



# #PurpleLightUp

A global  
movement  
for change



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In 2017 I asked a question on Twitter.

I asked if the time was now right for disabled employee networks and resource groups to join forces in the lead up to the UN International Day of Persons with Disability on 3rd December each year, and for employers and our allies to celebrate our economic contribution. We could never have estimated just how much everyone agreed.

The #PurpleLightUp was born. And our global movement of networks and resource group leaders, their employers and allies are changing the world.

You can too.

**With #PurpleLightUp featuring in 17,000 tweets on Twitter in 2018, all celebrating disabled talent, we are in good company.**

**“It was when our buildings turned purple across the world that it dawned on me how absurd it is that it has taken this long to celebrate the economic contribution of disabled employees. And it’s our disabled employees who are driving that essential prerequisite for further social change.”**



*Kate Nash*

**Kate Nash OBE**  
Creator & CEO  
PurpleSpace



It can affect any of us at any time in our lives. In a growing global movement, over 160 countries have signed the UN Convention on the Rights of Persons with Disabilities. But there's still more to be done. True inclusion comes from a world that accepts all human difference.

#PurpleLightUp, powered by PurpleSpace, is a global mark of solidarity. For those who take part, it is their way of signalling one of three things.

# A mark of solidarity

Over 1 billion people in the world have some form of disability, that's 1 in 7...



## #One, #two, #three

**#one** - Your employer's CEO has signed up to the #Valuable500 movement and / or has agreed to put disability on the board agenda

**#two** - Your organisation wants to improve the lived experience of disabled employees and learn directly from its own people via networks all connected through the PurpleSpace community

**#three** - You are an ally of our movement and you are supporting our campaign 365 days a year and our commitment to build disability confidence from the inside out

#PurpleLightUp



**"Change happens when you step in and act and when you say, 'this is about all of us'"**



# What will you do?



## What our followers say...

"It's as if we have found our tribe. Taking part in the #PurpleLightUp completely energized the business - using the UN International Day of Persons with Disability on 3rd December each year we have a 'hook' and a pivot point to prioritise our key actions for the following year."

"The #PurpleLightUp movement, together with the #Valuable500 movement, are different sides of the same coin - change comes when disabled employees across the world link up and shout about their talents. And it comes when CEO's chose to listen, to act and to innovate. We take part in both."

"I am not an employer and I am not a part of a network. But I am an ally. I feel part of something important when I wear purple clothes and tweet about it. Change happens when you step in and act and when you say, 'this is about all of us'."



International Day of Persons with Disabilities 2018  
Monday 3 December  
NHS Employers  
DIVERSITY AND INCLUSION



For more information email: [hello@purplespace.org](mailto:hello@purplespace.org)



Find the space to help your people  
share their story of disability for  
personal and organisational success

**Website:** [www.purplespace.org](http://www.purplespace.org)

**Email:** [hello@purplespace.org](mailto:hello@purplespace.org)

**Twitter:** @mypurplespace | @PurpleLightUp

**LinkedIn:** [www.linkedin.com/company/purplespace](http://www.linkedin.com/company/purplespace)

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