



Purple Tuesday

Improving the disabled customer experience

Purple Tuesday 2023 Sponsors Report

Foreword – Mike Adams, Purple Tuesday Founder and CEO

As founder of Purple Tuesday, I am extremely proud of our achievements this year. With the support of our Founding Partners, Sponsors and Ambassadors the Purple Tuesday movement has gone from strength to strength. For this, I extend my heartfelt gratitude. Your ongoing commitment and support have been instrumental in making a real and lasting difference to the lives of disabled people and their families.

This report outlines the key achievements and social impact of Purple Tuesday 2023 including an overview of the events held across the world on the global disabled customer celebration day on 7th November. You will see that we have packed a lot in across the year, building steadily on our achievements last year. Together we will continue to build in 2024.

We have bigger ambitions to grow. We will increase participation across all sectors, introduce the movement to at least one new country, expand our community of Disabled Ambassadors even further to authentically represent the voice and lived experiences of disabled people in each country we work in.

We are committed to providing our growing Sponsor network more opportunities to engage directly with our Disabled Ambassadors, enabling you to better understand and connect with the disabled consumer community. On behalf of the Purple Tuesday team, thank you all for being part of our journey.

Mike Adams, OBE.



2023 Objectives:

The strategic vision for 2023 involved expanding the global reach of Purple Tuesday by introducing two additional countries to the movement and increasing the number of celebration events worldwide. Additionally, we aimed to broaden the impact of the movement at a grassroots level by increasing the number of Purple Tuesday Ambassadors, with particular emphasis on fostering community engagement.

To further empower participating organisations, we were committed to offering an increased number of disability awareness training and development opportunities and resources, ensuring access by providing these at no cost.

Our focus also extended to crafting a compelling Purple Tuesday social campaign message, honing in on the lived experiences of disabled customers.

This approach was designed to not only amplify the presence and impact of Purple Tuesday globally but also to address barriers and create an environment where inclusivity and accessibility flourish.

Lastly, we aimed to enhance our social media presence. This not only would amplify the reach of our messages but provide our Sponsors with increased exposure and heightened brand alignment and recognition.



Purple Tuesday Team 2023

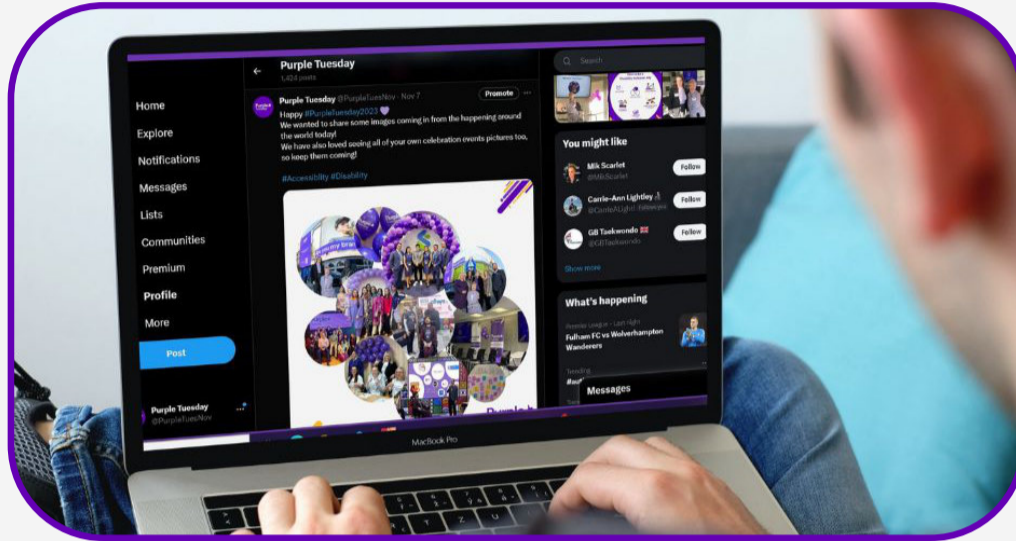


2023 Key Achievements:

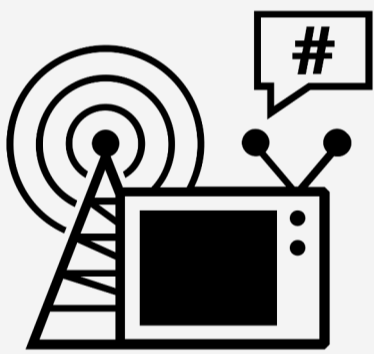
Social Media Dominance:

#1

- Trended #1 on X, formerly known as Twitter, showcasing the global engagement and conversations surrounding Purple Tuesday.
- Notably increased audience reach to 29.5 million, a substantial rise from the 23 million reached in 2022.



Widespread Media Coverage:



- Garnered a staggering 3,475 items of coverage, reflecting the increased visibility and recognition of Purple Tuesday.
- The most noteworthy change has been the surge in non-Purple Tuesday social media content. This trend indicates a pivotal tipping point, showcasing a broader societal embrace of the movement.



Global Expansion and Growth:



- We witnessed a significant increase in organisational participation, with 6,500+ organisations actively involved, up from 6,000 in the previous year.
- Celebrated in seven countries, demonstrating a growth in international engagement from the previous year's five countries.
- Purple Tuesday celebration events were held in the UK (London and Edinburgh), USA (Minnesota & New York), UAE (Dubai), Germany (Berlin), Pakistan (Karachi), Malaysia (Kuala Lumpur) and Hong Kong. Landmarks around the world lit up purple in support of the movement.

Accessibility Improvements:

- Achieved over 7,000 improvements to accessibility, illustrating the commitment of participating organisations to create a more inclusive environment.
- Commitments varied across organisations. They included initiatives such as:
 - 👍 Prioritising the 6-second rule, ensuring that front line staff allow more time and patience when engaging with customers on the neurodivergent spectrum.
 - 👍 Conducting on-site accessibility audits for physical spaces and formulating improvement plans.
 - 👍 Actively incorporating “hello/goodbye” in sign language in communication practices, fostering a welcoming and accessible environment for everyone.
 - 👍 Performing web accessibility audits for websites with corresponding enhancement plan.
 - 👍 Facilitating disability training opportunities for front-line staff and soliciting feedback from disabled customers through customer surveys or mystery shopping programmes, with plans to act on the results.
 - 👍 Ensuring the full accessibility of all social media channels.
 - 👍 Implementing measures such as dimming store lights.
 - 👍 Optimising and de-cluttering store aisles and exploring further enhancements for a more inclusive environment.

Purple Tuesday Network:

- Expanded our network of Disabled Ambassadors to 50, a significant increase from the 15 in the previous year.
- Purple Tuesday Ambassadors have a combined social following of 4.1+ million
- Welcomed 30 Sponsors, demonstrating a growing collaborative effort across various industries.



Learning & Development:

In a proactive approach to advancing accessibility, we initiated the Purple Tuesday Masterclass series, offering valuable best practice guidance and practical examples aimed at enhancing the accessibility of built, digital, and people environments. This initiative proved impactful, benefiting 150 organisations that actively participated in these informative and free training workshops.

Our commitment to knowledge-sharing and engagement was underscored by the successful hosting of another Global Virtual Conference, where 4,000+ delegates participated across six panel events and seminars over a two-day period. Topics included Disability and Intersectionality, Disabled Consumer Needs, Inclusive Marketing and Communication and Gathering Disability Data.



As part of the ongoing Purple Tuesday 365 training and development programme, we successfully delivered 12 monthly webinars accompanied by supporting learning resources.

This inclusive programme, designed to enhance understanding and implementation, was made available free of charge to all Purple Tuesday Sponsor organisations, fostering a community-driven approach to accessibility and inclusivity.



Comparative Analysis:

| Metrics | 2022 | | 2023 |
|-----------------------------|------------|---|--------------|
| Sponsor Organisations | 28 | ↑ | 30 |
| Participating Organisations | 6,000 | ↑ | 6,500 |
| Commitments to Improve | 7,000+ | ↑ | 7,200+ |
| Impressions (All Channels) | 23 Million | ↑ | 29.5 Million |
| Celebration Events | 5 | ↑ | 7 |



2023 Sponsors:

Global Sponsors:



National Sponsors:



Conclusion:

Purple Tuesday 2023 exceeded all our expectations, highlighting remarkable growth and engagement. The continued commitment of Partners, Sponsors, and participating organisations reflects the global momentum in enhancing the customer experience for disabled people and their families.

A central message emphasised during the global disabled customer celebration day was encapsulated in the resonant theme, "Are you my brand?" This impactful message found widespread acclaim and was effectively conveyed through a compelling Purple Tuesday social campaign production video.

The message echoed through the unveiling of an inspiring painting crafted by the talented disabled artist, Ian Parker, bearing the same powerful slogan. Both the video and the artwork served as compelling mediums, driving home the core message challenging organisations to see the value and contribution of disabled consumers.

As we look ahead, Purple Tuesday remains dedicated to driving positive change, making products and services accessible to the £274 billion Purple Pound (\$13 trillion global disability market).



Celebration Events:

United Kingdom – Purple Tuesday kicked off at our flagship event in London at Piccadilly Lights which provided the centre stage for the premiere of our new production #AreYouMyBrand.

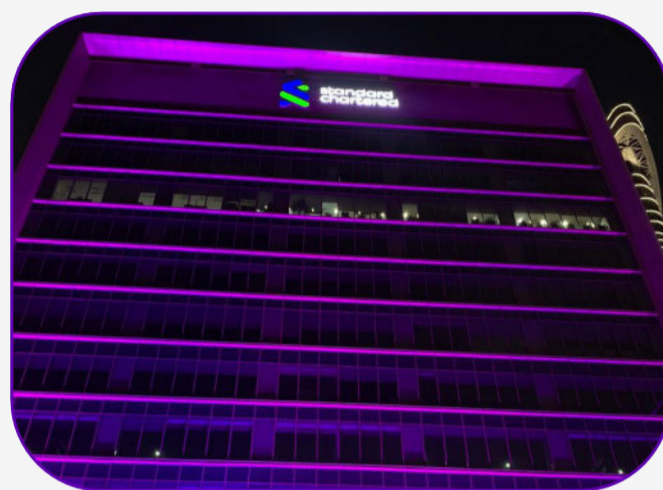
Canary Wharf Group hosted a celebration reception at their iconic Level39 venue, providing a unique experience against the city's famous skyline. The event showcased the talents of disabled people with comedy provided by disabled comedian Joshua Robertson and artwork by artist Ian Parker. Awards were presented to Disabled Ambassadors in recognition of their contributions to Purple Tuesday and Global and UK Sponsors shared their accessibility stories in an engaging panel discussion. Attendees had the chance to hear from Purple Tuesday Founder Mike Adams OBE, and Shani Dhanda, the UK's most influential disabled person and Purple Tuesday Ambassador, gaining perspective on the lived experience and business case for disability inclusion.

Scotland celebrated its inaugural Purple Tuesday celebration, hosted by Motability Operations. The event brought together Alexander Stark, a local Disabled Ambassador, sponsors and representatives from the Purple Tuesday team for meaningful discussions on how communities and organisations can unite to make a tangible difference in the lives of disabled people in Scotland.

Other independent Purple Tuesday events took place across the UK including one coordinated by the Watford Chamber of Commerce and Disabled Ambassador, Lee Keogh. The event opened by Watford's Elected Mayor, Peter Taylor who introduced showcases by ten local disability-led organisations, networking opportunities, and the illumination of Watford's High Street in purple. The celebrations were supported by Allwyn a locally based organisation and the incoming operator of The National Lottery and Purple Tuesday Founding Partner.



UAE – Held at the Standard Chartered Towers, Purple Tuesday was a vibrant celebration that brought together Purple Tuesday Sponsor organisations, Government representatives, and People of Determination (POD) Ambassadors for a networking reception and panel discussions with our UAE Sponsors Standard Chartered Bank, SHL and Zurich International. This platform fostered connections and reinforced the commitment to promoting accessibility and inclusion in the UAE.

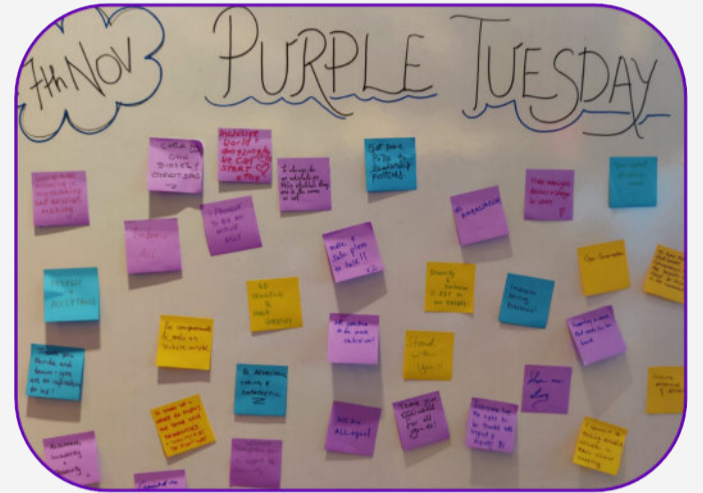


Pakistan – Purple Tuesday 2023 was commemorated through an exclusive event coordinated by SEED Ventures, our Purple Tuesday Pakistan delivery partner. Business leaders were invited to a roundtable discussion to explore opportunities for enhanced connections with consumers with disabilities in Pakistan. Plans were solidified during the gathering to launch The POD – People of Determination Trade Show in 2024. This initiative aims to champion the capabilities, contributions, and determination of individuals with disabilities, serving as a networking hub and commercial platform for entrepreneurs, companies specialising in assistive technologies, and socially responsible investors.

Fahmida Begum Foundation, based in Karachi also celebrated Purple Tuesday with a series of impactful discussions with students, staff and stakeholders. Mike Adams OBE shared a message promoting an inclusive future in a heartfelt video. Maheen Fahim from Taskeen delved into the challenges faced by those with disabilities and mental health issues, while Dr. Yasmeen Khan, President of Savaira (The Soorty Foundation), emphasised the transformative power of empathy in mental healthcare.



Hong Kong – Purple Tuesday made its debut in Hong Kong at a breakfast reception hosted by Purple Tuesday Founding Partners Leathwaite, Standard Chartered Bank and Sensational Foundation Hong Kong. Together they introduced the movement to over 50 businesses and disability organisations, showcasing the celebrations that were taking place around the world.

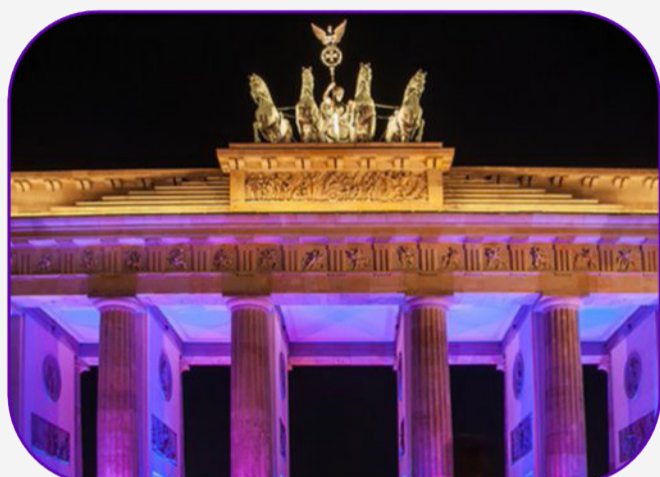


Malaysia – Embracing Purple Tuesday in Malaysia ahead of schedule, Standard Chartered Bank employees and community partners attended the annual Kuala Lumpur Marathon Buddy Run, holding purple balloons amidst the sea of blue and green ones demonstrating their commitments to disability inclusion and Purple Tuesday. This acted as a great conversation starter to raise awareness of their participation in the global movement.

An information reception was hosted by the team at Standard Chartered offices on Purple Tuesday, educating attendees about Purple Tuesday's significance and the bank's partnership with the movement. Delegates actively engaged and participated in a panel discussion, contributing to the exchange of insights, and reinforcing the commitment to disability inclusion in Malaysia.



Germany – Supported by Rehavista, Germany's first Founding Partner a series of awareness-raising sessions took place on Purple Tuesday, introducing the movement to businesses in Berlin, signing up 30 organisations to participate in the movement, making over 50 commitments to improve accessibility over the next 12 months. This marks a crucial stride in building a more inclusive and accessible business landscape in the country.



USA – Purple Tuesday was again celebrated in Minnesota at St Cloud State University with students showing their support for the movement by learning some basic ASL (American Sign Language) from fellow Deaf students. The team at Fraser, Minnesota's premier provider of care for intellectual and developmental disabilities, autism and mental health issues celebrated with residents and staff.

For the first time Purple Tuesday was being recognised in New York with colleagues at Valley Bank participating in an Accessible Communications event facilitated by Purple Tuesday USA Associate and ASL teacher, Jen Quigley. Everyone practiced some common phrases in ASL to better welcome and support customers who are Deaf in their branches. A team of Purple Tuesday supporters and Ambassadors had a packed day of awareness raising meetings sharing the movement's ambitions with businesses and individuals across New York and New Jersey. Excitingly, over 25 organisations have committed to participating in the movement in 2024 and making improvements to their own accessibility.



Media Samples:

national highways Our roads Our work Road safety Suppliers Help centre Careers

Home > Our work > Environment > National Highways sponsors Purple Tuesday

National Highways sponsors Purple Tuesday

The strategic road network is for the benefit of all road users. Together with our suppliers and partners, we're working to improve access and inclusion

Did you know that we are a Purple Tuesday platinum sponsor?

Purple Tuesday (6 November 2023) is a global social movement working to improve customer experience for disabled people and their families.

We are proud to be a Purple Tuesday sponsor

Share this article

NEWS

Purple Tuesday focusses on helping disabled consumers

SEED Ventures @seedventuresorg · Nov 14

Throwback to #PurpleTuesday2023: Illuminating Inclusivity!

In this heartfelt throwback, we remember the impactful collaboration with SEED Ventures that brought @PurpleTuesNov to Pakistan in 2022.

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SINA SABIN

Department for Work and Pensions (DWP) + Follow

178,456 followers
2w · 🌐

"I want to see an accessible society where no one needs to worry about going from A to B."

Tom Pursglove MP, Minister for Disabled People speaking about the vital contribution disabled people make to the economy and encouraging businesses to improve the customer experience offered to their disabled customers.

#PurpleTuesday

Welwyn Garden City: Howard Centre to host Purple Tuesday event

31st October

BUSINESS CHARITY WELWYN GARDEN CITY

BATHE SAFELY WITH A BMAS BATHROOM

WET ROOM INSTALLATION | WALK-IN SHOWERS AND BATHS

VisitScotland News @VisitScotNews · Nov 7

We are proud to be participating in #PurpleTuesday, improving the customer experience across Scottish tourism for disabled people @PurpleTuesNov #Accessibility

proud to continue with Purple Tuesday as improving accessibility is Scotland's tourism goals. Not only for disabled people but also a positive impact on senior travellers and young children."

We are proud to be a Purple Tuesday Founding Partner

Improving the Disabled Customer Experience

SW Londoner

Why have Piccadilly Lights gone Purple? What is Purple Tuesday?

London's famous Piccadilly Lights will be purple for a seventh year in a row to celebrate the anniversary of the disability awareness month.

swlondoner.co.uk

PCS Legal @PCSLEGAL · Nov 7

We support #PurpleTuesday, and we're raising money for The @papworthtrust, a charity for disabled people, by all donating in exchange for purple drinks and purple cupcakes that the customers at Papworth baked for us 🍰💜

#PurpleforPapworth #PapworthTrust #PCSLegal @PurpleTuesNov

Purple Tuesday

WE WORE PURPLE AND RAISED MONEY

Ambassadors:

Purple Tuesday Ambassadors represent a diverse tapestry of individuals, each contributing their unique perspectives and lived experiences to champion the cause of inclusivity.

This group comprises Paralympians, authors, comedians, TV personalities, fashion designers, accomplished business leaders, accessibility experts, marketers and artists. Our Ambassadors are award winners, title holders including MBE's and OAM's and are among the most influential disabled people in the UK. This dynamic assembly of individuals in influential positions helps amplify the Purple Tuesday message of inclusion.



2024 Objectives:

- 👍 In our ongoing efforts to broaden our global impact, we aim to introduce Purple Tuesday to at least one new market, expanding beyond our current presence in the UK, USA, UAE, Pakistan, Malaysia, Germany, and Hong Kong.
- 👍 Building on the established participation in these countries, our goal is to engage at least 100 organisations in each nation, solidifying the foundations of the movement.
- 👍 Furthermore, we plan to host a Disability Inclusion Masterclass Event in at least three countries, led by Mike Adams OBE. This strategic initiative aims to enhance awareness and engagement within both business and disability communities.
- 👍 As part of our commitment to recognising outstanding contributions, the Purple Tuesday Recognition Awards will be integrated into the Global Conference, which will be a hybrid event for the very first time.
- 👍 Additionally, we aspire to expand our Purple Tuesday Ambassador representation globally, facilitating more direct engagement with our Sponsor organisations throughout the year, further enhancing our dedication to support organisations on their disability inclusion journey.

Support us:

The continued support of our Purple Tuesday sponsors is paramount to our success in meeting the objectives set out for the year ahead. The fees for National Platinum, Gold, Silver and Bronze Sponsorship packages and Global Sector Sponsorship packages fees have remained the same as 2023 prices. However, we have enhanced the Sponsorship benefits to reflect the impact of our reach and support from the disability community, so that we can better support our Sponsors connect with their disabled consumers.



Purple Tuesday

Improving the disabled customer experience

For enquiries and partnership opportunities for Purple Tuesday 2024, please contact:

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