



Impact on organisations and the public – Theory of change



Our actions

- We champion rights, promote inclusive behaviours and challenge discrimination
- Educate public on disability issues, rights and ways to be inclusive (eg through media or working with community groups)
- We campaign and use our influence to increase access to education, employment, transport and buildings
- Establish and work with partners and coalitions including Disabled People's Organisations (DPOs) to amplify the impact of our work
- We work with organisations to foster inclusive practices
- Identify and engage organisations including:
 - Education providers
 - Employers
 - Transport providers
 - Public buildings
 - Public services
 - Technology providers
- We promote inclusive innovation in technology, products and services

Our interim outcomes

Individuals are more **aware** of the need to behave inclusively

More individuals are motivated (have the **desire**) to change their behaviours

More individuals **know** what they can do to be more inclusive

Individuals take **actions** to be more inclusive and increase awareness

Organisations are more **aware** of the need for inclusivity

More organisations have the **desire** to make changes to become inclusive*

More organisations **know** what they can do to be more inclusive

More organisations take **actions to develop policies** to become increasingly inclusive

More organisations take **actions to establish practices** to become increasingly inclusive

Reinforce to sustain change: more organisations embed, and continue to develop, inclusive practices and behaviours

Provide technical advice, guidance and support to implement changes

Our longer-term outcomes

Individuals take **actions** to be more inclusive and increase awareness

More organisations take **actions to develop policies** to become increasingly inclusive

More organisations take **actions to establish practices** to become increasingly inclusive

Reinforce to sustain change: more organisations embed, and continue to develop, inclusive practices and behaviours

Our aims

The public adopts inclusive behaviours towards people with disabilities

Communities are fully accessible – including homes, public spaces and transport

Technology, products and services are designed to be inclusive

Education providers and employers enable full participation

A fair and inclusive world, where everyone can live as they choose

* Outcome from Theory of change for individuals feeds in: 'Disabled people are better able to influence organisations and services'

Line of accountability