

Project leader for Ripples in the Water  
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Why the proAbility  
project is valuable for  
us:

- To develop new strategies and competence for implementing CSR in the companies recruitment policy
- (major difference: no quotas in Norway)



Ripples in the Water  
- a new way to open  
the labour market to  
persons with a  
disability



*"The focus on employers needs indicates a new and exciting approach on work inclusion and to create "jobmatch"(.... ) It seems to give more stable jobs for the candidates."*

(FAFO-report 2015)

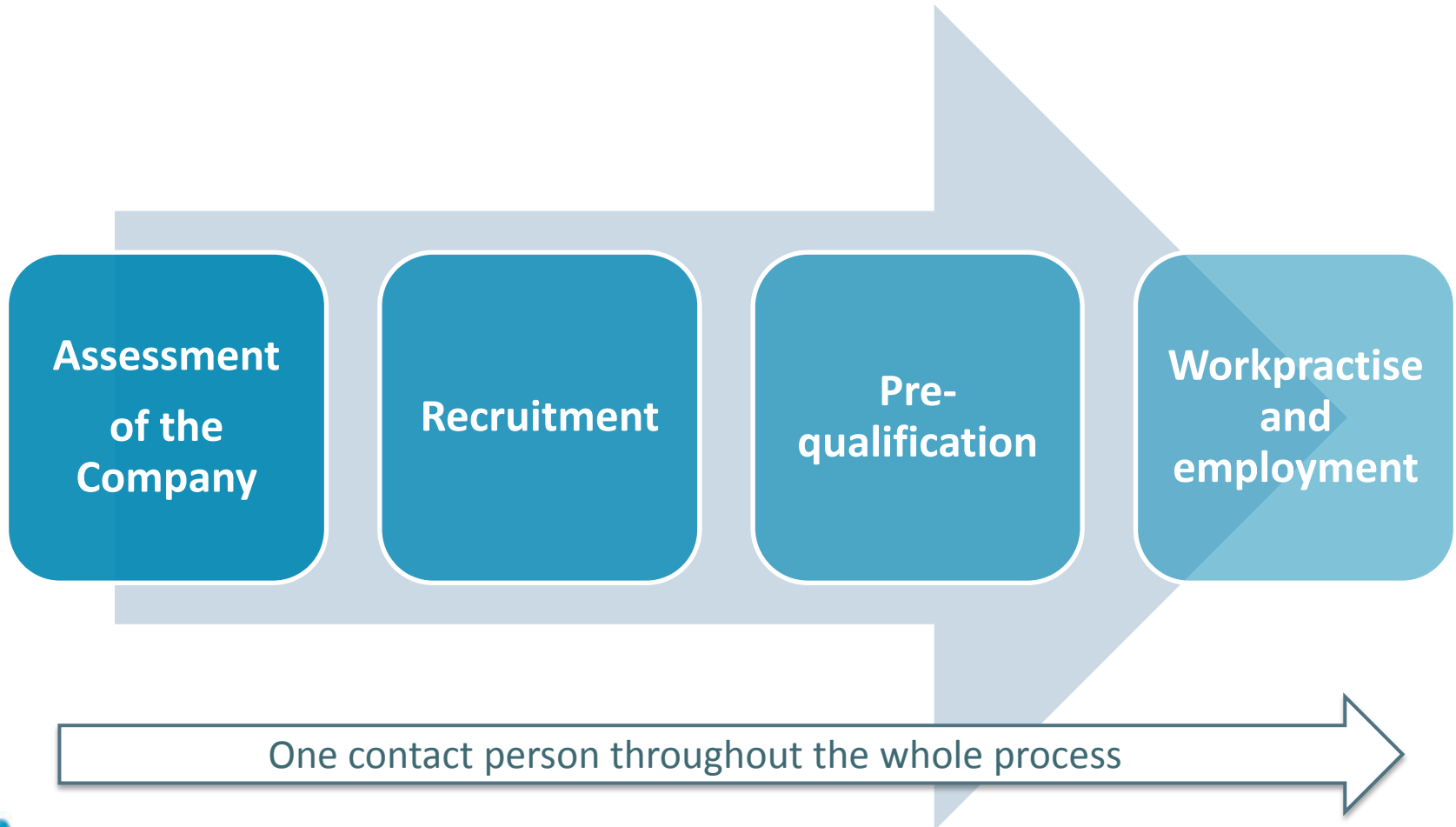


The Confederation of Norwegian Enterprise is Norway's major organisation for employers and the leading business lobby.

- 24 500 member companies
- NHO are financing our project for a four year period, until 31-12-18



# Ripples in the water - methodological model



## Written materials:

<https://www.nho.no/Prosjekter-og-programmer/ringer-i-vannet1/information-in-english/>

## Films at YouTube

- The Methodology guide
- KAM-guide
- Agreement regarding recruitment
- Assessment tools (2)



- 30 consern agreements

## Konsern/ kjedeavtaler Ringer i Vannet



Scandic



GUMPENGRUPPEN



# ● Results

- 1300 – 1400 disabled persons are employed yearly
- About 1000 companies have now a recruitment agreement
- The companies express satisfactions in this way to employ persons with a disability





# The importance of CSR in Norway:

- A relatively new "idea" in Norway, imported from USA
- Rarely used regarding employment for disabled persons
- Hardly any focus in "academia" in Norway
- With the RiW method we know it works; it creates win – win situations.
- Now is it time to combine it with CSR to get win – win – win situations
- proAbility will help us to start educational efforts