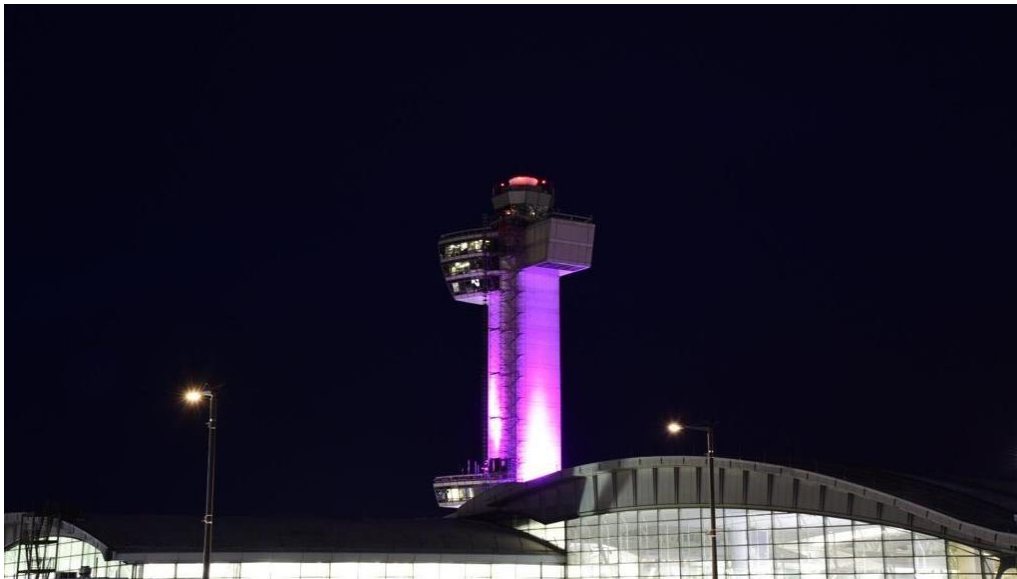




ABM proudly supporting #PurpleLightUp

Global



Created by Kate Nash, OBE, CEO Of PurpleSpace in 2017, #PurpleLightUp is a global movement that celebrates and draws attention to the economic contribution of the 386 million disabled employees around the world.

The initiative is to share stories from both employers and employees to drive engagement and action that helps allow disabled employees to be their authentic selves at work. The ABM Aviation team became Strategic Founding Partners to the #PurpleLightUp Movement in January 2019 and Head of Assisted Services, Samantha Saunders, is one of their ambassadors.

CHALLENGE

PurpleSpace leads this movement and since 2017, #PurpleLightUp has been a mark of respect to the UN International Day of Persons with Disabilities (IDPD) held annually on 3 December.

It has highlighted disability inclusion across hundreds of organisations, reaching thousands of employees in different ways. This includes lighting up iconic buildings in purple, holding events, developing workplace policies for disabled employees and sparking conversations about disability inclusion worldwide.

"#PurpleLightUp 2021 had the largest global footprint ever with over 300 organisations taking part with more than 250 million social media followers reached. As part of our 2021 Leader-to-Leader conversations, we heard from disability ERG/Network Leaders and CEOs from 53 organisations including HSBC, GSK, Microsoft, Google and many more."



Find out more

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SOLUTION

Since 2018, a number of UK Airport Partners have taken part, illuminating Air Traffic Control Towers to be purple and decorating reception desks and security lanes. ABM clients were getting involved all around the world, such as The New York and New Jersey Port Authority, who got involved by illuminating the control tower at John F Kennedy. In 2019, the ABM US teams also started supporting and celebrated by wearing purple hats, wigs and socks. And in 2020, a UK-wide initiative started with Business & Industry clients, by volunteering to embrace the purple in 2020. Blackjack even collaborated with their client, Halewood, to create a bespoke #PurpleLightUp Cocktail. Now by 2022, there is the longest list of ABM UK and client collaboration to date.



BENEFITS

- From a social media perspective, the initiatives had a reach of over 40.5 million people.
- The movement allows employers to showcase the economic contribution of disabled employees to economies around the world and their dedication to driving the disability inclusion agenda.
- Network / employee resource group leaders can demonstrate the return on employer investment into well-resourced, well-led networks, sharing their organisation's strategic plans for the year ahead or celebrating their successes over the past year.
- Allies and Champions from every continent can share how they will contribute to the build of a better working world.
- In the UK, it is thought that some seven million people of working age have a disability, which all adds up to an awful lot of spending power. This is known as the "purple pound" and is reckoned to be worth around £249bn to the economy.

