

The 23rd Rehabilitation International World Congress Report

Edinburgh International Conference Centre, Scotland
25-27 October 2016

*“For 3 days, every 4 years, 1000 of the world’s leading
disability experts unite, committed to creating
a more inclusive and accessible
world for all.”*



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

From our Royal Patron

I am delighted to be the Royal Patron at this year's Rehabilitation International World Congress in Scotland, which coincides with celebrations marking the tenth anniversary of the United Nations Convention on the Rights of Persons with Disabilities. In such an important year, the country is hosting members from across the international community to discuss what action should be taken to enhance inclusion and accessibility for people of all abilities.

To achieve greater social inclusion, work to reduce barriers preventing disabled people from leading an independent life is strengthened by the contribution of international organisations attending the global conference. More can always be done to promote equality and diversity and the World Congress is the right forum to seek change.

The modern international community is making a positive difference to disabled peoples' lives through new technology and consideration of accessibility when delivering innovative building projects that will be open public spaces. Access to these advances is not universal and the priority now is to ensure more disabled people can benefit from them. This is one of the key debates at the World Congress. Rehabilitation which engages and encourages the individual is the base from which so much can be achieved.



BUCKINGHAM PALACE



10

23rd RI WORLD CONGRESS 



Create a more inclusive world

RI WORLD CONGRESS 2016 | EDINBURGH

Contents

Introduction	4
Programme	5
Congress programme	6
Ceremonies	7
VIP ministerial reception	8
Plenary speakers	9
Parallel sessions timetable, speakers and content.....	13
Fringe events	17
VIPs	21
Planning	22
Delegate numbers	26
Social media	29
Website	33
Media coverage	35
Feedback.....	37
Images.....	42
Volunteers.....	43
Next Steps and Conclusion	45



Introduction

[Shaw Trust](#) hosted the [23rd Rehabilitation International World Congress](#). Planning for the event commenced in April 2014, with the core team well-established by May 2015. This culminated in a three-day event in October 2016. The Congress succeeded in attracting over 1,000 delegates from 68 countries, with over 200 speakers, seven ministers and a full exhibition hall.



The main theme of the Congress was to promote 'Inclusion.' There were accompanying subthemes covering education, training, employment, independent living, ageing with a disability, disaster management, access, technology, leisure, culture, arts and tourism.

This was supported by international themes from organisations such as the United Nations, International Disability Alliance, World Health Organisation, World Bank, International Labour Organisation and International Social Security Association.



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

Social Model

There is an emerging global consensus that it is far easier to change the environment within which disabled people live than it is to try and change individuals to fit into a world that has been designed by and for non-disabled people. This has profound implications in terms of rehabilitation because there will always be less money than is required to do all that is necessary. So it is important that the resources are spent wisely. If rehabilitation is to truly work for disabled people then it is disabled people who should be the gatekeepers of those scarce resources.

Disabled people's views need to be at the forefront of our minds and at the heart of everything we do. Those who feel challenged by this revolution keep their heads in the sand, like the proverbial ostrich, in a way that maintains the status quo – salaries for professionals, services for disabled people. Dinosaurs eventually died out.

We are entering a new era that has established disabled people at the forefront of innovation with an expectation that their resources, power and influence will grow. There is no better time than right here, right now to embrace this change and celebrate the exponential growth of the rights and inclusion of disabled people.

Programme

The Congress programme included:

- Seven plenary sessions to an audience of up to 1,000 delegates
- Seven ministerial speeches
- Over 160 parallel/breakout sessions with eight events running at the same time, each for audiences of 50-200 delegates
- More than 30 speakers' corner presentations
- Two fringe events
- More than 20 poster presentations



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

There was also an extensive exhibition, disability arts events and opening and closing ceremonies. Filming of the main plenary sessions allowed the World Congress to be streamed live around the world.

Upon registration, delegates were provided with a [Delegate Book](#) and [Congress Schedule](#). The Congress easy read schedule, programme and information about the fringe events, parallel sessions and speakers' corners sessions were available online and through the website and the conference app. This included information on:

Congress programme

Tuesday 25 October 2016: Employment, education and skills

Looking at how policy and practice can half the disability gap and increase access to education and training:

09:00 Registration

09:30 Refreshments

10:30 Plenary 1 – Education and Training

12:00 Opening Ceremony

13:00 Lunch

14:00 Plenary 2 – World of Work

15:30 Refreshments

16:00 Parallel session A – Education, Training and Employment

17:30 Ministerial Speeches – China, UK, Hong Kong, Germany, India

18:30 VIP Ministerial Drinks Reception

Wednesday 26 October 2016: Independent living

Exploring policy developments and practical approaches to promote independent living for disabled people:

09:00 Plenary 3 – Ageing and Rehabilitation

10:30 Refreshments

11:00 Parallel session B – Independent Living and Social Care

12:30 Lunch

13:30 Parallel session C – Inclusion

15:00 Refreshments



Create a more inclusive world

RI WORLD CONGRESS 2016 | EDINBURGH

15:30 Plenary 4 – Independent Living and Social Care
17:00 Heart n Soul

Thursday 27 October 2016: International development and partnerships

Looking at how we can work together to create a more inclusive and accessible world for disabled people everywhere:

09:00 Plenary 5 – Disaster Management

10:30 Refreshments

11:00 Plenary 6 – Culture, Leisure, Sport, Accessibility and Inclusion

12:30 Lunch

13:30 Parallel session D – Disaster Management, Leisure, Sport and Art

15:00 Refreshments

15:30 Plenary 7 – Question Time Debate: UN/WHO/ILO/ISSA/IDA

17:00 Closing ceremony

Ceremonies

The opening ceremony included speeches by:

- Her Royal Highness The Princess Royal ([video](#))
- Rt Hon Nicola Sturgeon MSP, First Minister of Scotland ([video](#))
- Roy O'Shaughnessy, Chief Executive, Shaw Trust ([video](#))
- Euan MacDonald, Founder, [Euan's Guide](#)
- Jan Monsbakken, President, Rehabilitation International ([video](#))
- Professor Stephen Hawking ([video](#))



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH



The closing ceremony included speeches by:

- Outgoing President Rehabilitation International: Jan Monsbakken
- Incoming President Rehabilitation International: Madam Haidi ([video](#))
- Dancers: CDPF performing art troupe ([video](#))
- Video from Denmark – Host RI World Congress 2020
- RI Europe: Roy O’Shaughnessy
- Performance: Dame Evelyn Glennie by video
- Performance: Drumfun

VIP ministerial reception

Moderators: [Dr Stephen Duckworth](#)

Speakers:

- [Verena Bentele](#), Federal Commissioner for Persons with Disabilities, Germany
- [Jia Yong](#), Vice President, China Disabled Persons' Federation
- [Penny Mordaunt](#), Minister of State for Disabled People, UK
- [Stephen Sui](#), Under Secretary for Labour and Welfare, The Government of the Hong Kong Special Administrative Region



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

- [Thawar Chand Gehlot](#), Minister of Social Justice and Empowerment, Indian Ministry of Social Justice and Empowerment



Plenary speakers

The presentations and transcripts from the plenary sessions are available on the [RI World Congress website](#). The plenary sessions included:

Plenary 1 – Education and Training

Moderators: [Dr Dana Roth](#) and [Hashem Taqi](#)

Speakers:

- [David Ruebain](#), Chief Executive, Equality Challenge Unit
- [Tressa Burke](#), Chief Executive, Glasgow Disability Alliance
- [Hageeq Bostan](#), Personal Experience of Education
- [Dr Scott Thompson](#), Faculty of Education, University of Regina, Canada



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

Plenary 2 – World of Work

Moderators: [Dr Friedrich Mehrhoff](#) and [Dr Stephen Duckworth](#)

Speakers:

- [Mike Thompson](#), Director Early Careers, Barclays
- [Janet Tinson MSc](#), Accident Compensation Corporation, New Zealand
- [Dr Paul Litchfield OBE OStJ FRCP FFOM](#), BT (British Telecom) Group Chief Medical Officer and Director Wellbeing, Inclusion, Safety & Health
- [Dr Joachim Breuer](#), Director General, German Social Accident Insurance (DGUV), Chairman of the Technical Commission on Accident Insurance (ISSA)

Plenary 3 – Ageing and Rehabilitation

Moderators: [Prof Joseph Kwok](#) and [Chris Ball](#)

Speakers:

- [Lord Filkin](#), Centre for Ageing Better
- [Dame Anne Begg](#), Former Member of Parliament
- [Professor Graham Stokes](#), Director of Dementia Care, Bupa
- [Anja Höthker](#), Team Leader robotics, Toyota Motor Europe, Brussels

Plenary 4 – Independent Living and Social Care

Moderators: [Dr Mike Nussbaum](#) and [Dr Stephen Duckworth](#)

Speakers:

- [Dr Tom Shakespeare](#)
- [Mike Adams](#), Chief Executive, Essex Coalition of Disabled People
- [Liz Sayce](#), Chief Executive, Disability Rights UK
- [Mark Williams MBE](#), Artistic Director/CEO, Heart n Soul and [Tilley Milburn](#), followed by performance by [Lizzie Emeh](#)



Create a more inclusive world

RI WORLD CONGRESS 2016 | EDINBURGH

Plenary 5 – Disaster Management

Moderators: [Dr Regina Ernst](#) and [Dr Stephen Duckworth](#)

Speakers:

- [Prof David Alexander PhD FRGS FGS FRSA FICPEM](#), Institute for Risk and Disaster Reduction, University College London
- [Adrian Went](#), Managing Director, Griffon Hoverwork
- [Mike Adamson](#), Chief Executive, British Red Cross
- [Professor Charlotte Clarke](#) – University of Edinburgh, Scotland

Plenary 6 – Culture, Leisure, Sport, Accessibility and Inclusion

Moderators: [Joseph Kwan](#) and [Craig Crowley](#)

Speakers:

- [Daniel Biddle](#), NRAC Consultant, ACIOB, FRSA - Nationwide Access Consultants
- [Colin Allen](#), President – World Federation of Deaf People
- [Margaret Hickish](#), Director of Inclusive Design, Network Rail
- [Lia Martirosyan](#) and [Chet Cooper](#), Co-Founder – ABILITY Corps
- [Graeme K Whippy MBE](#), Disability Specialist, Channel 4 Television Corporation

Plenary 7 – Question Time

Moderator: [Dr Sally Witcher](#)

Question Time is a topical BBC television programme in the United Kingdom. The show typically features politicians from at least the three major political parties as well as other public figures who answer pre-selected questions put to them by a carefully selected audience. For the RI World Congress speakers will be selected from those listed below and the audience will be the 1,000 delegates attending the event.

Speakers:

- [World Health Organization](#) – Prof Maria Alarcos Cieza, Coordinator, Disability and Rehabilitation
- [United Nations](#) – Akiko Ito, Chief, Secretariat for the Convention on the Rights of Persons with Disabilities
- [International Disability Alliance](#) – Colin Allen, Chair



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

- [International Social Security Association](#) – Mr. Hans-Horst Konkolewsky, Secretary General
- [World Bank](#) – Charlotte V. McClain-Nhlapo, Disability Adviser
- [International Labour Organization](#) – Stefan Tromel, Senior Disability Specialist
- [Council of Europe](#) – Liri Kopaçi-Di Michele, Head of the Equality Division
- [China Disabled Persons' Federation](#) – Jia Yong, Vice President



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

Parallel sessions timetable, speakers and content

Parallel/breakout sessions were held based on the seven Congress themes:

- World of Work
- Care and Independent Living
- Education and Training
- Ageing and Rehabilitation
- Culture, Leisure and Sport
- Accessibility and Inclusion
- Disaster Management.

There were over 160 to choose from, covering ideas and insights from over 30 different countries. The available presentations and transcripts from the parallel sessions can be viewed on the [RI World Congress website](#).

The [timetable](#) of parallel sessions and [speaker details](#) were available on the website and app.

Parallel Sessions Summary

During the Congress there were a series of parallel sessions covering a range of subject areas. Each session had between 3 and 5 speakers each delivering a presentation and taking follow-up questions.

The areas covered by the parallel sessions included:

- World of Work
- Care and Independent Living
- Education and Training
- Ageing and Rehabilitation
- Culture, Leisure and Sport
- Accessibility and Inclusion
- Disaster Management.



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

The presentations from these sessions can be viewed online: [parallel session presentations](#).

The transcripts of each session including the questions and answers can also be viewed online (the link appears beneath the presentations for each session) [parallel session transcripts](#).

From these sessions the Moderators collated the key points under three heading:

- **Stop** – activities, approaches, practices or policies that should stop because they limited the rights and inclusion of disabled people.
- **Continue** - activities, approaches, practices or policies that should be continued as there was clear evidence that these were leading to or promoting the rights and inclusion of disabled people.
- **Start** - activities, approaches, practices or policies that should be developed or started as it was expected that these would lead to or promote the rights and inclusion of disabled people.

Below is a summary of the key points identified by the session moderators broken down into the three headings of Stop, Continue, Start.

Stop

- Employers, doctors and society in general should stop presuming they understand the needs of disabled people without involving individuals in their assessments or consulting individual disabled people to find out what their needs are. Disabled people should be at the heart of decision making around their health, independent living and employment needs.



- Parents, carers, health professionals and teachers should stop writing off young disabled people. We should focus on their potential thereby avoiding any unwarranted assumptions.
- Employers and employees having stigmatizing views of people with mental ill health.
- Treating accessibility as an afterthought driven only by legislation. It costs more money to bolt accessibility on unless it is fully taken into account at the planning stage.

Continue

- The debate around how sheltered workshops can become inclusive workplaces for disabled people. This needs to look more at the move to supported employment and greater opportunities for self-employment
- Promoting the social model of disability
- Seeing good work as a key factor to wellbeing that supports clinical outcomes
- To develop the advances in technology, but make them affordable and more accessible to all
- Use of peer support and role models to encourage and support the development of young people
- Comparative research across countries to enable greater sharing and understanding leading to faster global adoption of successful approaches, policy and practice.



Start

- Improving understanding and influencing attitude change locally, nationally and globally. There is a need to have a shared public ambition and commitment to inclusion backed up by strong leadership.
- Breaking down myths around capabilities of disabled people in work. Start talking to disabled people about what they can do and what they need to successfully perform and remain in work.
- Start exploring ways in which people who need wheelchairs can access them. Currently there are 65 million people in the world who need a wheelchair and only 15% of people have access to them. We should start exploring how 3D printing and other technological advances can lead to affordable wheelchairs for all.
- Start creating a one stop information exchange for employers (this was in the German context) to ask for advice in employing disabled people.
- Work towards an international agreement on use of language and terms that relate to disability. Disabled People or People with a Disability?
- All materials intended for use by professionals, disabled people, families and careers must be accessible to all who would benefit from their use.
- Providing appropriate financial assistance to disabled people so they can fully participate in civil society.
- Removing financial penalties or barriers that prevent disabled people giving honest feedback, gaining exposure to the work place, accessing vocational development and living more independent lives.

Important publications that were featured in the World Congress became available soon after the event on 3 December 2016, the International Day for Disabled People. So momentum is building. These included:



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

[Globalization & Health](#), illustrating how Assistive Products/Technology are relevant to the achievement of each of the 17 Sustainable Development Goals (SDGs).

The [WHO Rehabilitation Guidelines](#)

Fringe events

Several fringe events took place as part of the World Congress, including:

UK Employment Fringe Event

Building on the day one programme of the RI World Congress, the UK Employment Fringe Event included two informative, thought provoking and interactive sessions. Both sessions provided an opportunity for questions followed by an interactive collection of views, ideas and challenges.

Session 1: Employment – making the workplace work for disabled people

Session 1 focused on the experiences of employers and employees. Two **Barclays Apprentices** recounted their stories, including the challenges and rewards they have faced. Employers **Kenneth Laing, CEO, Dovetail Enterprises**, a social enterprise and **Jamie Lawson, Senior Manager for Haven PTS**, a supported business, also contributed, covering:

- The experience of disabled people entering employment and the realities of being in the workplace.
- Experiences of local employers in recruiting and supporting a disabled person in their businesses, including the challenges and benefits.
- How supported businesses can provide a stepping stone into mainstream employment for disabled people.

Session 2: A true partnership approach – towards halving the disability employment gap

Session 2 covered how partnership working and innovation in commissioning and contract delivery can improve employment outcomes for disabled



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

people. **Ainslie McLaughlin, Director of Procurement for Scottish Government**, gave his view on the social-economic benefits the Scottish government is looking for from its procurement. **Gemma Hope, Head of Policy, Research and Communication at Shaw Trust**, highlighted innovative partnerships with local authorities that are leading to increased outcomes for disabled people and **Sean Williams, Director of ThinkWinDo** looked at how partnership approaches could feature in the new Work and Health Programme. Presentations covered:

- What partnerships and joined-up approaches commissioners are expecting as part of the new Work and Health Programme and Scottish equivalents.
- The Shaw Trust partnership approach to redesigning and delivering mental health employment support in Kent. The challenges and successes of building a partnership with disabled people, local authority statutory services, the voluntary and community sector and other service providers.
- How devolved powers and responsibilities to national and local government will influence and drive the delivery of local health and employment support.

Danish Rehabilitation Fringe Event The structural contexts of rehabilitation in different societies

This included a panel debate and round table discussions. Rehabilitation is important for many groups of people and works in a variety of societal settings around the world. Every rehabilitation process is constituted by factors of health, social inclusion, participation of all, employment and human rights. A strong individual mission and goal is a key element in rehabilitation. But, growth and movements of societies have other important outcomes.

In this session delegates had the opportunity to be informed of a number of professional, institutional, political, legal and financial structures from different countries. There were short presentations from different parts of the world, giving an overview of the current status of the contexts of rehabilitation. Each presenter answered the question: **What have been the main developments in your country since the year 2000?**



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

There were group discussions and knowledge sharing of regional and national structures, considering: **In which direction is rehabilitation in your own society moving? Where are the main challenges and potential moves forward?**

The session ended with an open and informative debate between the panel speakers and the audience. The session was of special interest for decision makers, policy and professional leaders at all levels. The session highlighted the connections between individual people's lives and policy improvements in societies.

The session was arranged by Rehabiliterings Forum Denmark, the host of the next (24th) RI World Congress 2020, to be held in Aarhus, Denmark. This session was a stepping stone to the next four years of rehabilitation development.

Speakers' Corner

In this session, speakers from around the world shared their latest ideas, research, innovations and more. You can [download a PDF with the full list of speakers and their time slots](#).

Drake Music Scotland: Digital Orchestra

Drake Music Scotland's *Digital Orchestra* is a unique ensemble where the instruments are tailored to the musicians – ensuring that Everyone Can Play Music. Musicians in the orchestra have a variety of disabilities ranging from cerebral palsy to learning difficulties and autism.

The *Digital Orchestra* is the first of its kind, not just in the UK but in the world, where every note is performed by musicians who would not be able to take part in current mainstream orchestras. The members of the Digital Orchestra use these innovative devices in combination with 10 different music software programmes and apps to play, compose and perform their own original music.



Some examples of musicians include:

- **Stephanie Forrest** – performs by playing music on an iPad using the Thumbjam app
- **Chris Jacquin** – plays a score triggered by biofeedback sensors picking up his facial muscle movement on the innovative Brainfingers system
- **Rhona Smith** - conducts the ensemble and performs parts of a musical score on her Laptop using USB Keys switching and Notion software

Drake Music Scotland runs a dynamic programme of regular music lessons and group sessions – MusicSPACE – and each of the Digital Orchestra musicians has developed as a direct result of attending this unique programme over a number of years, building their skills and experience, and their musicality as well as performing skills.

Inclusion is promoted through high profile partnerships with collaborators such as the National Youth Orchestras of Scotland, Scottish Chamber Orchestra and Royal Conservatoire of Scotland. This has laid the foundations for the young musicians to come together to form the Digital Orchestra launched in April 2016 with a premier performance of their new composition '**Imagine the Future**'. They also performed on 24th July 2016 at the Opening Concert of the International Society for Music Education (ISME) World Conference at Glasgow Royal Concert Hall. They performed at the RI World Congress on 27 October where they represented Scotland as an example of excellence in inclusive music.



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH



VIPs

At the early stage of planning for the World Congress it was agreed that VIP speakers should address both the opening and closing ceremonies. To achieve this, contact was made with a large range of noteworthy disabled people and disability rights advocates, asking them to be [patrons](#) of the Congress.

The patrons were approached to determine their appetite and availability to participate. The Congress was honoured by the presence of Her Royal Highness, The Princess Royal ([video of speech](#)); the First Minister of Scotland, The Right Honourable Nicola Sturgeon MSP ([video of speech](#)); and, a [video](#) from Prof Stephen Hawking.



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH



Others involved in the opening ceremony included Euan MacDonald, Jan Monsbakken the former President of RI ([video of speech](#)) and Roy O'Shaughnessy, Chief Executive of the Shaw Trust ([video of speech](#)). This ceremony took place in the main auditorium and was very well received by the audience of 1,000 delegates.

Planning

Two important aspects of the Congress were the plenary sessions in the main auditorium and the parallel/breakout sessions. An international programme board was established, containing a majority of disabled people.

The programme board's first task was to identify noteworthy speakers for the plenary sessions in order to attract an enthusiastic and committed audience, as well as a further 160 speakers for the parallel/breakout sessions.

Each of the seven plenary sessions was to last 90 minutes, allowing for four speakers addressing the audience for 15 minutes each and a 30 minute Q&A session. Many speakers were identified and it was agreed wherever possible



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

that we should try and incorporate the views of a service user, an academic, a practitioner and a funding organisation.

In order to generate interest from speakers wishing to address the parallel/breakout sessions, a call for papers was issued in January 2016 with a deadline of June 2016. A large number of responses was received and a total of 196 were accepted. Some had selected a poster presentation and others expressed a preference for a short presentation to a smaller number of people at the speakers' corner events.

Each day of the event was given a particular focus, in order to help plan the sessions and speakers. The focus of the first day was on employment, education and skills, considering how policy and practice can halve the disability gap and increase access to education and training.

The second day focused on the important areas of independent living, social care and ageing with a disability. These included the enormous economic challenges that need to be addressed in order to enable older people to age better; robotics and social care; disabled people involved in research studies; sexuality and disability; and, the importance of user led organisations. This day concluded with a presentation by Heart n Soul and a performance by [Lizzie Emeh](#).

The third day moved on to cover disaster management as it impacts upon disabled people, with some interesting academic insights from University College London and practical examples from the British Red Cross. The use of hovercraft in evacuation was demonstrated and the importance of individual and community resilience highlighted. The last session of the day focused on accessibility, the arts, leisure and inclusion. This session concluded with a public announcement of the Power 50 Global List. This publication from Powerful Media was launched especially for the RI World Congress and celebrated the [50 most influential disabled people](#) in the world (disabled people from UK were not included as there is a separate annual publication to celebrate their achievements).



Entertainment options were also carefully planned. They included Scottish Bagpipers to lead delegates to the exhibition hall, where there was a broad selection of products and services to promote the inclusion of disabled people. Light refreshments were made available in the exhibition hall in the mornings and afternoons, with lunch served daily. There was also a drinks reception to close the first evening.



To provide a lasting impression, the Congress concluded with a closing ceremony involving presentations from:

- Outgoing President Rehabilitation International: Jan Monsbakken
- Incoming President Rehabilitation International: Madam Haidi ([see video here](#))
- Dancers: CDPF performing art troupe ([see video here](#))
- Video and speech from Denmark – host of the RI World Congress 2020
- RI Europe: Roy O'Shaughnessy
- Performance: Dame Evelyn Glennie by video
- Performance: Drumfun



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH



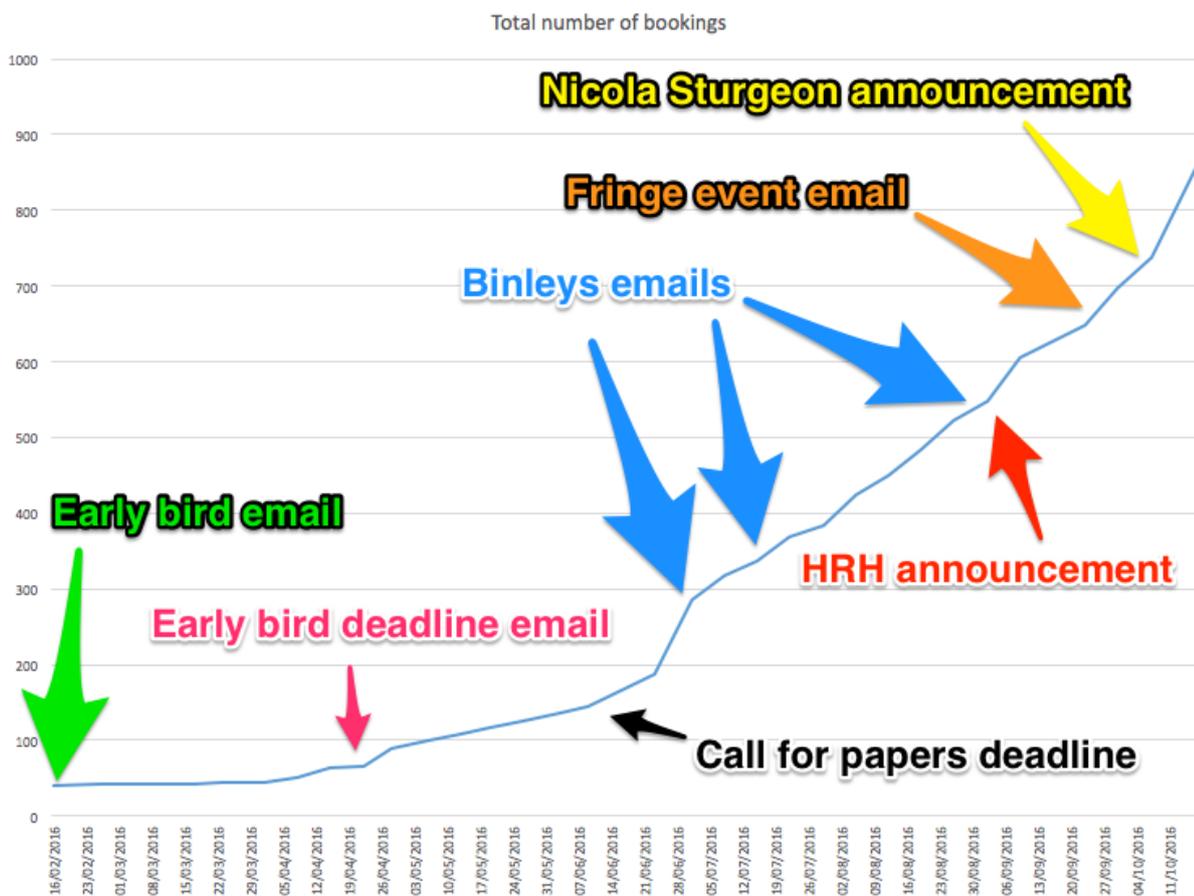
Create a more inclusive world

RI WORLD CONGRESS 2016 | EDINBURGH

Delegate numbers

The planning stage gave consideration to marketing the Congress, including how to involve delegates from around the world, how and when to announce VIP speakers, how to communicate about the early bird discount deadline and the 'call for papers' to boost bookings and optimise international participation.

There was a slow but steady rise in registration as the event approached. Delegate numbers were monitored weekly in the early stages of the planning process and daily in the weeks just before the Congress, to ensure that neither too few nor too many delegates booked to attend. The chart below shows the trajectory of delegate numbers over time, with key announcements highlighted.



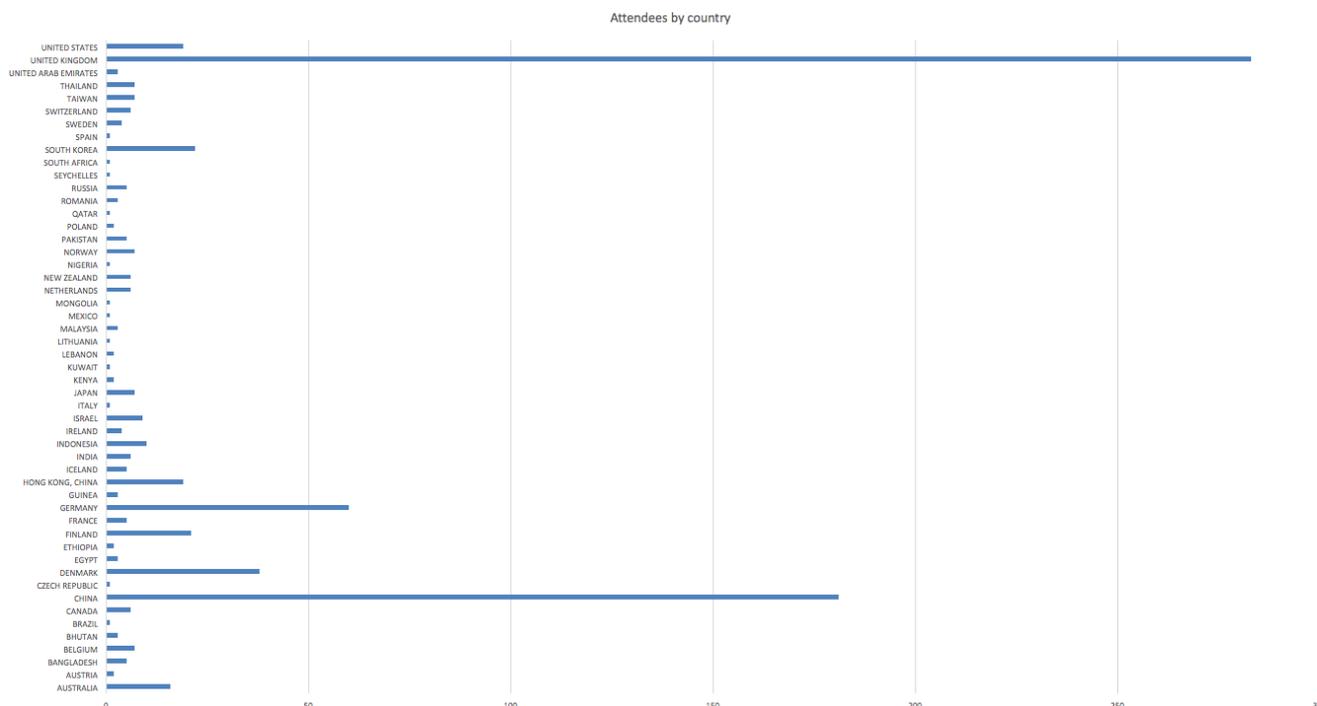
Details of delegates who could not attend for financial, health or other reasons were collected and those concerned were sent a link to the live stream of the event so that they could watch remotely.



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

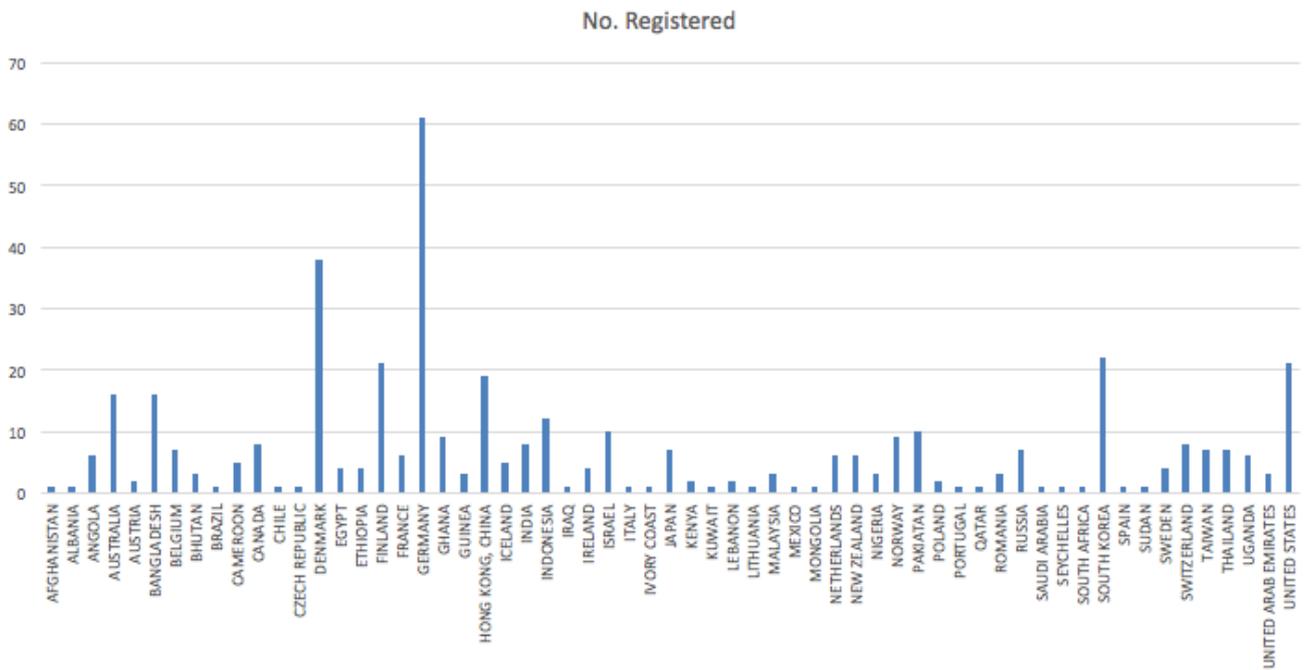
As with many events, there were some delegates who registered to attend but did not arrive for the event itself. The graphs below reflect the difference between those who registered and those who turned up, in terms of geographic spread.

Attendees came from the following countries:

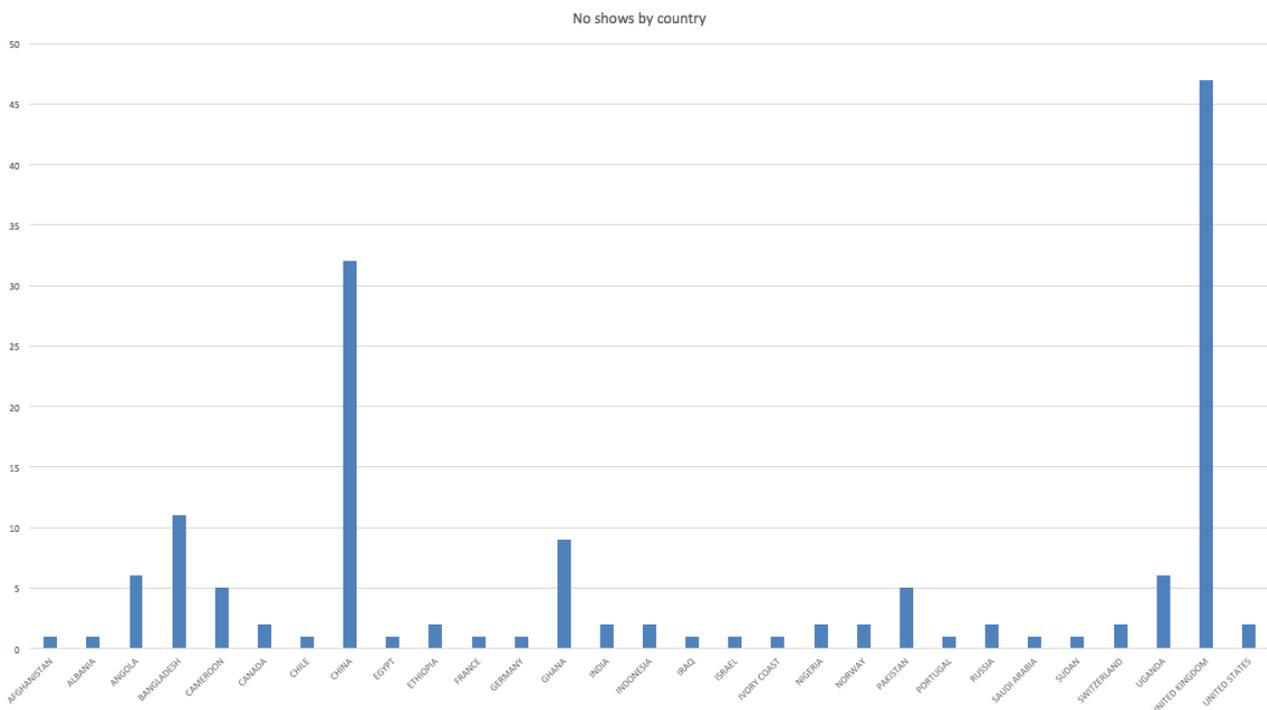


With the UK (330 registrations) and China (213 registrations) removed from the data, it is easier to appreciate the spread of countries from which delegates had registered:





In terms of registered delegates who did not show up, the geographic spread is as per the chart below:



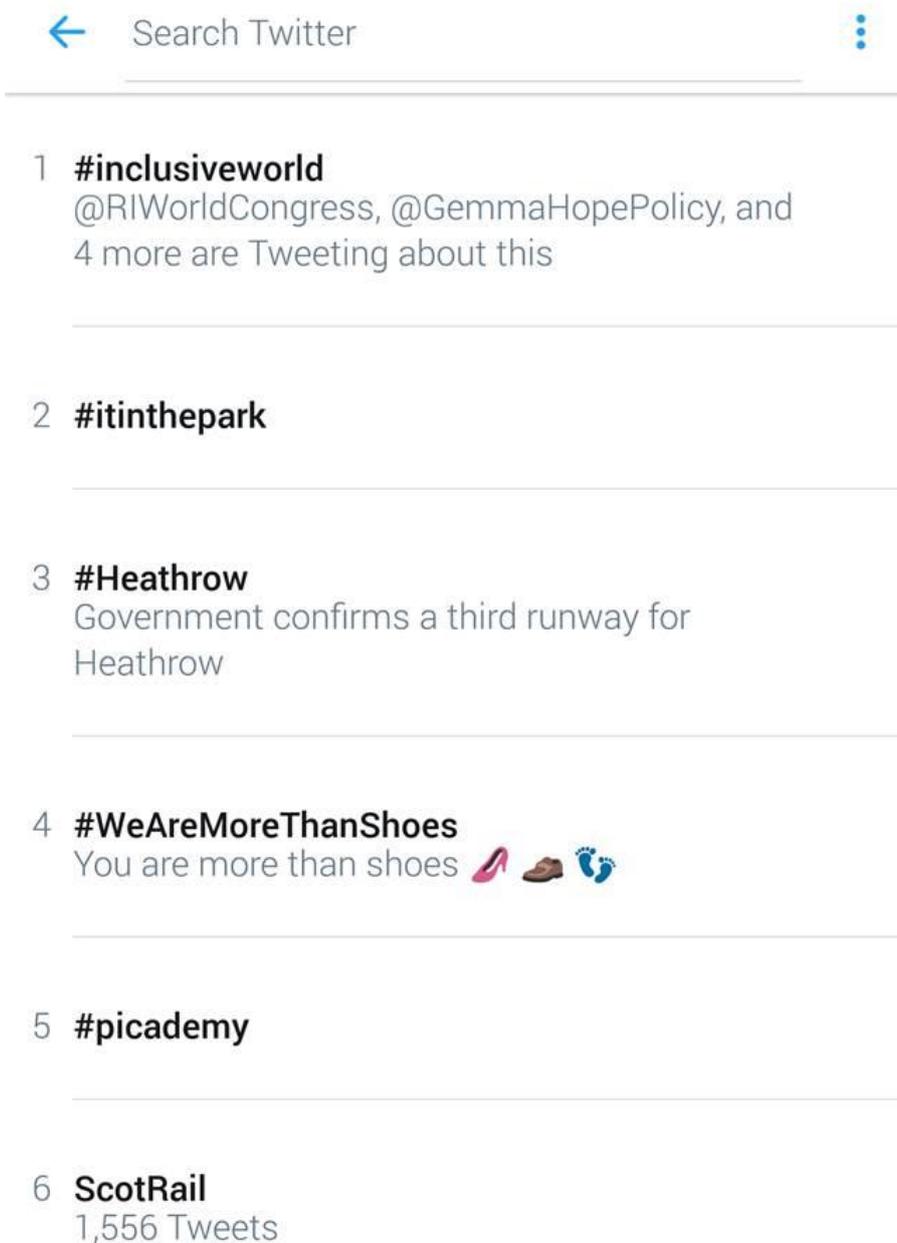
Just over 200 free places, including travel and accommodation expenses, were made available to over 60 disabled people living locally in Scotland; speakers at the Plenary sessions and many disabled delegates travelling from overseas.



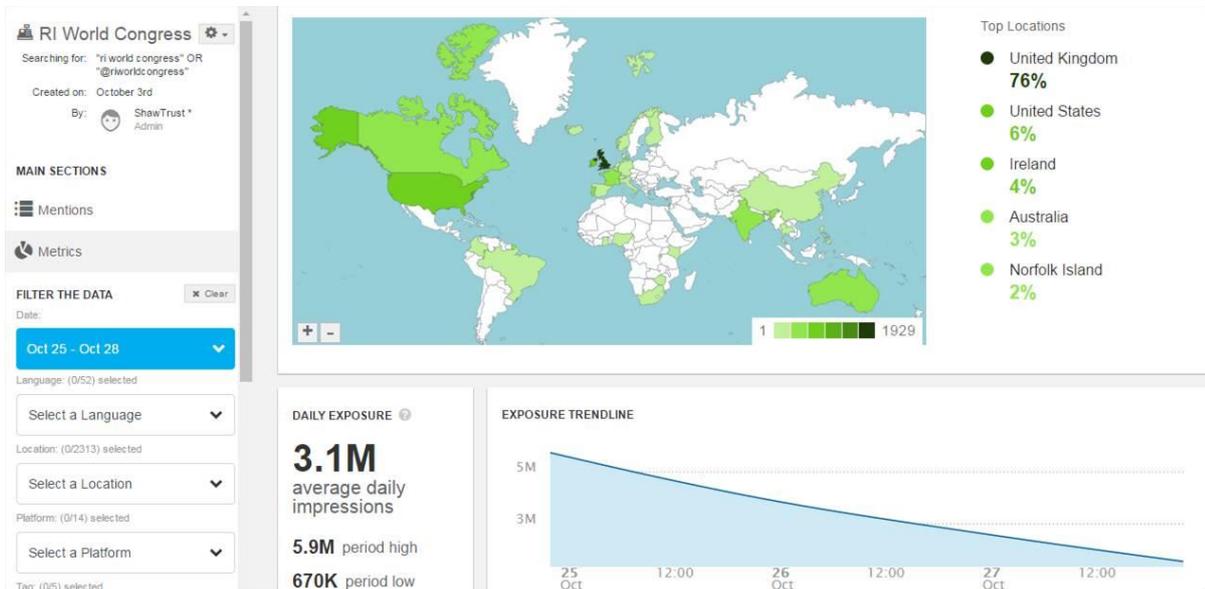
Social media

Social media accounts were used as marketing tools for the Congress, including Facebook, Twitter, Google+ and LinkedIn. They were also used during the event to generate discussion and awareness.

The #inclusiveworld 'hashtag' was used for the Congress. This was the top trend in Edinburgh and either trending or the top trend for the rest of the cities in Scotland on Tuesday 25 October 2016.



Across the three days of the Congress, the event's Tweets had an average reach of 3.1 million people globally. . Details and locations were:



Create a more inclusive world

RI WORLD CONGRESS 2016 | EDINBURGH

Countries that viewed the Twitter account included:

Country name	% of audience
United Kingdom	50%
United States	24%
Canada	4%
Australia	3%
Ireland	2%
India	1%
Spain	1%
Germany	1%
Netherlands	1%
Finland	< 1%

Countries that viewed the Facebook page included:

Country	No.
United Kingdom	152
Denmark	23
United States of America	12
Germany	9
Iceland	6
Norway	6
Bangladesh	5



Create a more inclusive world

RI WORLD CONGRESS 2016 | EDINBURGH

Country	No.
Egypt	5
New Zealand	5
Hong Kong	4
Australia	4
India	4
Israel	4
Pakistan	3
Uganda	3
Canada	3
Japan	3
Finland	3

In addition, there were two views each from Brazil, Thailand, Singapore, Romania, Lithuania, Mongolia, Nigeria and Taiwan, plus one viewer each from Martinique, Ethiopia, Nepal, Zambia, Austria, Costa Rica, Malaysia, Sudan, Portugal, Turkey, the United Arab Emirates, Liberia, Lesotho, Libya, Indonesia, the Seychelles, the Netherlands, Bhutan and Kenya. As such, the RI World Congress 2016 reached disabled people and practitioners across more than 80 countries that collectively accommodate significantly more than half the world's population.

When broken down by city, the top five locations viewing the RI World Congress Facebook page were:

City	No.
London, England	19
Edinburgh, Scotland	15
Aarhus, Central Denmark Region	12
Dhaka, Dhaka Division	5
Hong Kong	4

The RI World Congress Twitter account has been handed over to the Danish team responsible for planning the 24th RI World Congress in 2020.



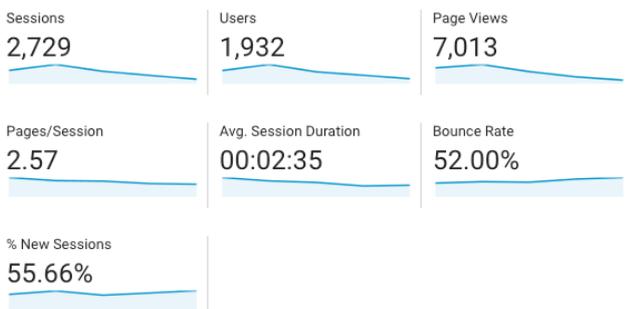
Website

The RI World Congress website was used to provide essential information about the event, from the early stage of the date being announced, through to the full programme, details of speakers, information on Edinburgh and the venue and links to the ticket booking and accommodation booking systems. It was also used for the call for papers process, with papers submitted using a form on the site.

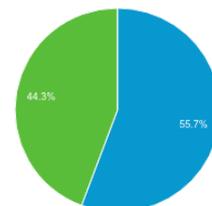
The website has been turned into a legacy website and knowledge/resource centre (including presentations, transcripts and images from the Congress). It will remain as an online resource until after the 2020 RI World Congress has taken place. Palantypists provided a live visual representation of almost all the Plenary and Parallel speeches and presentations for deaf and hearing impaired people. These have been edited and provide 8000 pages of invaluable information including presentations and the question and answer sessions.

Web analytic information is provided below for the week of the event and the year running up to the event. This shows the number of people using the website, the country they were based in when using it, the number of page views and the most popular pages.

Website analytics for 24-28 October 2016



■ New Visitor ■ Returning Visitor



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

Demographics

- Language
- Country**
- City
- System**
- Browser
- Operating System
- Service Provider
- Mobile**
- Operating System
- Service Provider
- Screen Resolution

Country

Country	Sessions	% Sessions
1. United Kingdom	2,038	74.68%
2. India	124	4.54%
3. Germany	82	3.00%
4. United States	71	2.60%
5. (not set)	35	1.28%
6. China	28	1.03%
7. Russia	27	0.99%
8. Indonesia	22	0.81%
9. Iceland	21	0.77%
10. Denmark	20	0.73%

[view full r](#)

Page Views



Page Views

7,013

Unique Page Views

5,470

Avg. Time on Page

00:01:39

Bounce Rate

52.00%

% Exit

38.91%

Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	7,013 % of Total: 100.00% (7,013)	5,470 % of Total: 100.00% (5,470)	00:01:39 Avg for View: 00:01:39 (0.00%)	2,729 % of Total: 100.00% (2,729)	52.00% Avg for View: 52.00% (0.00%)	38.91% Avg for View: 38.91% (0.00%)
1. /	2,638 (37.62%)	1,994 (36.45%)	00:01:54	1,906 (69.84%)	48.22%	46.82%
2. /agenda/	913 (13.02%)	567 (10.37%)	00:00:34	152 (5.57%)	28.29%	15.01%
3. /agenda/programme/	796 (11.35%)	655 (11.97%)	00:01:48	197 (7.22%)	64.47%	42.46%
4. /agenda/plenary-speakers/	401 (5.72%)	320 (5.85%)	00:02:48	60 (2.20%)	80.00%	43.14%
5. /agenda/parallel-sessions/	302 (4.31%)	268 (4.90%)	00:02:53	57 (2.09%)	75.44%	54.64%
6. /about-us/	255 (3.64%)	231 (4.22%)	00:02:06	107 (3.92%)	79.44%	64.31%
7. /media-resources/	255 (3.64%)	183 (3.35%)	00:02:54	20 (0.73%)	65.00%	32.55%
8. /patrons/	165 (2.35%)	144 (2.63%)	00:01:45	3 (0.11%)	66.67%	22.42%
9. /agenda/vip-reception/	164 (2.34%)	144 (2.63%)	00:01:34	23 (0.84%)	65.22%	26.22%
10. /agenda/opening-ceremony/	159 (2.27%)	129 (2.36%)	00:01:26	16 (0.59%)	37.50%	20.75%
11. /exhibition/	148 (2.11%)	134 (2.45%)	00:01:04	7 (0.26%)	85.71%	31.76%
12. /agenda/fringe-events/	130 (1.85%)	103 (1.88%)	00:01:49	10 (0.37%)	80.00%	23.08%
13. /booking/	124 (1.77%)	112 (2.05%)	00:00:24	40 (1.47%)	60.00%	32.26%
14. /contact/	87 (1.24%)	73 (1.33%)	00:00:49	3 (0.11%)	33.33%	20.69%
15. /travel-and-transport-information/	74 (1.06%)	71 (1.30%)	00:04:09	42 (1.54%)	83.33%	71.62%

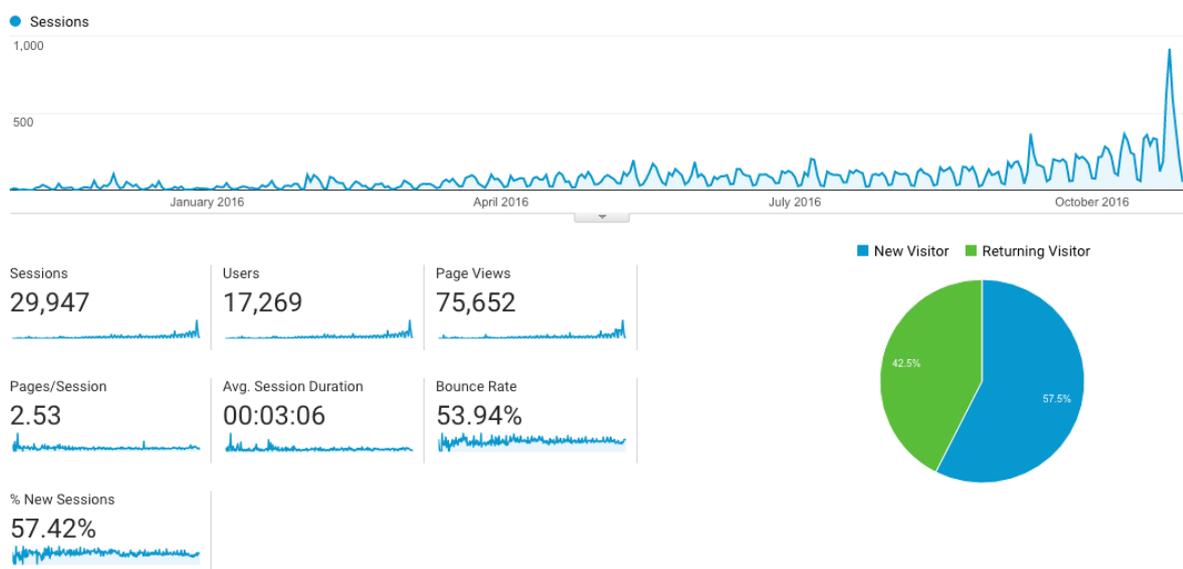


Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

During the week of the Congress, users were accessing the agenda, programme, plenary speaker and parallel session pages more frequently than any other pages.

The home page of the site was the most-viewed page of all. That page included the link to the live stream of the plenary sessions. Between the live stream and the content available on BBC Ouch, some 18,000 people viewed Congress content remotely.

Website analytics for 1 November 2015 to 31 October 2016



The number of viewings of the website in the year before the World Congress is set out above. This had a breakdown that was very similar to the website hits during the actual World Congress itself.

Media coverage

More than 50 pieces of coverage were secured for the RI World Congress. These included:

4 pieces of broadcast coverage:

- 3 television on BBC's Reporting Scotland and ITV's Scotland Tonight and Good Morning Britain
- 1 radio interview on Good Morning Scotland



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

40 pieces of website coverage. Highlights included:

- 8 pieces of coverage on websites for Asian market (6 China, 1 India, 1 Hong Kong)
- Coverage on websites such as BBC, Huffington Post, The Independent, The Herald and The Scotsman

5 pieces of print coverage. Highlights included:

- Articles featured in The Scotsman, Edinburgh Evening News and mentions in The Daily Telegraph and The Times.
- 1 piece of Facebook coverage: BBC Ouch Facebook page interviewed a speaker using 'Facebook Live'

Full details of the media coverage gained as a result of the RI World Congress are included on the [legacy website](#).



HRH The Princess Royal welcomes Mdm Haidi (President Rehabilitation International Global – 2016-2020) to Edinburgh



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

Feedback

The Venue

Approximately one quarter (213) of the delegates completed the post-Congress survey. The vast majority, 94.6% of delegates were impressed by the ease with which they were able to register. The speed and efficiency of the registration process at the event was also well received by 99% of those present. The choice of venue also met with a positive response from 94.4% of delegates. The accessibility of the venue was also rated highly by 94.5% delegates:

A few concerns were raised regarding the venue's accessibility. The feedback recommended:

- Improving the parking arrangements
- Enlarging the TV screens around the venue to make them more accessible
- Increasing the number of water fountains
- Reducing the distance to walk between different areas and events
- Increasing the number of lifts
- Improving signage generally
- Improve seating and accessibility more generally during lunchtime

The Speakers

The feedback regarding the content was very positive, with plenary speakers being rated as largely engaging and informative by 92.5% of delegates.

The parallel/breakout sessions were also broadly well received, although perhaps with a little less enthusiasm than the plenary speakers. 84.2% of delegates rated them engaging and informative:

In addition, 79.8% of delegates enjoyed the exhibition hall and a very similar percentage (80.3%) enjoyed the Chinese art exhibition. Time for networking was felt to be sufficient by 76.4% of delegates. In terms of value for money, 83.3% of delegates felt that the Congress was good value.



Unsolicited Email Feedback

A selection of comments received outside of the survey results are included below for reference.

Stephen Sui, Under Secretary for Labour and Welfare, Hong Kong Special Administrative Region Government

“Our delegation of 42 members from the Hong Kong Special Administrative Region would like to convey our heartiest congratulations for the huge success of this congress, and our sincerest gratitude to the organising committee, to you in particular as the Chair, for all your excellent organisation and hospitality. We all still cherish the exciting moments of the congress and are inspired by the insightful thoughts and best practices presented by speakers and fellow practitioners.”

Ming Hung Wang, Professor, Graduate Institute of Rehabilitation Counselling, National Changhua University of Education, Taiwan:

“Thank you very much for hosting such a great congress and providing a platform to discuss for people around the world. I feel we are not alone. I will keep on working based on the concepts and encouragement we learned from this great meeting.”

Dr Regina Ernst, Rehabilitation International National Secretary for Germany:

“The RI World Congress was really a huge success and pushed the RI action into the right direction.”

Mark Webber, Vice President, RI Africa:

“All was superbly organized, giving rise to really constructive meetings, sharing and dissemination of information (within the RI family, and to and from “outsiders”) and thoroughly enjoyable interactions with so many people from so many countries.”

Claire Chue Hong, SDS Options Adviser, SDS Options (Fife), Disabled Persons Housing Service (Fife):

“Congratulations on a great Congress. Was amazing to meet so many people from around the world and hear so many inspirational stories. It was great to have so many speakers but a lot to take in.”



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

Sanga Dorji, DPAB, Bhutan:

“It had been a wonderful 3 days of RI World Congress. Me and my colleagues from Bhutan very much enjoyed the event. We would like to thank you and your team for such a wonderful work and great effort you have put in making the congress a great success.”



Dana Roth, Director, The Research & Evaluation Unit, Beit Issie Shapiro:

“I have been to tens and tens of conferences.... All over, this has been definitely in the top 3 (I will not rate it #1, so that you will not go overboard...). It was extremely well organized, fantastic speakers, such a positive, friendly, warm comfortable atmosphere. Great opportunities for friends and colleagues to meet, reconnect, make new ones.”

Gautam Chaudhury, CEO, A1 HR Consulting, India:

“The RI world Congress held at Edinburgh, Scotland was a lifetime memorable experience for me and I will carry the memories throughout my life as my life as an imprint memories.



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH



Ken Olisa (Chairman of Shaw Trust) welcomes Nicola Sturgeon MSP (First Minister, Scotland)

Leki Chedup, Bhutan:

"I heartily would like to thank you and your colleagues for successfully and smoothly holding the 23rd RI World congress. Sincere thanks for inviting 6 participants from Bhutan to such a wonderful event. Thanks again and warm regards from Bhutan."

Dr Balkishan Agrawal, Sessional GP, Professional Associate of Health and Social Care Alliance of Scotland:

"As a GP I have had more than 3 decades of experience of caring for people with all kinds of disabilities. But for me it was a unique experience not only to listen to some of the world leaders and experts in the field of disability but also to network with people from different parts of the world and share views, knowledge and experience. Everyone was enjoying the Congress, I could only see smiles on their faces and people I talked to were full of praises for the organisers and volunteers who made this event a memorable one."



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH



Malcolm MacLachlan, Professor of Global Health, Director, Centre for Global Health, School of Psychology, Trinity College Dublin 2, Ireland:

“I wanted to thank you for the invitation to speak at the conference, which even though my presence was brief, it was clear that the conference had a very positive vibe and people were enjoying it.”

Gavin Callaghan, Policy and Involvement Manager, Papworth Trust:

“I just wanted to drop you a note to say how brilliant last week’s RI World Congress was. I found it thoroughly enlightening and enjoyable.”

Janet Tinson, Branch Manager, ACC:

“From both conference presenter and delegate perspective, the whole experience was outstanding and a huge success...my first compliment goes to the very successful organisation and smooth running of the conference. It’s rare to go to an event where the coordination is so seamless from a participant’s perspective.”



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH



Images

Available online are [highlights from the event](#). These images will remain available until after the 2020 event, as part of the legacy of the 2016 Congress.

Just one former Congress image was available to those planning the 23rd World Congress – Jan Monsbakken and Prince Philip at the previous UK-based RI World Congress:



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH



Volunteers

81 volunteers contributed approximately 850 hours to the RI World Congress over the course of the event.

Community Volunteers – general members of the public	13
Volunteers from DWP - through the Community 10,000 volunteering programme	30
Forth Sector - following targeted recruitment to staff and clients	1
Shaw Trust Staff Nationally – following a competitive application process	15
Shaw Trust Scotland – support from local staff	8
Lloyds Banking Group – recruited via existing contacts	7
Mandarin Chinese Volunteer Translators	7

It was important that the Congress offered every volunteer a professionally managed, well planned, meaningful, rewarding and enjoyable experience. Volunteers supported delegates from the main transport hubs in Edinburgh to



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

find their way to the congress venue and as sighted-guides, registration desk hosts, general guides and roving-mic support throughout the conference. The following quotes are lifted directly from emails sent by volunteers after the event:

“Overall, I had a very positive and rewarding experience while volunteering with the Shaw Trust.”

“I had an excellent day volunteering at the RI Congress 2016 event.”

“From my perspective it was fantastically run and thoroughly enjoyable!”

“As a volunteer the experience gave me a real opportunity to learn, help others and support something I feel passionately about: inclusion.”

“I felt really proud to be part of such an event.”



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH

Next Steps and Conclusion

The organisers of RI 2016 are delighted to pass on the batten to the Danish contingent of RI to take forward the good work from the 23rd RI World Congress and build on that legacy, enhancing strengths from the 2016 event and overcoming the identified challenges in order to deliver an even bigger and better event in 2020.

There were many individuals involved in organising RI 2016 but I would like to mention three people in particular. These were Andrew Parkins and Louise Taylor who did most of the hard work and made my job very easy and Roy O'Shaughnessy who trusted us to get on and deliver it.

There is a wealth of information on our [website](#) with the PowerPoint presentations and word for word transcriptions of almost every presentation from the World Congress. This rich legacy contains 10,000 pages of information, debate, discussion, opinion, presentations and speeches. Thank you for participating and I look forward to seeing you in Denmark in 2020.

We wish you the best of luck.

Dr Stephen Duckworth OBE, LRCP, MRCS, MSc, PhD
Chair of the Programme Board
RI World Congress 2016



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH



Nicola Sturgeon MSP (First Minister, Scotland) thanks Stephen Duckworth for bringing Rehabilitation International to Edinburgh



Create a more inclusive world
RI WORLD CONGRESS 2016 | EDINBURGH