

Valueable trademark and network

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valuable
handing opportunities

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What is the Valueable trademark?

The Valueable trademark has been registered at the European Union Intellectual Property Office (EUIPO), in 2018.



The Valueable label is a recognition sign of enterprises including people with intellectual disabilities within their work force.

It is a voluntary, auditable and certifiable standard which acknowledges an organisation culture and policy that is intellectual disability-friendly, achieved by providing internships to and/or hiring people with intellectual disabilities. It is also a potential source of competitive advantage for companies willing to be different from competitors based on their social commitment.

Trademark holders are allowed to use and place the label on their facilities and communication materials, such as brochures, website, merchandising, etc. to let people know what they are doing.

The Valueable network

Set up in December 2016, the Valueable network is present in 6 European countries (from West to East: Portugal, Spain, Italy, Germany, Hungary and Turkey) and counts on more than 100 hospitality employer members.

They undertake non discriminating and including positive actions, receive the support of a job inclusion expert organisations and their engagement is diffused through specific communication actions by the network international committee.

Valueable engagement, in a few words

- **To host internships and /or to hire** people with intellectual disabilities. (At least one internship in two years of minimum three weeks, even from other countries)
- **Not to discriminate** these people as far as selection, recruitment, training and career development are concerned.
- **Staff awareness raising.** Special focus on managers and those in charge of recruitment and training.

Three labels

There are three different labels or better three kinds of the same label, which correspond to different degrees of commitment of the company.



The **bronze label** certifies specific conditions and actions aimed at non discriminating and including, in addition to the provision of internships.



The **silver label** requires a further engagement by the company: the employment of at least one worker with intellectual disabilities.



The **golden label** is granted to those employers who, besides delivering on the silver commitments, act as ambassadors of the label.

Overview of the Label provision process



The application for the use of the registered trademark is submitted by would be members to the Valueable International Committee (omoaipd@gmail.com) as follows:

- 1) The **company** sends the application (bronze, silver or golden) with correspondent commitments and attaches:
 - a. Self- declaration (non discrimination and compliance with national laws)
 - b. An evidence of the job or the internship contract
 - c. An evidence of the staff



awareness raising initiatives

- 2) The **International Committee** checks the evidences, in collaboration with the National Coordination Training Agency.



- 3) The **International Committee** sends the certificate to the company and the company becomes definitely a member.



- 4) The **company** is entitled to use the trademark for **2 years**, according to the General rules.



Tools

1. **Videos:** 14 short videos, which describe the good and bad practices that can be adopted in the relationship between an intern or employee with intellectual disabilities and her/his internal tutor, as well as with other co-workers. You can watch the video here <http://valueablenetwork.eu/resources/video-tutorials> or look for them on www.youtube.com.
2. **“On my own” app:** This application has been developed to support the trainee during her/his internship. It works on mobile devices, such as smartphones and tablets. The aim of the app is to make the intern more and more independent in her/his work. The app helps the organization tutor arrange the tasks to be assigned to the intern in the most appropriate way. The app is downloadable for both Android and iOS here. <http://valueablenetwork.eu/resources/app>
3. **E-learning** for valueable hospitality managers: a 4-modules awareness raising course about job inclusion of people with intellectual disabilities. <http://www.valueablenetwork.eu/resources/elearning-platforms>

Origins of the Valueable network

Valueable network has been founded in the framework of three successive EU co-financed Erasmus+ projects: “On my own at work” (2014-2017), “A valueable network” (2017-2019) and “Value-able”, (2019-2022) with the overall mission of fostering an intellectual disability-friendly management culture within European organizations operating in the hospitality business.

Several professional people, scholars, companies and NGOs have been supporting the network. These organizations are devoted to rendering services and to the development and improvement of intellectual disability-related management tools for organizations working in the Hospitality Business, such as hotels and restaurants given that jobs provided in such industry have been found to be particularly suitable for people with intellectual disabilities.

Promoting organisations

1. Associazione Italiana Persone Down onlus (IT)
2. Associacao Portuguesa de Portadores de Trissomia 21 (PT)
3. Down España. (ES)
4. Axis Hoteis & Golfe (PT)
5. Solmelià Italia srl (IT)
6. Down Alapitvany (HU)
7. Hamburger Arbeitssistenz (DE)
8. NH Italia (IT)
9. Down Sendromu Dernegi (TR)
10. European Hotel Managers Association (IT)
11. Associated partners
12. Ente Bilaterale Industria Turistica (IT)
13. European Down Syndrome Association
14. Libera Università Maria SS. Assunta (IT)
15. Associazione Italiana Confindustria Alberghi (IT)

