

The Global Compact Best Practices	
Fact sheet no. 10	Validated in December 2007
Insertion of the disabled: Raising the awareness of all the Company's employees to the insertion of disabled workers	
Reference Principle 6	Elimination of discrimination in employment and professions

In 1991, Air France set up a specialized unit, dedicated to disabilities in the workplace. Since then, six agreements on the insertion of disabled workers have been signed (the last one covers the period 2006-2008). In the framework of these agreements, information campaigns are carried out among employees to raise their awareness of disabilities in the workplace. The first campaign was entitled «Changing Attitudes». The second was based on the theme «By combining our differences, we can increase our success».

Principle:

- Exhibition of display panels showing disabled workers with a brief description of their occupation in the Company.
- Each panel is duplicated with a tactile reading system for the visually impaired.
- Organization of a specific day focused on the awareness of disabilities in each sector.
- An information campaign ahead of this operation Company-wide (article in the AF inhouse newspaper, information in COMEX)

Production:

- Exhibition of display panels extended throughout the Company
- Distribution of posters using the same visuals as on the panels in every sector.
- Awareness operations, e.g. «Live my Life» on the day the exhibition is opened (*Company employees take the place of disabled workers: move around in wheelchair or blindfolded, etc.*).
- A play is staged.
- Distribution of an information handbook (job policy for disabled workers and help provided to disabled employees) and distribution of a calendar illustrating famous people who suffer from some form of disability.

Results:

- The operation succeeded in making the 70,000 Air France employees aware of the insertion of their disabled colleagues.
- The visuals of the campaign were simultaneously downloadable on the Air France sustainability site, enabling people outside the Company to benefit from the campaign.