch workspace with a straight edge and a clear line of sight to colleagues. With 22.8inch uninterrupted legroom, no one sits astride a table leg, writes over a seam or is squashed into a corner.

These unique features eliminate barriers for disabilities such as the following;

- hard of hearing
- impaired vision
- restricted mobility

The mobility of the table system allows for a room to be quickly and efficiently set up appropriately to meet the needs of the delegates of the day.

Accessories such as height adjustable legs, modesty panels and electrical power units are also available within the Kite range to maximize accessibility for all.



Hard of hearing
Visually impaired
fear/inferior



Equality

Design Examples

Waltzer®

Waltzer is a simple roll around high or low back sofa. It can be used for solo work or collaborative meetings. Creating den-style micro environments is one of the many ways you can work using this simple yet extremely versatile product.

The flexibility of Waltzer allows wheelchair users to be part of any meeting or collaborative session. The unique shape and acoustic design provides the perfect environment for people who may have a hearing disability to connect and focus with ease.

The opportunity to have high back, low back, desk and accessibility universally opens up multiple ways of working to everyone.

Why build walls when you can Waltz?



Design Examples

Powerball

Portable instant plug-in power! Position Powerball wherever you need. Powerball features a mix of standard power outlets and TUF twin USB fast-charging outlets so that laptops, cell phones and tablets can all be charged with one unit.

Three different sizes ensures Powerball provides various surface heights with a visible power outlet.

- Easily visible
- Accessible
- Wheel chair height friendly
- Easily Re-positioned to suit the user
- Perfect for flexible, inclusive, public spaces



“By eliminating barriers in the workplace,
we can focus more on people’s individual
abilities and less on their disabilities”

- Andrew Buttle, Muzo