

**„Planning Inclusive Communities“ Challenges and  
Strategies of Local Implementation of the UN  
Convention on Rights of Persons with Disabilities  
Siegen, Gemany  
27-28th March, 2014**

**Sandra Gassner, Essl Foundation –  
Zero Project 2014**

Workshop 10: Innovative Practices on employment of persons  
with disabilities

# Agenda

- bauMax Group
- Essl Foundation
- Zero Project
- „discovering hands“
- Specialisterne



## The bauMax Group

- bauMax: 9 countries, 10.000 employees, turnover 1,2 bn €
- Owned by the Essl Family, Austria
- Social responsibility
- 260 persons with disabilities employed in DIY markets



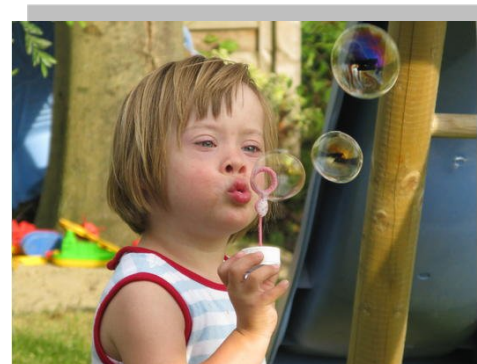
## The Essl Foundation (since 2007)

### Mission:

- Supporting social innovation and social entrepreneurship & working for a world without barriers

### Projects:

- Essl Social Prize
- „Sinnstifter“
- Ashoka and social entrepreneurship in Austria and neighboring countries
- Zero Project



## Zero Project

- The UN Convention on the Rights of Persons with Disabilities (UN CRPD, 2008)
- 128 countries and the EU have ratified it
- Gap between theory and reality
- Zero Project: indicators, innovative policies, innovative practices
- Creating platforms: Social Networks, Website, Conference, Mainstreaming
- Worldwide network: Academics, NGOs, Foundations, PwDs, International Bodies etc.



## „Specialisterne“

- <http://dk.specialisterne.com/en/>
- Background, Vision, Mission, Values
- Connection to Business
- Why does the Essl Foundation fund Specialisterne?



## „discovering hands“

- Breast Cancer – the burden and early diagnosis
- <http://www.youtube.com/watch?v=Pq2s6T9LHC0>
- Discovering hands – idea and benefit
- Vision & success





Thank you

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