

By gaining profits, business can be expanded. Persons with disabilities can help business development. Business should care about their customers including persons with disabilities through Customer Services, not simply as a Corporate Social Responsibility. This care effort should be aware of every part of business, including workforce, management, tenants and suppliers, so customers will feel "Happy". This will eventually prove beneficial to both business and customers.

Business should also see persons with disabilities as employees. They know "what to do" and "how to serve different customers" since disability already includes different perspectives and hints for business.

Ms. Annie S. Garcia,  
President, SM Supermalls, Philippines



**PRICE OF EXCLUSION**

**Global GDP Loss of US\$1.37 Trillion to 1.94 Trillion**

	China	Thailand	Vietnam
Persons with Disabilities (M.)	82.96	1.87	N/A
Workforce (M.)	34.93	0.91	7
Employed Persons with Disabilities (M.)	17.08	0.64	4
Economic Losses (M. US\$)	111,693	9,576	1,821
-Disabling Environment (M. US\$)	57,410	3,498	1,179
-Exclusion from the Labour Market (M. US\$)	54,282	6,077	642

Note: PWDs - Persons with disAbilities, M. - Million  
Source: WHO, World Bank, ILO

**Business Roundtable Discussion at the UNESCAP-APCD Meeting 2010**



**Theme: Socially Inclusive Business Development "How to Go Beyond CSR"?**



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Designed by Persons with disAbilities

Go Beyond CSR with



Is **40% of the population** (Persons with disAbilities and their Families) large enough to consider **adding to your business?**



**What is "Go Beyond CSR with Inclusive Business"?**

Persons with disabilities are customers and a workforce for business. They can contribute to increase sales as customers and enhance business performance as a workforce with their unique experiences if they are included in business. It is neither merely Corporate Social Responsibility (CSR) nor a charity-based activity. It is as an emerging business strategy, "Inclusive Business" that it can meet a variety of needs and demands of customers.

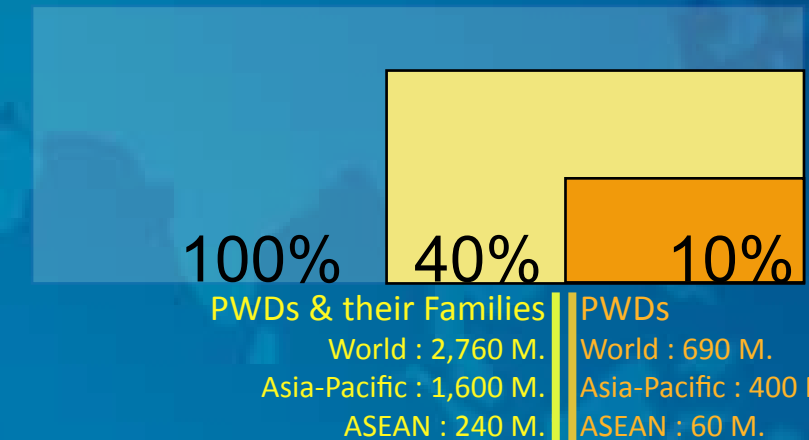
If trained, if given opportunities, if developed, persons with disabilities can contribute to any country's Gross Domestic Product (GDP). I'm convinced that they will make an impressive contribution to our GDP. If they can't measure their contribution in the form of GDP, at least, they will be happier with their faculties being developed. They will feel more fulfilled with self-esteem, self-respect.

Dr. Surin Pitsuwan  
ASEAN Secretary-General



**DO IT TODAY OR MISS YOUR CHANCE?**

**Persons with disAbilities as Customers and Workforce**



## Why “Go Beyond CSR with Inclusive Business”?

In the world of inclusion, business can not waste any time, any energy or any manpower. Among 650 million persons with disabilities in the world, more than 60 million live in ASEAN countries, including about 2 million in Thailand. In addition, the number of elderly persons has been increasing; many of them will have some type of disability. If your business scope includes persons with disabilities, it must be meaningful for their family, friends and neighbors to have such business. Business in Europe and North America has already started “Inclusive Business” targeting potential market opportunities and talented workforce. Some Asian countries like Japan have already begun to go this way, how about other Asian countries? Should we adopt such a model?

Again, business is mainly to make a profit. If business in Asia and the Pacific never practices “Inclusive Business”, business from developed countries may step in and takeover of the potential profits in our region.

Persons with disabilities are potential customers and a workforce that can bring more opportunities for business. “Inclusive Business” is not simply to create a good image of being responsible for our society. It is a new business strategy which can embrace a greater market, greater potential customers and a greater talented workforce.

There is no time to waste! Be pioneers, not just followers!

Mr. Monthian Buntan  
Member, APCD Executive Board  
Member, Senate of Thailand  
President, Thailand Association of the Blind



## How to “Go Beyond CSR with Inclusive Business”?

### Disability-friendly Products and Services

There are a variety of products and services that are needed and purchased daily by persons with disabilities. If the products and services are available and accessible for persons with disabilities, they and their families will definitely buy/use them. However, the opportunity for business may disappear if the special needs of customers with disabilities are not considered. It is a new business strategy, an emerging trend to make products and services more inclusive and accessible.



### Persons with Disabilities as a Workforce

In the world of diversity, persons with disabilities know the demand of customers with special and different needs since disability is unique. In order to serve such customers, a workforce with disabilities can contribute to business as an asset due to their know-how. The new strategy, “Inclusive Business” can make unique business, products and services available in the market.



### Barrier-free Environment

If buildings are accessible for everyone including persons with disabilities, it would be convenient for wheelchair users as well as elderly persons, pregnant women, parents with prams and customers with shopping carts to get in/out and navigate within. Persons with disabilities have the know-how to audit which can add value on business.

### “SM Care”

SM Supermalls has been asking support from persons with disabilities, their families and organizations to share their knowledge and wisdom on disability that they have accumulated. Such cooperation has provided SM Supermalls and its employees a deeper insight and better understanding of the needs of persons with disabilities through customer services. Respecting the needs and requirements of customers with disabilities and their families, the vision of SM Supermalls “Care” has become the core value in promoting their “Inclusive Business.”



### “Now, Everyone can Fly”

Air Asia has outpaced its rivals by setting the benchmark as a low cost carrier by inviting passengers with disabilities who can provide valuable input for their services which are now universally accessible. Air Asia’s Inclusive Business” policy seeks to enhance the accessible facilities and services for travelers with disabilities. Through accessible facilities and services positive feedback has been given to Air Asia as a leading budget airline, in its effort to make air travel more inclusive in line with its slogan “Now, Everyone can Fly”.



Evidence-based Documentation on SM Supermalls’ and Air Asia’s success story is available upon request. Please contact APCD for more information.

