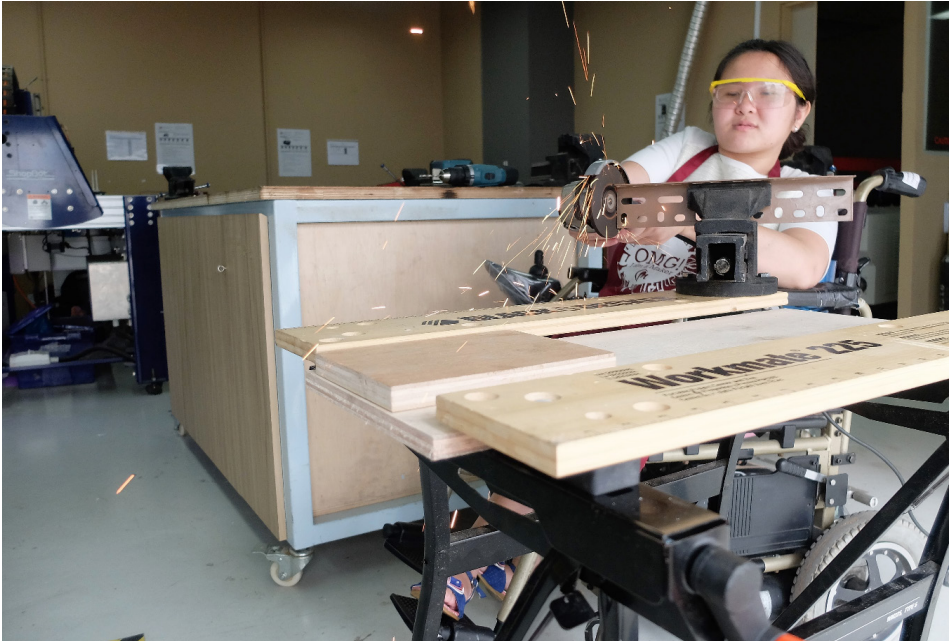




(THESE)ABILITIES

Introduction



Location: Singapore

Industry: Design and Technology

Image Credit to (these)abilities

(these)abilities is a design and technology company that builds products, both hardware & software, that help level the playing field for Persons with Disabilities in all aspects of daily living, including at Work, Home, School, at Play or On the Move.

Our raison d'être is to "Disable Disabilities" through Technology & Design, redesigning the way we look at disability, away from disability and more towards (these)abilities. To us, disabling disabilities is about unlocking human potential we believed hardly existed. And to do that, we need to stop making things easier for those who have it easy, but make things POSSIBLE for those who have it tough.

In recognition of their efforts, they were awarded Best Social Enterprise of the Year 2016 (Singapore and ASEAN).

Social Problem

In Singapore, there are approximately 100,000 persons with disabilities and the numbers are on the rise. Here at (these)abilities, we have two definitions of "Disability":

- Disability is the consequence of an impairment that may be physical, cognitive, mental, sensory, developmental or a combination.
- Disability is the inability of a PwD's surrounding environment to provide adaptations required for a PwD to lead an equitable life.

These are the "disabilities" we are disabling, in new and innovative ways.



Social Intervention and Impact Created

At (these)abilities, we strongly believe that when you don't design **with** disability in mind, you design **to** disable – by excluding different communities in the construction of our built environment, in our personal attitudes and daily interactions.

Without due considerations for Persons with Disabilities (PwDs), physical barriers and social stigma have hindered their abilities and handicapped their potential.

We hope to inspire our community to construct an inclusive environment that can cater to people across the wide spectrum of abilities. Every individual requires different tools to unlock their potential. **Our focus is to design WITH PwDs, for PwDs.**

Business Model

How do we disable disabilities?

Through...

- **Product Innovation**

Centred around Universal & Inclusive Design, we find new, innovative and scalable ways to produce products that tackle the affordability & attainability issues surrounding Assistive Technology.

- **Inclusive Business Consultancy**

How can consumer-facing companies expand their product portfolios to include Persons with Disabilities? We assess, design and prototype more inclusive practices and products.

- **Special Projects**

We provide an avenue for volunteers, known as (these)ablers, to team up with Persons with Disabilities through pro-bono projects.

Challenges Faced and Project Scope

The common practice regarding initiatives on disabilities are often conducted through Corporate Social Responsibility (CSR). (these)abilities' challenge here is to build an inclusive environment by reaching out to different corporate companies, not just through CSR, but also by empowering the core operational departments in the company. We hope to ultimately inspire the organisation to move forward with inclusivity in mind.

(these)abilities hopes that student participants can:

- Help to identify key target companies who will adopt the Inclusive Business Consultancy (IBC) program (the 'who')
- Propose and develop creative and sustainable business initiatives to propel (these)abilities' towards its goal of creating an inclusive society (the 'what')
- Analyse the channels and formats that (these)abilities can use to promote and market IBC to its target companies



Useful Links and Resources

Company Website: <http://www.theseabilities.com>

Facebook: <https://www.facebook.com/theseable/>