



Trust to Achieve & Procter & Gamble
Invite you to come and see

How successfully integrating blind and Visually Impaired People (VIPs) can drive growth and create value

13 October 2022 - 13:00-19:00

In honor of World Sight Day



Procter & Gamble
Route de Saint-Georges 47 - 1213 Petit-Lancy

Be inspired - Leave with concrete ideas
Expand your mind and your network

<https://trust-to-achieve.com>

The event is free
Places are limited
Please register here

CLICK





Trust to Achieve was created in 2019. Its purpose is to **bridge the integration gaps between Visually Impaired People (VIPs) and the professional world.**

4% of the Swiss population (approx. 377'000 people) experience some level of visual impairment, including a significant number of working age individuals. Only about a third of them have a career of their choice, due to social barriers, limited information, and lack of integration into work teams

Trust to Achieve is convinced that "VIPs" are an untapped talent pool, and that diversity and inclusion can be **true value drivers for organizations when implemented correctly**. Trust to Achieve therefore supports the **business case for diversity and inclusion**.

To carry out its mission, Trust to Achieve focuses on four pillars:

- (1) Raise awareness concerning the added value of VIPs for a resilient business culture
- (2) Provide support to organizations interested in the successful integration of VIPs
- (3) Coach VIPs to ensure rapid professional integration
- (4) Create networking opportunities for organizations and VIPs

Trust to Achieve has worked successfully with numerous VIPs and organizations in Switzerland, including with Procter & Gamble, to help them find **mutually beneficial working arrangements**.

On 13 October, we will share our examples and insights with you, and look forward to fruitful discussions.



Program

- 13:00 *Arrival time: security checks and sign-in*
- 13:30 *Welcome*
Amaury Marchandise, Président, Trust to Achieve
- 13:40 *Be inspired:*
Procter & Gamble shares its approach to Diversity & Inclusion
Christophe Duron, Senior Vice President, Europe Sales, Brand Operations & Digital, Procter & Gamble
- 14:00 *See diversity in action: case studies of successful VIP integration*
P&G: Multinational
SIG: Swiss organisation
Seedgrowth: Start-up
Adola Fofana: Attorney at law
- 15:00 *Concrete advantages: VIP integration as a catalyst for strategic organizational development*
Dr Tanja Wranik, Member of the Board, Trust to Achieve
- 15:30 *Coffee break*
- 16:00 *Ask questions and share your thoughts: Interactive rotating parallel sessions*
A: "See for yourself": Tools available for VIPs
B: The business case for VIP integration: How Trust to Achieve can support your organization
C: Procter & Gamble: Advertising & Content Accessibility
- 17:45 *Conclusions and Q & A*
- 18:00 *Cocktail and Networking*

Procter & Gamble is proud to **host this event** because it aspires to build a disability confident culture based on concrete actions.

These range from striving for more accessible products and communication, recruiting and supporting people with disabilities, and ensuring accessible working environments.

Our aim is that all employees can contribute to their full potential.