

**Disability Smart SME Award**

This Award will be given to a Small or Medium Sized Enterprise (SME) with fewer than 250 employees and an annual turnover of less than £40 million pounds. We are looking for a business that has really improved the life chances of disabled people.

We want to reward and showcase truly inclusive design or a business that has gone the extra mile to break down barriers experienced by disabled people.

If you are a small or medium sized business that is a real change-maker, an influencer of tangible positive change, and a leading light in improving the lives of disabled people submit your application for the 2021 Business Disability Forum Disability Smart SME Award.

Judging Matrix:

The award-winning SME will demonstrate real impact in **one or more** of the following areas:

* Innovation
* Scalability
* Inclusive design
* Breaking down barriers
* Change making
1. **Innovation**

The SME has developed a product or service that is new, innovative and improves the lives of disabled people.

**Originality**

* Does this product or service already exist anywhere in the world?
* Did the organisation create this alone?

**Impact**

* How many disabled people will benefit from this?
* How much of an impact will it have on the lives of disabled people?

**Ease of use**

* Does the product of service make an everyday task easier?

**Open doors**

* Does the product or service introduce disabled people to a part of the world that was previously inaccessible?
* Does it create new environments for disabled people to thrive in?
1. **Scalability**

An SME that has developed a product or service or grown an existing product or service that has the potential to improve the lives of a many people nationally or globally.

**Reach**

* Since the launch of the product or service how successful has it been in terms of people reached?
* Does it benefit people locally, nationally or internationally?
* Does it benefit everyone?

**Potential**

* How many people does this have the potential reach?
* Can it be expanded further and extended to include more groups?

**Proactive scaling**

* What has the business done to try to scale or reach more people?
* How flexible is it?
1. **Inclusive Design**

The SME has created a design which is both beautiful and has thoughtfully considered accessibility and inclusion for everyone including people with disabilities from the outset e.g. in the workplace a communication or campaign, a website or app or a product or service.

**End to end inclusive design**

* Was accessibility factored in from the outset?
* Do they show evidence for this e.g., we specified the accessibility and usability features we wanted

**Disabled users consulted**

* Was it tested with disabled user groups/people?
* Did disabled users assess the useability?

**Trend setting**

* Something that looks good, feels good and is exciting but also inclusive for people of all generations?
1. **Breaking Down Barriers**

The SME has removed barriers experienced by disabled people to enable everyone to participate more fully e.g. retain employment, be more productive or be able to use a product or service fully and easily

**Barriers removed**

* What barriers have been broken down?
* How has this helped disabled people access products and services?

**Action**

* What new approach has been taken to break down the barriers?
* Were these barriers difficult to remove before this approach?

**Success**

* What was the success of this approach? E.g. retention or recruitment of disabled employees or participation of disabled people in an activity or an environment that was previously inaccessible.

**Long term impact**

* Will this have a long-term positive effect on the lives of disabled people?
1. **Change Makers**

A campaign run by an SME that influences change/helps to promote understanding and awareness of barriers disabled people experience or disability

**Changing opinions**

* How has the campaign changed opinions?

**Inspirational**

* Has it inspired others to change?

**Influencers**

* Has it influenced the wider public opinion?

**Lasting change**

* Will it positively impact disabled people long term