

Innovative practice 2017 on employment, work, and vocational education and training: 2005

## TITLE

A bank uses its networks to create career options for persons with visual impairments

Taiwan: Standard Chartered Bank Limited – Project “Seeing is Believing”

## PROJECT SUMMARY

“Seeing is Believing (SiB) – Visually Impaired Employment Platform” is a project developed by Taiwan’s Standard Chartered Bank Limited (SCB), jointly with the Parents Association for the Visually Impaired, the Eden Social Welfare Foundation, and the Technology Development Association for the Disabled. The project addresses the lack of diversified career options for people with visual impairments through an employment platform that promotes corporate awareness and creates diversified employment opportunities for the visually impaired. Since its beginning in 2013, 388 individuals have been serviced and 250 have been successfully employed.

## FACTS & FIGURES

- Visually impaired serviced in 2013: 108
- Visually impaired serviced in 2014: 150
- Visually impaired serviced in 2015: 130
- Visually Impaired employed in 2013: 56
- Visually Impaired employed in 2014: 94
- Visually Impaired employed in 2015: more than 100

## PROBLEMS TARGETED

Statistics from the Ministry of Labour (2013) show that the unemployment rate for people with visual impairments is three-times as high as for other people, and that protective laws and regulations largely restrict the employment of blind persons to the field of massage.

## SOLUTION & METHODOLOGY

The SiB model was developed in two phases. The first phase was the formation of a Corporate Advisory Council composed of CEOs, managing directors, and presidents of major local and international corporations. Managers volunteer their time, ideas, and resources to help create jobs through corporate networking, referral, and external communications to advocate the employability of people with visual impairments.

The second phase took place in January 2015 and involved three local NGOs that created an integrated platform in order to improve the process of listing and hiring candidates. Jobs for the visually impaired are primarily in massage services, tele-sales, secretary/assistant, engineering, and braille translation, among others. Through the active collaboration of corporations, NGOs, and government sectors, this initiative has made significant progress in the area of Taipei City, where the unemployment rate for visually impaired persons has dropped from 12.39 per cent in 2013 to 7.3 per cent in 2015.

## OUTLOOK & TRANSFERABILITY

SCB funds the project at an annual cost of US\$180,000. The project continues to promote awareness among key stakeholders and communities via media events and the annual Standard Chartered Bank Charity Marathon, where over 500 SCB clients, regulators, government officials, and CEOs participate among the more than 30,000 runners.

## QUOTE

“Even though I graduated from a reputable university and was well prepared for work, most of my interviewers were only interested in whether I could work without assistance. Therefore, I really appreciated the work of the “Seeing is Believing” project.”

— Mr. Ren-Jun, Customer Service, Chain Sea Information Integration Co., Ltd

## CONTACT

Ms. Hope ONG

+886 2 6603 6629

[Hope.Ong@sc.com](mailto:Hope.Ong@sc.com)

[www.sib.org.tw](http://www.sib.org.tw)

## REFERENCES

<https://m.youtube.com/watch?v=wpQNupCOMfM>

<http://www.chinatimes.com/realtimenews/20150107005093-260410>

<http://news.ltn.com.tw/news/life/breakingnews/1583041>

<https://m.youtube.com/watch?v=E4-m3LHJZAE>

