

مجتمع بلا إعاقة
"It's about **ability**,
not disability."





About Helm

Founded in September 2014

Helm promotes the **full participation of Persons with Disabilities** in all aspects of life.

Helm focuses on **breaking** social and physical barriers, and **empowering** persons with disabilities.



The Market Value of Persons with Disabilities

“When a family goes on vacation; If grandma does not go, no one goes!”
– Jay Cardinally, Walt Disney Parks
Global Accessibility Manager

There are **One Billion persons with disabilities** around the world and around **15% of Egyptians (WHO)**.

The market extends to family and friends of Persons with Disabilities, elderly, mothers with strollers, and people with temporary injuries.

Jay Cardinally, Walt Disney Parks Global Accessibility Manager said during Helm’s Conference in Egypt, 2016

360 Solution: An Inclusive Workplace

Any company that **has 50+ employees** must employ a **5% quota**. We ensure that companies inclusive efforts are successful! Helm provides as series of solutions that **bridge the gap between persons with disabilities** and the employer to ensure successful recruitment and retention of PWDs:

- **Outreach to PWD, Filtering and selection**
- **Conduct Essential Work Skills Training.**
- **Prepare the workplace to become receptive to PWD by removing social barriers and physical barriers.**
- **Shortlisting candidates for employment.**



1500+ PERSONS WITH DISABILITIES EMPOWERED

Helm provides different **training and development programs**, such as the “Essential Work Skills” program, to enable persons with disabilities to **lead an independent lifestyle** and obtain the knowledge and skills needed to **better compete in the job market**.



HELM AMBASSADORS 2016

This program aims to **foster and develop the skills and talents of persons with disabilities** through encouraging them to explore various opportunities in different fields; such as: sports, arts, cultures, training, ...etc.

Helm Ambassadors serve as **models** of perseverance, persistence, achievement, and determination to **inspire others** and bring them around one big cause.



Case Study



أكيد تقدر
ENABLE

لو نفسك تشتغل في وظيفة
تتعلم منها ويكون لك دور فعال

ونفسك بيبقى ليك مسار وظيفي واضح

ونفسك تاخذ فرصة تكبر وتثبت إمكانياتك

بيسسيكو هتساعدك وتوفرلك فرص أكيد تقدر

إشترك في "أكيد تقدر" وتقدم للإختبارات

شروط التقديم:

- الموظفين الحاليين من ذوي القدرات المختلفة
- العاملين بأقليم القاهرة والدلتا
- شهادة جنسية أو ما يعادلها
- عدم الغياب لمدة خمسة أيام فأكثر متصلة أو منقطعة بدون إذن خلال آخر ٢١ شهر
- عدم الحصول على جازات تحقيقات إدارية بخصم خمسة أيام فأكثر خلال آخر ٢١ شهر
- عدم الحصول على إجازة بالتفصيل لأي سبب خلال آخر ٢ شهر

إيه هو أكيد تقدر؟

أكيد تقدر هو برنامج يهدف إلى جمع الأملاء من ذوي القدرات المختلفة في مجال بيبيسيكو من خلال:

- تهيئة بيئة عمل مناسبة لهم
- توفير وظائف تناسب إمكانياتهم وتساعدهم على التقدم في المسار الوظيفي
- خلق ثقافة تشجعهم وتساعد على دمجهم بين فريق عمل بيبيسيكو مما يتوافق مع مبادئ التنوع والشمولية

إيه هي إختبارات أكيد تقدر؟

بيبيسيكو بتوفر لك فرصة التقدم لإختبارات لواجباتها هتتبعين على وظيفة مناسبة لإمكانياتك وتتيح لك الفرصة إبتدأ بتتعلم وتكون منتج

مشان تعرف تفاصيل أكثر، إرجع للممثل الموارد البشرية في الموقع بتتبع

Working with Companies to help develop persons with disabilities hired “on-paper” and unemployed.

PepsiCo and Helm Partnership:

- Total No. of Participants: 42
- Reallocated to suitable Jobs: **57.1%**
- To be reallocated after further development: **9.5%**

CHANGING PERCEPTIONS TOWARDS PERSONS WITH DISABILITIES

Through a number of **Inclusive Activities**, Helm aims to build an inclusive culture that is receptive towards persons with disabilities through raising awareness towards the challenges they face in their daily lives; thus, leading to changing perspectives towards persons with disabilities and breaking social and emotional boundaries.



Hang Out in the Dark



Sitting Volleyball



Wheelchair Challenge



Art Expression



Braille Encoding



Sign Language



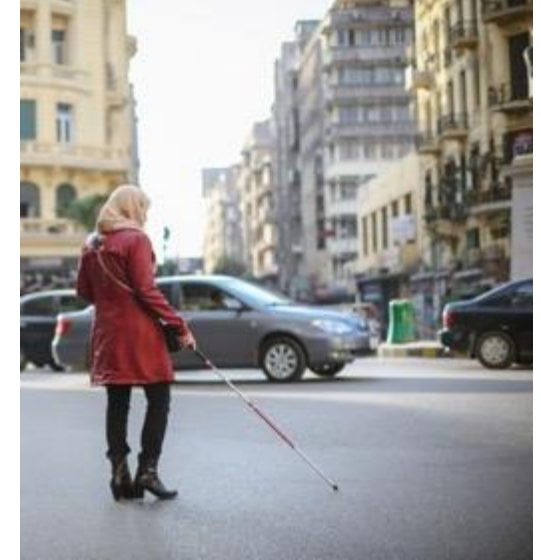
Mega Bingo

Disability Equality Training



Disability equality training (DET) is a dynamic, focused, highly participatory group work approach to changing attitudes and practices towards the greater inclusion of people with disabilities in mainstream employment, services and activities.

An Everyday Problem...



Persons with disabilities face endless mobility challenges in terms of **moving around independently** due to inaccessible sidewalks, public spaces, shops as well as different physical environments.

“I think a million times before I leave my house. Wherever I go, I find barriers everywhere.”

***Mahmoud Youssef,
Helm Ambassador***



Maximizing independence and choice!

Where to?

<input type="checkbox"/> Entrance	<input type="checkbox"/> Bathroom
<input type="checkbox"/> P Parking	<input type="checkbox"/> Braille Menu
<input type="checkbox"/> Sign Language	

“Entaleq” App enables Persons with Disabilities to navigate places they want to go to through **accessibility features** that best fit their specific needs.

This project is in partnership with **Vodafone Egypt Foundation** and **Microsoft** as a technology partner.

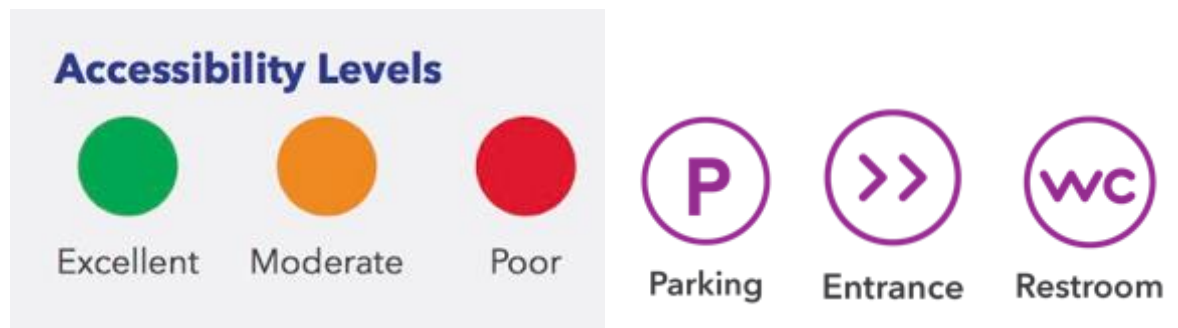


Entaleq Verified Places



Each place has a profile that includes detailed information about the level of accessibility and pictures of the place to help **persons with disabilities** if they would go. If the information is verified by **Entaleq team**, it will be marked blue.

1000+ Verified Places are already added to Entaleq through building **500+ Partnerships**.



133 Places are more accessible in Cairo!

Throughout 2016-2017, **133 Places** made accessibility changes through Helm. Examples of changes are **building ramps, installing lifts and accessible bathrooms.**



Before



After

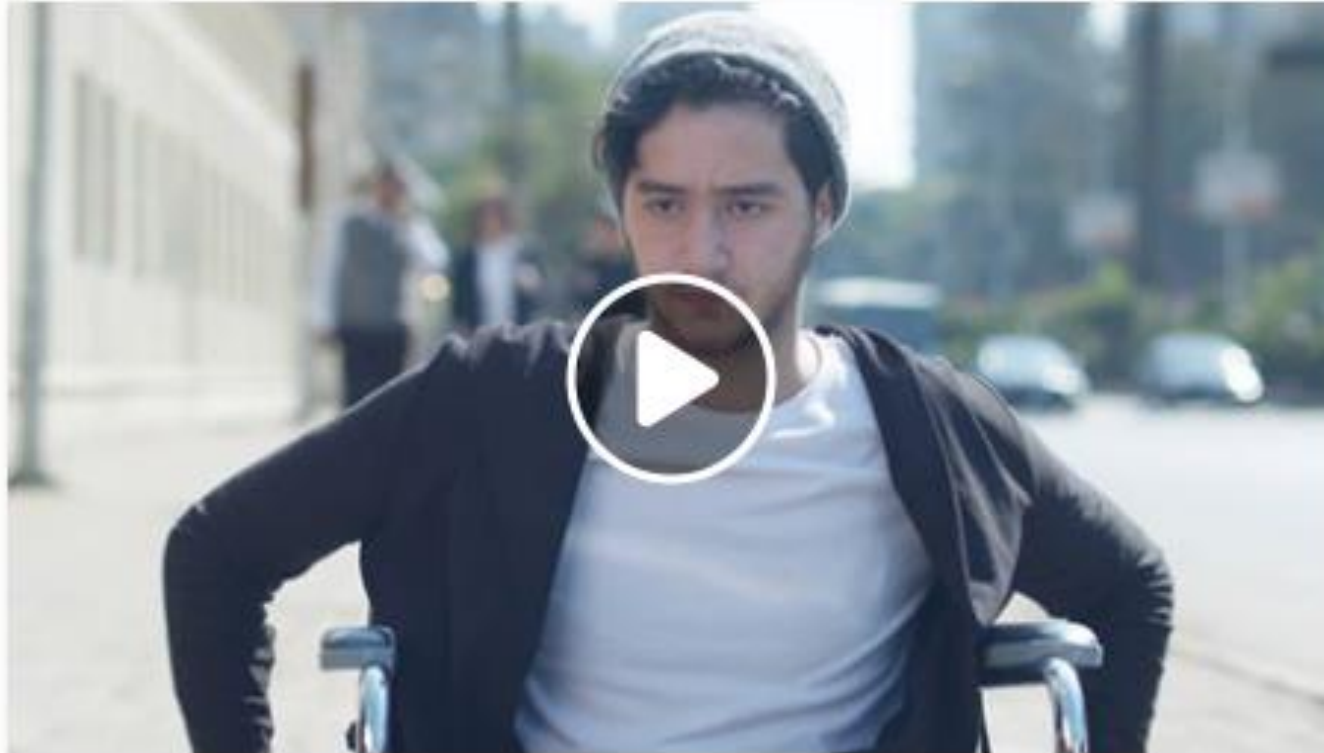
International Labor Organization, Cairo, Egypt

Governmental Support

Minister of Social Solidarity and Minister of Communication and Information Technology presenting Awards to the 30 organizations who made accessibility changes through Entaleq project in 2016.



#Accessibility_Matters reached 10 Million People!



[Watch Helm's Latest Campaign](#) and take a closer look at some of their daily struggles!

500

Attendees in Entaleq Festival.

1 KM Long

17

Ramps and Curb Cuts.

15

Places that serve University's Students became Accessible as a Result of the Project

4

Buildings Assessed inside the University.

222

Students trained to deal with persons with disabilities and took the Disability Equality Training.

1

Awareness Campaign at surrounding area of Cairo University.

1000+

Students and Employees/ Workers with Disabilities (2016/17)





Signing the Protocol with Giza Governorate

During Helm's Conference "Cairo 2016: A City for All", a protocol was signed with H.E. General Mohamed Kamal El Daly, Giza Governor and Helm to make a model of a pavement accessible for Persons with Disabilities.

Cairo 2016
A CITY FOR ALL



Cairo 2016: A City for All Conference.
25th of May 2017



Area of Intervention – Surrounding Area Around
Cairo University (One KM)



First Tactile Blocks for the Visually Impaired

- Made in Egypt -



Helm is proud to have **designed and manufactured** the mold and tiles of the first Tactile Blocks according to Japanese Standards.

There are 2 different types of blocks, that are used to guide persons with visual impairments.



Cairo University Street: Pavement Accessibility

Accommodations for persons with physical impairments



Installed tactile blocks for persons with visual impairments around Cairo University.



Designing and implementing ramps and curb cuts according to international accessibility standards.

After

HELM IN JAPAN



*Helm Founders, Amena El-Saie and Ramez Maher, were selected by the **Japanese Cooperation Agency (JICA)** to represent Egypt by attending a one-month training program in Japan under the title “**Improvement of Accessibility for Social Inclusion - Barrier Free Environment for All**”.*





Ministry of Social Solidarity Models: Rehabilitation Offices

Before



After



Case-study:

Manshaet Nasser Social Rehabilitation Office:

- Installed a curb ramp at the route to the entrance of the office.
- Adjusting the route to stable, firm and slip-resistant
- Implemented a ramp at the entrance.
- Installed a wider door at the entrance.



Youth Centers Models

- Manufacturing and provide accessible tables for wheelchair users according to international accessibility standards at 3 Youth Centers in Cairo.

Before



Inaccessible table for wheelchair user.

After

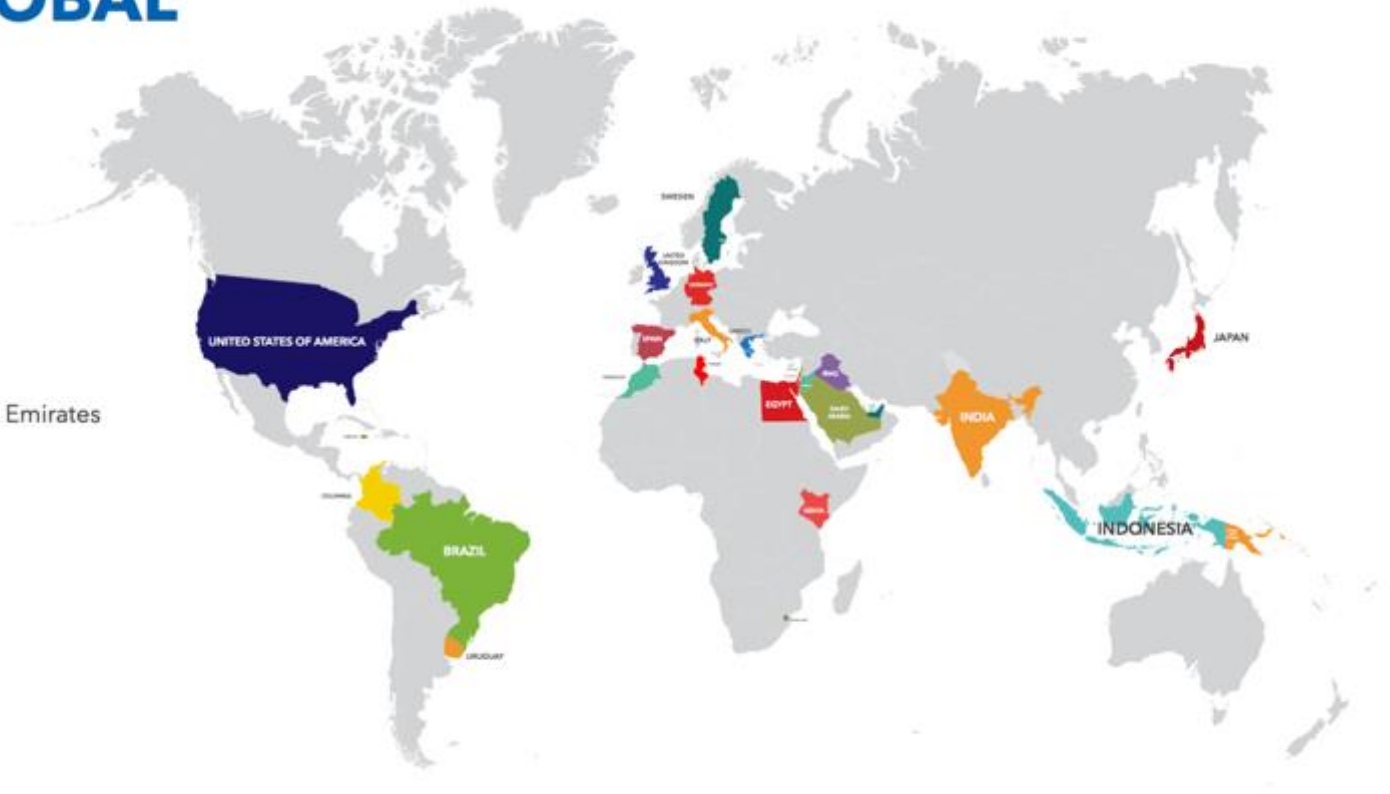


Accessible table for wheelchair user.

HELM GOES GLOBAL

LEARNING PARTNERS

1. Egypt
2. United States of America
3. United Kingdom
4. Greece
5. Italy
6. Spain
7. Germany
8. Brazil
9. Japan
10. Papua New Guinea
11. Uruguay
12. Saudi Arabia
13. India
14. United Arab Emirates
15. Lebanon
16. Iraq
17. Tunis
18. Colombia
19. Indonesia
20. Jamaica
21. Sweden
22. Swaziland
23. Kenya
24. Jordan
25. Palestine
26. Morocco



Helm Global Awards and Certifications



Selected as one of 67 Global Innovative Practices - Zero Project, United Nations, Austria, 2017.



Awarded Rise Egypt Fellowship at Harvard University, USA, 2015 – 2016.



Certified by JICA, Japan in Barrier-Free Environments Program, 2016.



First Place Winner in the Negma Social Entrepreneurship Competition in MIT, USA, 2013.

We Walk-the-Talk: Helm is an inclusive team!



“Nothing about us without us.” - Our team is **inclusive** - both includes person with and without disabilities whether employees, consultants or volunteers.

*The team consists of around **15 employees and 500+ volunteers.***

Helm Foundation Partners



THANK YOU

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