



# EMPATHETIC CULTURE





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WHY







Offensive language

Fear

Courage

Lacking  
legislation

Human being Participative

Equality

Prejudice

Welcoming approach

Universal planning

Exclusive



Charity model

Open to diversity

Human being

Creative case for disability

Emotional equity

Medical model



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TOGETHER







Experiential learning

Participation

Co-creation

Living lab

Empathetic design

User experience

Crowdsourcing



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# PROCESS













Trainings across the teams

Networking

Support from experts

Guidelines & assessment

Study trips

Learning from experience

Advocacy

Accessibility coordinators

Conference

Sign language  
classes

Promoting art



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# MEASURE





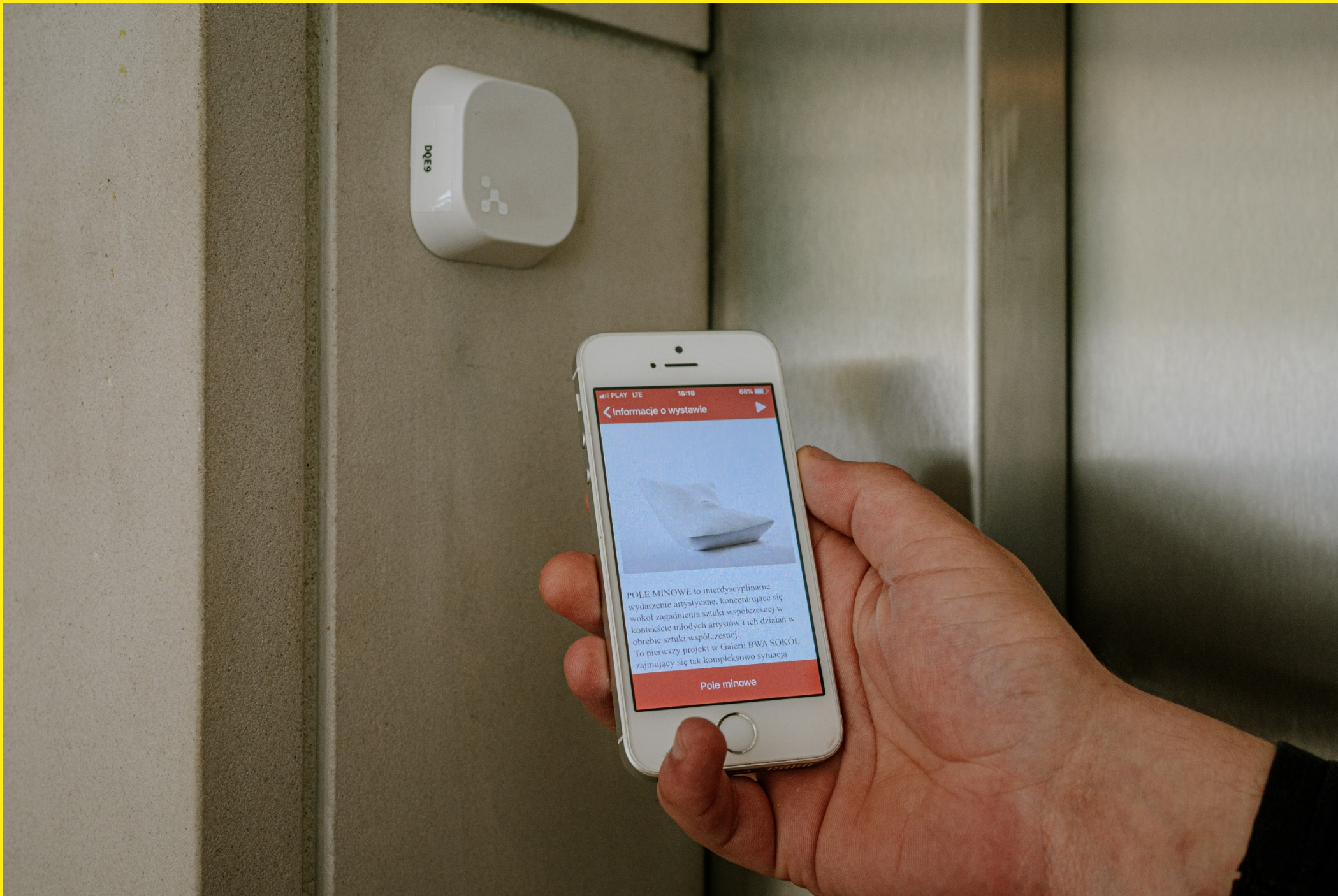


















10 months of continuous support from accessibility experts only this year

200 people from around the region attended conferences on accessibility by now

800 employees trained in working with people with disabilities

23 culture institutions in Malopolska – designated at least one person to be an accessibility coordinator

A change in budget forms – that outlines the cost of accessibility of each planned activity

52 people attends sign language classes

3 national awards from people with disability organisations

Almost 300 activities, events and opportunities for people with disabilities

Accessibility standards prepared and 120 certificates awarded over two years

# Tangible outcomes



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# EMPOWER









Sign language  
translators created a  
professional network

Accessibility coordinators  
created best practices  
network – they support  
each other

The level of  
awareness of  
accessibility raised

Discussions with the  
national government helped  
to shape the legislation

Project promotion  
and general public  
impact

People with disabilities grow their  
„expert in accessibility” skills – an  
opportunity to be an active employee

Intangible outcomes



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HOWEVER







PR can only work if  
you work with NGOs

We learn from each other.  
People with disabilities also  
need to get used to explore  
culture activities

Cost effectiveness  
in long term

Public  
administration vs.  
NGOs

Do not be afraid  
to repeat yourself

Be ready for  
raised level  
administration

Low numbers – relax  
your indicators policies

Risks and tackling them



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# ADAPTABILITY







Make your employees  
empathetic –invest in  
workshops and  
trainings

Include all stakeholders groups  
– let them decide – keep them  
informed

Advocate for  
the accessibility

Meet people with  
disabilities

Be flexible,  
change, adapt

Think broadly  
Think simple

Adaptability





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**EMPATHETIC CULTURE & OPEN TO DIVERSITY**

małopolski  
instytut  
kultury **m!k**

CULTURE INSTITUTION  
OF THE MAŁOPOLSKA  
REGION

  
MAŁOPOLSKA