

# Empowering Inclusion In Employment

by enpact



## Empowering Inclusion In Employment

### Challenges and Criteria



Implemented by:  
**giz** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



# Improving access to employment opportunities for persons with disabilities

## Eligibility Criteria 9th of May 2024

This document outlines the program's target group, the eligibility criteria, the targeted challenges and potential areas of innovation for your idea, and the evaluation criteria for your application.

### About the program

The Empowering Inclusion in Employment (EIIE) program aims to break down digital, institutional and societal barriers hindering persons with disabilities from equally accessing employment opportunities and corresponding information in Egypt. The program supports the creation and wide-scale adaptation of inclusive and accessible digital content, applications, and devices for persons with disabilities through two frameworks: The EIIE Accessibility Handbook and The EIIE Incubator.

The EIIE Incubator is a 7-month support program designed to empower entrepreneurs and entities across Egypt to develop accessible digital solutions by providing them with training, mentoring, direct financial support, and resources. It comprises two stages: Idea Competition and 7 months of Incubation.

The Empowering Inclusion in Employment program is implemented by the nonprofit organization enpact within the cooperation framework between the Ministry of Social Solidarity and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) in Egypt, which implements on behalf of the German Government. The program is implemented as part of the Equal Opportunities and Social Development (EOSD) Project.



## Target group

The EIIE Incubator will support the development of accessible digital solutions that can provide persons with disabilities with a seamless and intuitive experience across the different online platforms. The goal of the digital solutions is to facilitate access to employment opportunities and information for career growth and skill development.

### Teams of two to three people are invited to apply:

- **Recent graduates interested in starting their own businesses** with a clear business idea and an outline of how the proposed solution meets market demand can be financially sustainable, and creates a long-term positive impact for persons with disabilities
- **Established, registered startups** with a track record of developing innovative tech products or solutions
- **Businesses or corporates** planning to diversify their operations and make their online portals or apps inclusive and accessible to persons with disabilities seeking employment
- **Community initiatives and non-profit organizations (NGOs)** actively working on projects related to employment, technology, disabilities, education

## Eligibility criteria

### Team criteria

#### To apply for the incubator, your team should:

- be gender-balanced or woman-led,
- demonstrate a strong technical foundation and ability to build technical solutions,
- have a collaborative attitude and commitment to open knowledge sharing,
- have an entrepreneurial mindset and drive to build a business, and
- be available to commit to developing and commercializing the solution.

#### Your proposed solution should:

- reflect a creative approach and clear potential for long-term impact,
- be feasible, sustainable and scalable, and
- demonstrate a clear understanding of and commitment to addressing the challenges faced by persons with disabilities in Egypt
- meet one or more of the program's targeted accessibility challenges

All team members legally reside in Egypt and are entitled to gainful employment in Egypt.

While the participation of persons with disabilities in the teams is not a requirement, we highly encourage their active participation.

Team leaders are encouraged to fill in the application form. Please submit only one application per team.

## Targeted accessibility challenges

### Background and Context:

Despite the progress witnessed over the last few decades on technologies for persons with disabilities, more efforts need to be made for full inclusion and accessibility to employment and learning digital platforms. With the advancement of technology, built-in accessibility features, voice recognition, and closed-captioning videos are now available on mainstream devices. However, there are still efforts to be made to overcome [digital accessibility barriers](#).

Advancement of technology and its applications improves the lives of persons with disabilities through access to information and digital platforms.

### Challenge 1: Enhancing the accessibility of already existing employment and learning digital platforms.

#### 1.1 Problem Statement:

Persons with disabilities face challenges in navigating digital employment and learning platforms using existing, affordable assistive technologies (screen readers, assistive learning devices, etc). Many digital platforms in the region don't fully comply with the Web Content Accessibility Guidelines (WCAG 2.2) at the moment, especially platforms that are in Arabic language or tailored to the local context.

#### 1.2 Potential areas of innovation include but are not limited to:

- Content Accessibility: ensuring that existing digital content (Arabic and English) is accessible to persons with disabilities (color contrast, keyboard navigation, easy language, captions & transcripts, sign language interpretation)
- Integration of assistive technologies: ensuring that assistive technologies (Screen readers, screen magnifiers, assistive learning devices, augmentative and alternative communication devices, text-to-speech software) are easily integrated into employment and learning digital platforms.
- Usability testing with Persons with disabilities: assessing the compliance of existing employment and education digital platforms with WCAG 2.2 guidelines and producing web accessibility conformance reports.

## Challenge 2: Developing accessible digital employment and learning platforms for a more inclusive employment sphere.

### 2.1 Problem Statement:

Many existing employment and education platforms (web-based and mobile) have not been built with accessibility guidelines in mind. For example, they offer limited support for assistive technologies, and often have closed captioning and transcript errors along with complex language/structure, and are missing alternative text descriptions.

### 2.2 Potential areas of innovation include but are not limited to:

- Accessible Skills-Based Matching Platforms: using accessible skills assessments and matchmaking algorithms to connect job-seekers with opportunities that align with their skills and experiences
- Disability-inclusive recruiting management systems (RMS): providing accessible recruitment process tools (accessible CV builders & accessible interview etiquette protocols).
- Accessible Arabic capacity building platforms: following the WCAG 2.2 guidelines ensuring that persons with disabilities (visual, hearing and cognitive) can access and use the learning materials.

### Evaluation matrix

- The solution has an innovative approach or disruptive characteristics that do not exist in the market: (20%)
- The solution has the potential to generate social and economic impact, such as improving persons with disabilities' lives and/ or enhancing their engagement: (20%)
- The solution has high potential to be scaled up and/or marketed commercially: (20%)
- The participants appear motivated to participate in the program actively and possess the right skills and knowledge to take the idea further: (15%)
- The participant would benefit from the project's components: (15%)
- The application is well-crafted, answers are elaborated and convey an attitude of commitment, and all the required documents are submitted: (10%)
- Bonus: Additional consideration will be given to teams led by women or include persons with disabilities or people in underserved communities.
  - This criterion is optional. By fulfilling this criterion, the applying team receives bonus consideration to facilitate marginalized groups' representation: (+10%)

If you have questions regarding the eligibility criteria, the targeted challenges, and the selection process, please reach out to us via email at [shc@enpact.org](mailto:shc@enpact.org). Please note that this is the only official channel of communication to receive timely application support.