

# VODAFONE'S JOURNEY TO BECOMING AN INCLUSIVE EMPLOYER

WITH YASMINE DESSOUKY





# AGENDA AGENDA AGENDA

- VODAFONE'S JOURNEY
- VODAFONE'S PWDS FOCUS PILLARS
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- VODAFONE'S WAYFORWARD

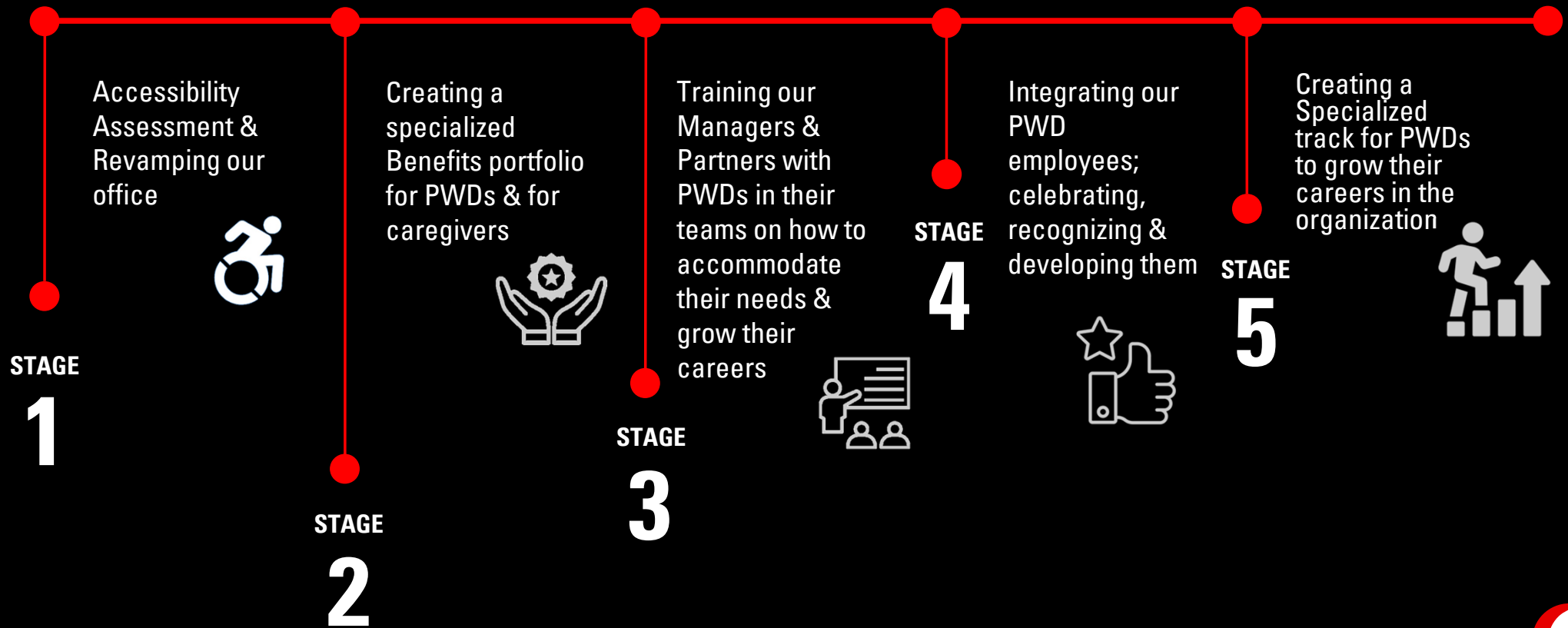


“

OUR JOURNEY STARTED IN  
**2004** WITH **OUR FIRST**  
**PWD** EMPLOYEE AND NOW  
WE HAVE MORE THAN **250**  
**PWD EMPLOYEES**

”

# VODAFONE'S JOURNEY



# PWDs FOCUS PILLARS



Enhancing the Employability  
of People with disabilities

Giving back to the  
Community and Supporting 2030  
Government Vision

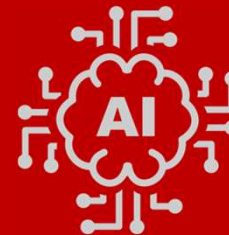
Creating a journey of  
development for our PWD  
employees



# PWDs AGENDA

## Annual PWDs Hackathon

An Annual creative space for external PWD candidates to engage with the business and give back to the community by creating Ai Assistive Tools



## Internal Upskilling

A special development track for the active PWDs in VF with special learning vendors with accessible material

## PWDs Internal Engagement

Annual Interactive event between PWDs & PWDs to increase PWD integration and engagement in the organization and to recognize our heroes

# PWDs AGENDA

## **PWDs Summer Internships**

An annual Summer internship program for interns with disabilities to inject more PWD talents into the organization



**Career Progression**  
Role change and movement opportunities in the organization



**Internal & External PWD Recognition**  
Involvement of PWD employees in internal and external branding activities portraying their strengths

# KEY MOMENTS

## RECOGNITION & ENGAGEMENT



**PWDs Internal Engagement** in celebration of world disability month a simulation event was held internally in which there were different activities to simulate the everyday challenges of people with disabilities face and to engage non-disabled employees with disabled employees.

All activities held in the event were facilitated by disabled facilitators (2 of which were facilitated by disabled employees from Vodafone Egypt). The event was attended by **870+** employees, all with positive feedback on their experience and insights from the event.



# KEY MOMENTS



**PWDs External Engagement - Ai Assistive Tools Hackathon** Vodafone Egypt launched the first Hackathon in the private sector in Egypt to help in building technological tools that empower people with disabilities in the workplace and to engage with the external PWDs talent market.

A total of **141** applicants applied to join the hackathon and 6 teams of 5 participants were chosen to participate in the hackathon; of which **13 participants were persons with disabilities.**

The first **3 winning teams** won an opportunity to be enrolled in an incubation training program to continue growing their projects/ideas with Plug & Play Egypt one of the hackathon's partners.



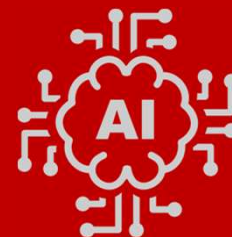
# PWDs WAYFORWARD

## **PWDs Graduates Program**

Launching a specialized graduates' program  
for PWDs fresh grads



**Universities Collaboration**  
Initiating Partnerships with Universities  
in Cairo to onboard more PWDs and  
support their educational system



**Hackathon Enhancement**  
Enhance the Hackathon launched last year  
to include more PWD candidates and close  
with more effective projects



**THANK YOU**

