

RADICAL INCLUSION

GOOD FUTURES HORIZON SCAN

HORIZON

SCAN



SEPTEMBER 2024

FOREWORD

For too long, we've been chasing the myth of 'normal' in design. You know, the insight brief that's targeting women aged 18-55, or the IG campaign that wants to engage 'parents', or the mass participation innovation project that's both DIY, in-home, organised and for everyone between the ages of 18-60. These briefs hope that a universal, one-size-fits-all approach can create solutions that deliver insights or products that engage a 'mass' audience.

The reality? The results are almost always beige, boring and middle of the road. Insights are generic and predictable. Products don't have cut through or standout. And worst of all? Designing for an imagined average person risks leaving too many people excluded, on the sidelines.

'Normal' does not exist, and we need to stop designing, innovating for or targeting this imaginary group of individuals. It's time to embrace radical inclusion: insightful and innovative approaches that recognise the diverse needs of all individuals. We need to turn the conversation around inclusion into action.

We need to create inclusive products and services that reach and engage wider audiences: men, people with lived experience, LGBTQIA+, global majorities, and more. And it's not just about fundraising. We need to create avenues for these groups to engage, take part, raise awareness, and stand up for the causes they believe in. As we're seeing new audiences and new needs come up, we need to meet them with new products. 'Normal' doesn't exist – we can't rely on outdated norms and assumptions to design with. It's time to ditch myths, assumptions, and stereotypes. They won't cut through the noise of an increasingly saturated market.

Of course, tackling systemic inequalities and entrenched power dynamics takes time. And, as the cost of living crisis continues to bite and budgets get increasingly tight, we **risk de-prioritising inclusion** while we navigate choppy financial crises. But radical inclusion is a building block for stronger engagement with existing supporters and beneficiaries, as well as new and broader audiences.

The future of impact is inclusive by design. If we're serious about creating lasting change, we need to make sure that our organisations, as well as the products and services we're creating, reflect the diversity of the communities we serve. It's about making sure that everyone is part of the solution.

In this report, we're diving into the nitty-gritty of how to design for everyone; mobility and accessibility of our spaces and events; inclusive immersive and sensory experiences to drive engagement; the question of conscious exclusion (who are you really designing for? Who are you consciously or unconsciously excluding by design?); democratising health and lifestyle; and the importance of creating intersectional narratives, from the language and data you use to elevating your audience voice.

With all that in mind, we hope that this Horizon Scan offers actionable insights for now, rather than later.

Eef Leurs

Trend Consultant, Good Innovation



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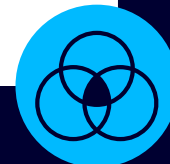
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UNPACKING IDENTITY

Our identities are how we represent ourselves, personally and publicly. They're essentially the sum of our characteristics, beliefs, values, and experiences – the things that make us who we are. This, in turn, shapes our interactions, opportunities, and the way we navigate the world. Of course, identity isn't set in stone. People may move into, and out of, communities depending on how they choose to self-identify. This fluidity reflects how societal influences, personal growth, and changing circumstances can reshape how we see ourselves (and how others see us). So let's take a closer look at some of the key lenses of identity.

// A Note on Intersectionality

Our approach to this report has been intersectional. We are not looking at these lenses of identity as separate entities, but recognise that they intersect and layer to create systems of oppression and privilege. Lived experiences are unique at each intersecting point of identity. It's equally as important to recognise how these categories interact with each other, as it is to understand how they operate individually. For example, the sexism faced by a white woman is different to the sexism experienced by a Black woman. People don't fit into neat categories – no matter how much we try to create segmentations that encourage them to.

UNPACKING IDENTITY

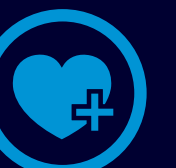
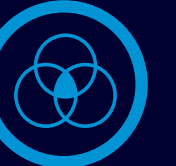
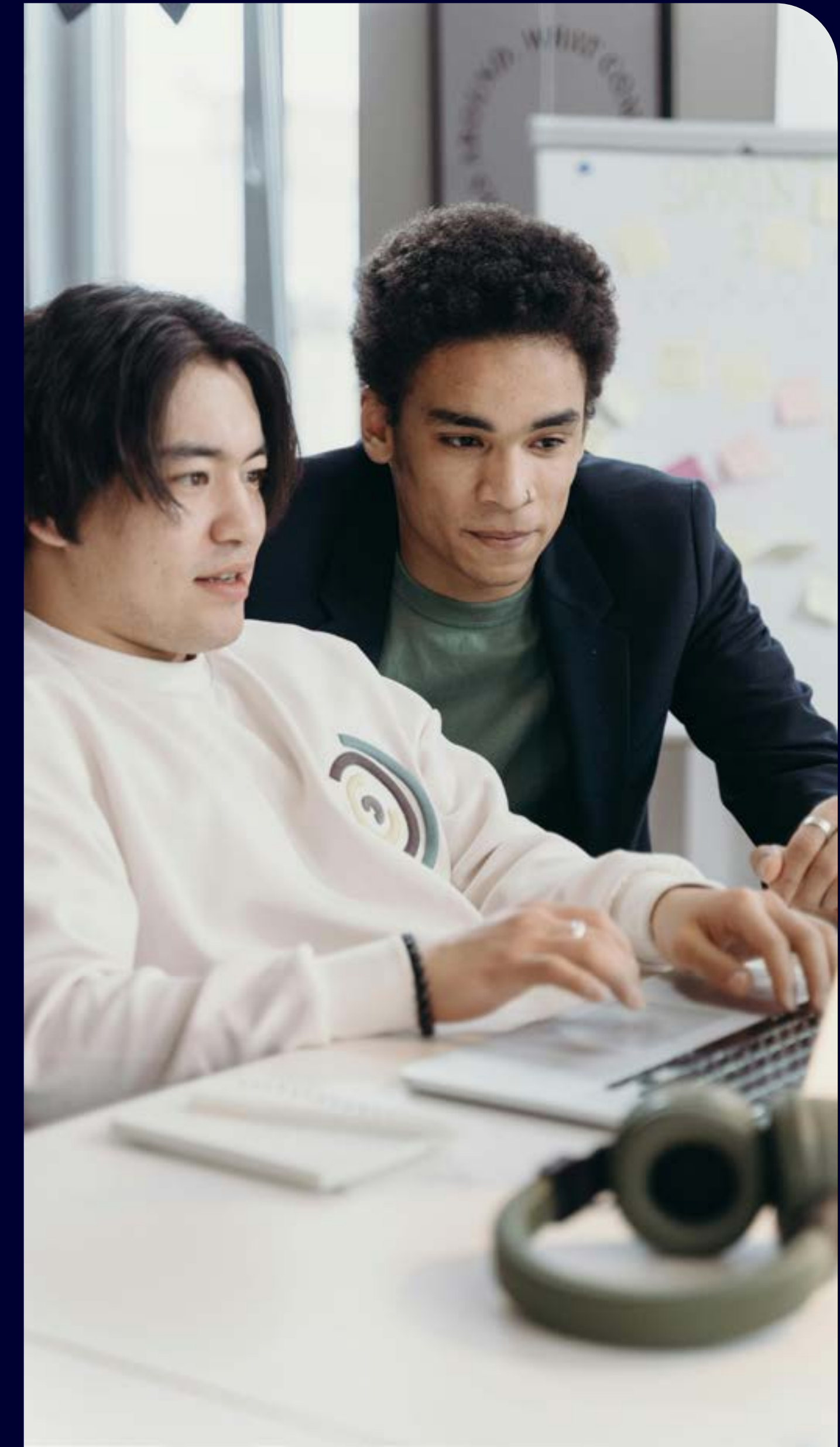
// RACE AND ETHNICITY

Almost 1 in 5 people in the UK identify as Black, Asian, mixed or another non-white ethnic group. Yet, Britain is, according to research, 'not close to being a racially just society.' This won't come as a surprise to anyone who has been following the news recently, where ongoing anti-immigration and racist rioting continues to lay bare the deepening polarisation of the country. But this isn't a new issue – a 2023 study found that more than a third of people from ethnic and religious minorities have experienced racially motivated assault, and 82% of people from Underrepresented Racial Groups (URGs) believe that systemic racism is deeply embedded in society. They're not wrong: for example, research into the UK's 2024 election showed that BPOC people were more likely to have been excluded from voting than their white counterparts due to new voter ID laws.

"82% of people from URGs believe that systemic racism is deeply embedded in society"

BPOC people continue to face disadvantages across economic, health, and educational outcomes, and remain underrepresented in positions of power. Within the charity sector, progress in including the global majority has been slow, with this group twice as likely to feel excluded while volunteering.

The failure to include these voices not only perpetuates inequality but also overlooks the proven benefits of diversity — organisations are missing out on the higher productivity and innovation that come with racially diverse workplaces.

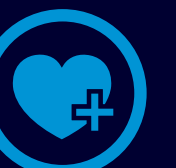
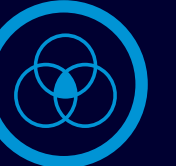


// AGE

Ageism can affect anyone, but it generally becomes more pronounced as people grow older. While younger individuals might be unfairly stereotyped as inexperienced or immature, older generations often face **more overt discrimination**. Many older adults feel excluded from society, overlooked in culture, and sidelined in the workplace, where, for example, older employees are frequently **passed over for promotions**. This ageist attitude extends to consumer markets, where older generations are often neglected in categories like fashion, beauty, cars, and travel – even though there's no age limit on having fun. We need to stop ignoring or misrepresenting older generations in our innovation and design processes.

“Many older adults feel excluded from society, overlooked in culture, and sidelined in the workplace”

The older population in the UK is growing as well. Right now, **18% of the population is aged 65 and over**, but the number of people aged 65–79 is predicted to increase by nearly a third in the next 40 years, while the number of people aged 80 and over is set to more than double. Meanwhile, the population of people aged under 20 is predicted to decrease. Increasing amounts of your supporters will move into these categories over the next decades. With people living longer than ever, it's crucial to design with age in mind, not just to meet the needs of today's older adults but to future-proof your products and services.



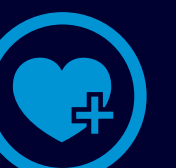
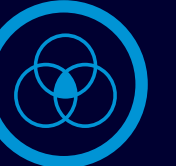
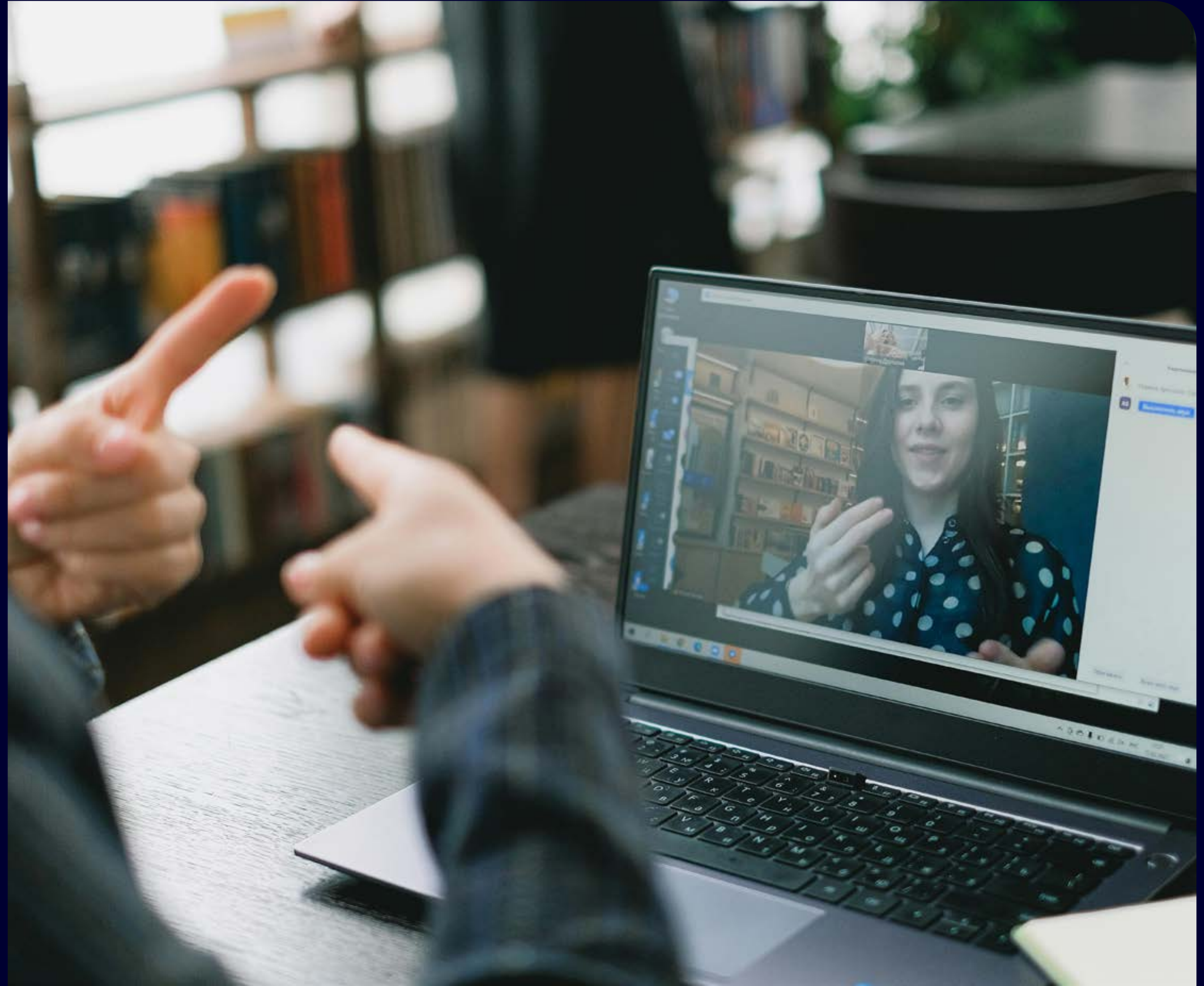
UNPACKING IDENTITY

// DISABILITY

Globally, **1.3 billion people** identify as disabled. Within the UK, an estimated **24% of the population** are disabled in some way – and this number is growing as people feel more comfortable self-reporting and social stigma decreases. But there’s still a long way to go: in the workplace, only **4% of companies** include disability in their D&I strategies, and only **4% of charities** report their disability pay gaps (although the number of disabled people employed in the third sector has increased by **37% since 2016**).

We need to do more to adjust for a spectrum of needs: physical, cognitive, sensory, and mental-health related. The **social model of disability** argues that people are disabled by barriers in society (whether policy, physical, digital, or attitudinal), rather than their own impairments or differences. Hence: **three quarters of disabled people** say we don’t need to fix disability, but fix the world for them.

“Only 4% of charities
report their disability
pay gaps”



// GENDER AND GENDER IDENTITY

The past decades have seen significant progress towards gender parity, but recent years have seen a troubling stalling – and in some cases, regression. In fact, **31% of women** feel that sexism is more prevalent now than pre-pandemic. They’re not wrong. Fragile gains towards equality were lost during the pandemic, with the World Economic Forum likening the loss to a **full generation of progress**. And although the gender pay gap is now the smallest it has been since reporting became mandatory, **the average woman essentially works for free** two months of the year and the global gender parity gap will take **another 132 years to close**. Public spaces continue to be unsafe for many women, trans and non-binary people alike, seen in the high profile discussions that arose after the murders of **Sarah Everard** and **Brianna Ghey** respectively. Meanwhile, men are grappling with **increased loneliness and mental health issues**, in the face of a lack of structures that accommodate their needs. Outdated portrayals and systems of gender promote stereotypes that harm everyone.



Transgender, non-binary, and gender-fluid people experience all of this and more, and have found themselves (unwillingly) thrown into public debate following last year’s Cass Review and **rising transphobia**. Achieving gender equity means inclusivity for everyone on the gender identity spectrum.





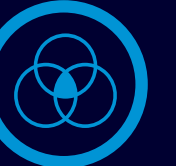
// SEXUAL ORIENTATION

In the UK, **1.3 million people** now identify as lesbian, gay, bisexual, or 'other' sexual orientations. As our understanding of sexual orientation becomes increasingly fluid and stigmas decline, people feel increasingly safe to express their identities in this space. Yet hard-won rights and visibility have come under threat again. Homophobia, **particularly in the form of homophobic hate crimes**, is on the rise again. Existing support for the community can often feel superficial, with only **32% of UK marketers** engaging with the LGBTQ+ community outside of Pride. This lack of consistent engagement underscores the need for more meaningful, sustained efforts to support the community and avoid regression.

“Only 32% of UK marketers [engage] with the LGBTQ+ community outside of Pride”

// SOCIO-ECONOMIC BACKGROUND

Class prejudice, which is inextricably linked to income, education, location, and more, is perceived to be the **most prevalent form of discrimination**. Among people from lower-income households, **68% say** society stereotypes people like them, while 40% say that they don't see depictions of themselves on screen enough and, when they do, almost half say they are inaccurate. Typically, socio-economic background is closely related to other dimensions of inequity – for example, race and ethnicity, or a link between poverty and disability that flows both ways. The stigma surrounding people in lower socio-economic bands is high, and particularly tricky to address given the wide range of contributing and inter-related factors. That's not to say this lens should be overlooked while designing for inclusion – as the **gap between Britain's 'haves' and 'have-nots'** grows, contributing to the further polarisation of society, we need to focus on radical inclusion for this lens more than ever.



DRIVERS OF CHANGE



We can't talk about radical inclusion without acknowledging some of the bigger societal shifts in this space. These are the macro influences and changes that are shaping how individuals and organisations design, articulate, and innovate around inclusion.

If you want to use these drivers to kick start innovation now, we recommend combining them with the six lenses of identity: pick a lens, and then work through the drivers individually to see how that group may be impacted by the driver of change.

So what's driving change?

DRIVERS OF CHANGE

// GLOBALISATION

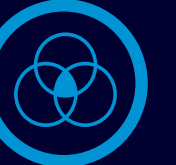
In the UK, net migration has been increasing since 2019, as people come in search of economic opportunity and stability, and is now the **main driver of population growth**. On one hand, cultural exchange and new perspectives enrich cultures, and can lead to new ideas, innovation, and tolerance. On the other, nationalism and culture clashes (real or imagined) risk deepening social divides. With rising global conflict and the expected displacement caused by climate change, expect this trend to continue over the coming decades.

// GLOBAL CONFLICT

Our news cycles are increasingly taken up by global conflict; reshaping the geopolitical landscape and influencing patterns of migration, economic stability, and social cohesion. In the affected areas, this causes large-scale displacement and refugee crises. At home, these conflicts (and the subsequent displacement) ignite xenophobic debates and can deepen existing social divides – see, for example, the **UK rise of religious hate crimes** during the war in Gaza.

// CLIMATE CHANGE

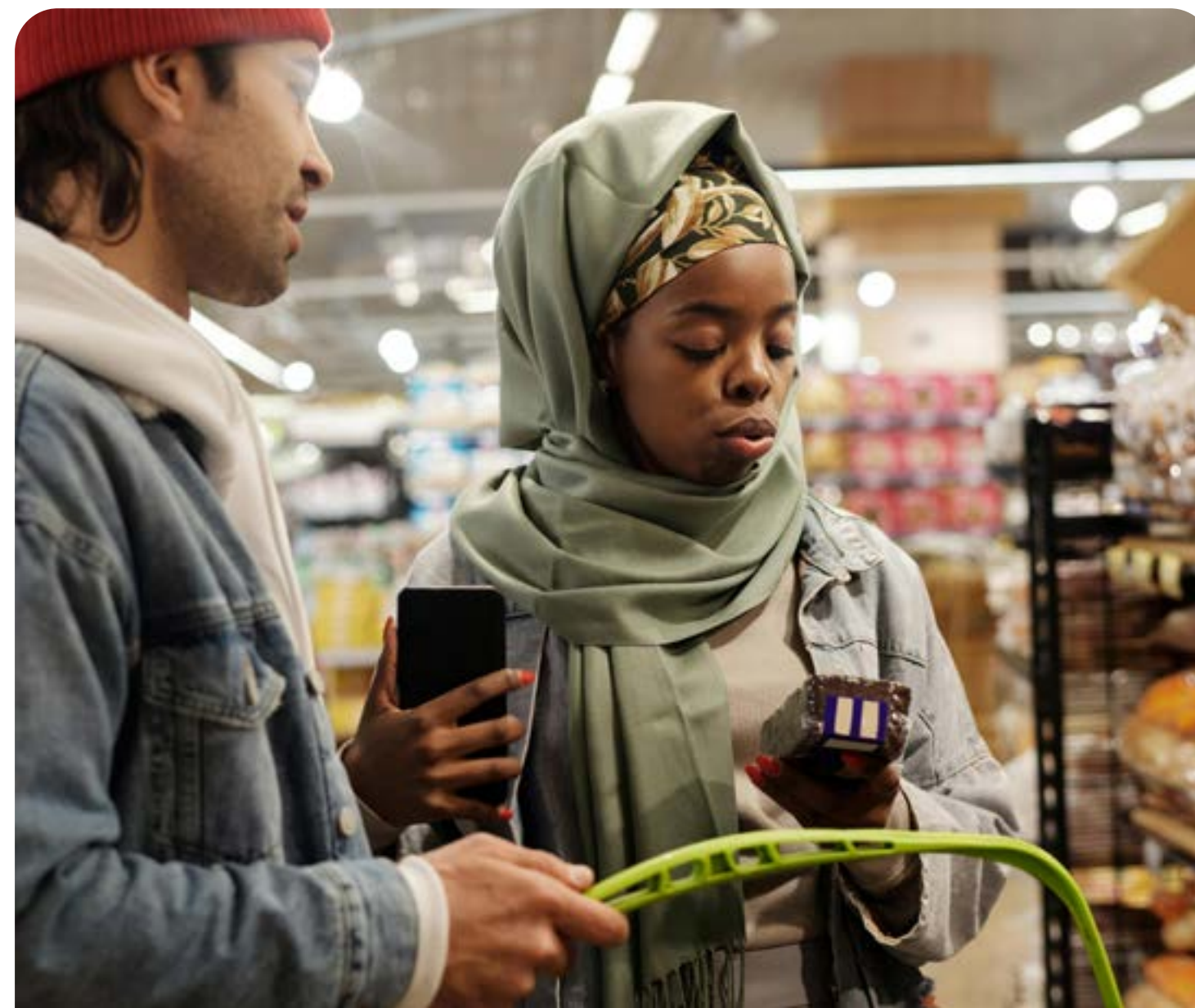
Climate change disproportionately impacts vulnerable populations. Not only are marginalised groups more likely to live in areas prone to environmental hazard, they also have less access to resources to adapt to climate impacts, and face bigger challenges when recovering from disasters. Addressing climate change will take both environmental and social action, to ensure that the most vulnerable among us are protected and included in mitigation and adaptation efforts.





// THE COST OF LIVING CRISIS

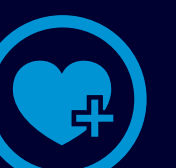
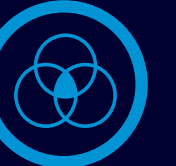
Despite small gains, the cost of living crisis just isn't letting up. Although there may be some green shoots on the horizon, it continues to put immense pressure on stretched wallets. It also disproportionately affects marginalised groups, who are more likely to experience poverty, food insecurity, and inadequate housing. As the gap between rich and poor widens, social mobility stagnates, ultimately leading to entrenched inequality.



// GROWING INEQUALITY

Inequality is on the rise. Exacerbated by Covid and the ensuing cost of living crisis, the widening gap between the rich and the poor in the UK presents a serious barrier to inclusion. This inequality affects every aspect of life, from access to quality education, healthcare, employment opportunities, and housing. The rich-poor attainment gap recently widened in almost every area of the country; a scathing report has come out to condemn the government's failure to tackle systemic inequalities in maternal healthcare; and the energy crisis has led to the UK's biggest rise in absolute poverty in 30 years. Meanwhile, research has shown that the country's poorest shouldered the biggest burden from inflation throughout the cost of living crisis, while the FTSE 100 Chief Executive pay has just reached its highest level on record.

"The rich-poor attainment gap recently widened in almost every area of the country"



// MISINFORMATION

Thanks to generative-AI and social media, misinformation has become inescapable. False, often AI-generated, information spreads across social media like wildfire, influencing everything from elections to pandemic responses. Much of this misinformation targets marginalised groups, often with extremely harmful consequences. Just look at the trigger for the UK's recent race riots: misinformation about the background of the person responsible for the Southport stabbings. The rise of 'influencers', as well as algorithmic echo chambers, means that opinions shared online now carry potent and real influence - no matter how ill-informed, outrageous, and patently untrue.

"Thanks to generative-AI and social media, misinformation has become inescapable"

// THE ALGORITHM

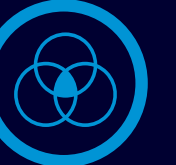
Nowadays, our experiences online are primarily shaped by 'the algorithm'. From the news we see to the products we buy, algorithms influence almost every aspect of our online lives. Of course, these algorithms aren't made to be neutral; they reinforce existing biases and drive us into niche echo chambers. On top of that, algorithms tend to prioritise content that drives engagement, which is often polarising or extremist viewpoints. This all serves to further deepen existing social divides.



// DIGITAL ACCESS DIVIDE

The digital divide refers to the gap between those who have access to the internet and digital tech, and those who don't. This divide often plays out along socio-economic and demographic lines, with rural communities, lower-income households, and older people being most affected. In fact, 7% of UK households have no internet access at home. That number skyrockets to 18% for both households in the lowest socio-economic bands, as well as people aged 65 and over. While this gap is decreasing over time, it's still a significant issue right now. As more and more services, from banking to healthcare, move online, those without digital access or literacy are increasingly left behind. Focussing on bridging this gap would allow digital innovations to drive radical inclusion, rather than hindering it.

"7% of UK households have no internet access at home"



DESIGNING FOR EVERYONE



DESIGNING FOR EVERYONE

// INCLUSIVE DESIGN

Design solutions need to work across a wide range of diverse identities and experiences. That's easier said than done. People can be unpredictable, and everyone's lived experience is unique. So how do you design for so much complexity? To put it simply, we need to dismantle the long-accepted idea of 'normal', in order to design for diversity. There is no one-size-fits-all, silver bullet approach that can adequately address the needs of everyone using a product or service.

Currently, a lot of design is '**universal**' design – the practice of designing a product or space to be accessed, understood and used by as many people as possible, to the greatest extent possible. And while it's a good starting point, this still inherently makes assumptions about who your primary audience is, and what needs they have. There's still a baseline 'normal' that universal design is creating for.

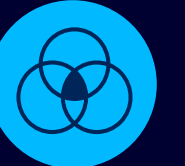
“We need to dismantle the long-accepted idea of 'normal'”

“Over 50s are expected to spend £550 billion a year by 2040”

Rather than trying (and likely failing!) to meet every single need of every single person in the world, great inclusive design can focus on solving specific problems. We need to find the balance between great designs for both the individual and the masses, by building both one-size-fits-one and one-size-fits-many products.

There's money left on the table as well. For instance, the value of the purple pound – the combined spending power of households with at least one disabled person – is worth approximately **£274 billion per year** to the UK economy, while over 50s are expected to spend **£550 billion a year by 2040**. That's **£221 billion more** than is expected from younger audiences. Tap into these markets by designing products and services with these needs in mind.

So what are the **principles of inclusive design**?



DESIGNING FOR EVERYONE

// PRINCIPLES OF INCLUSIVE DESIGN

Choice

Not every need can be met at all times. Inclusive design offers people options and a choice where there is no one-size-fits-all solution. Often, this means that inclusive design is all about solving specific problems and designing for unmet audiences, to make sure that these choices ultimately exist.

People

Inclusive design places people at the heart of its process. We're creating products and services that people can use to form strong, sustainable, and inclusive communities. Involve as many voices as possible in your process.

Flexibility

Inclusive design means understanding how a product or service will be used, and by who. As this changes over time, the product or service will need to be able to adapt as well.

Confidence

Making products and services easy to use for everyone also means giving people the information and confidence they need to use them. We call this 'intellectual' or 'emotional' access.

Diversity

Inclusive design acknowledges diversity. It acknowledges the barriers faced by people of all backgrounds, and is mindful of all lenses of identity.

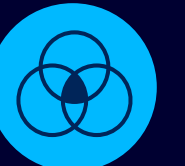
// Useful Tool



Cards For Humanity

These inclusive design cards are a great tool to play around with during the design process. Generate a series of audience profiles and work out whether or not you've met their needs.

Crucially, this thinking **needs to be built in from the start**. We operate under so many assumptions about what 'good' design looks like, that are generally derived from what the 'normal' consumer has historically looked like: white, cisgender, able-bodied men. Addressing the needs and preferences of supporters who have been historically excluded from product design (women, global majority populations, the LGBTQIA+ community, people who don't speak native English, have restricted mobility, etc.) requires rethinking principles of design you may have taken for granted.



DESIGNING FOR EVERYONE

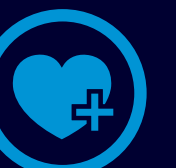
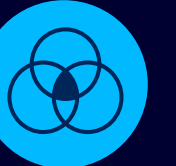
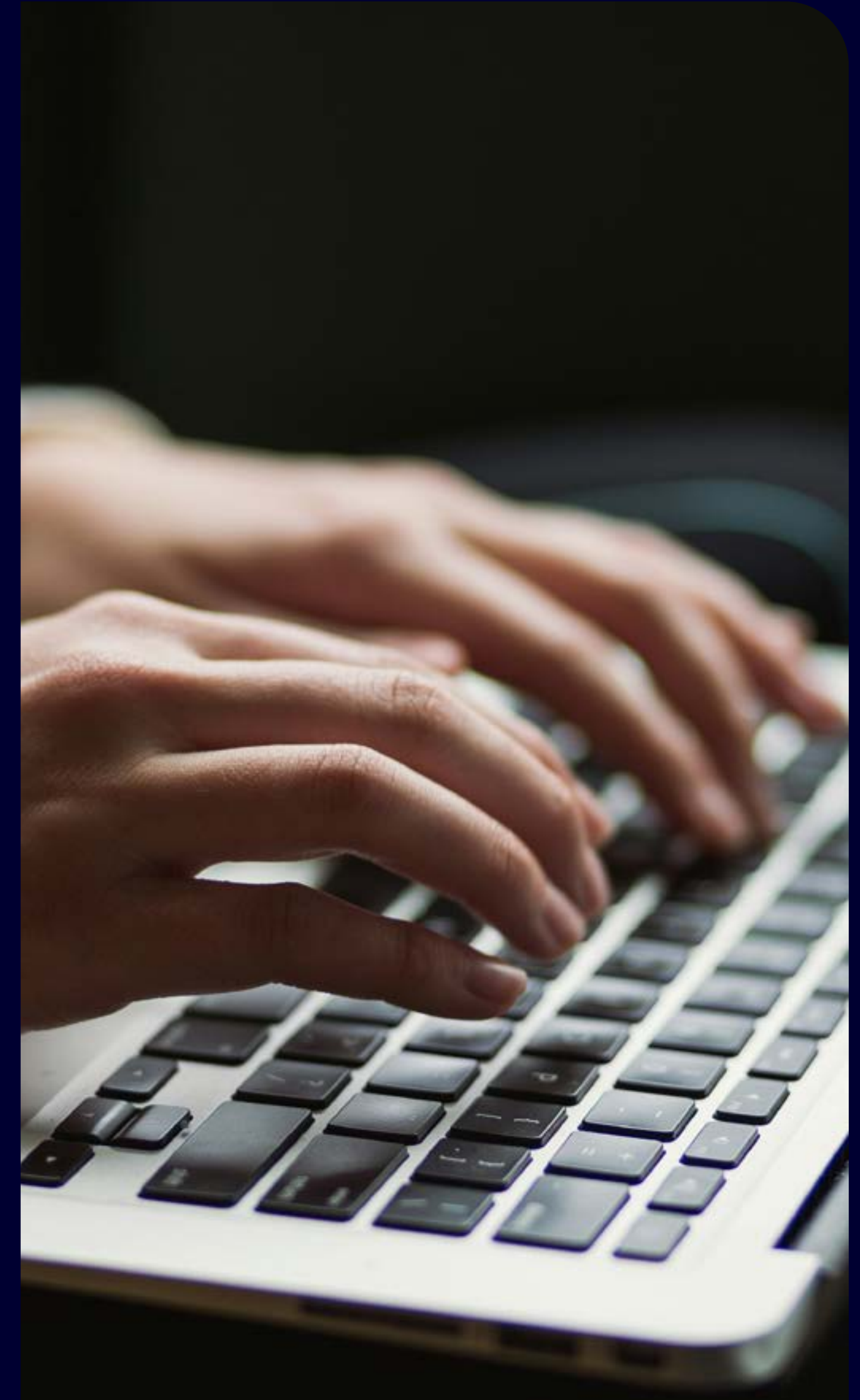
// DIGITAL DESIGN

With much of the world moving into online spaces, creating inclusive and accessible web design is crucial for engaging the audiences that live there. Yet a 2020 analysis of more than 1 million websites found accessibility errors on **98.1% of home pages**, including issues like low-contrast text, missing alt text for images, missing links, blank form labels, and more. But accessible web design is a great tool to expand your audience. The more people who can access your brand (and the fundraising opportunities that come with it), the more connections and conversions you can make. Someone who has trouble seeing your website could be your most passionate supporter. Someone who's unable to use a keyboard and mouse could be your biggest donor. By making your fundraising website accessible, you're opening the door for everyone to get involved and make a difference.

“Making websites more accessible could boost donations by £65m a year”

Currently, some **49% of disabled people** say that they've been discouraged from making online donations due to poor web accessibility. In fact, it's been estimated that making websites more accessible could boost donations by **£65m per year**. With audiences **increasingly donating online**, we can only expect this number to increase over the coming years. Of course, this doesn't mean you should de-prioritise physical fundraising opportunities. We've already discussed the digital divide, with **7% of UK households** having no internet access at home, and **7% of households** also not having access to a mobile phone. This divide increases significantly when filtering for **socio-economic and age factors**. Accessible and inclusive web design is simply part of expanding the reach of your products and services, and building stronger supporter communities in new spaces.

And it's not just useful for people who need it. It can give all of your supporters a better user and brand experience. For example, voice recognition, text-to-speech and screen readers were **first designed to be assistive technologies**. But now, they're commonly used just because they're helpful to everyone. So how can you make sure that your digital design is inclusive, accessible and engaging?



DESIGNING FOR EVERYONE

Make sure that all of your web content, including uploaded presentations and PDFs, is:

Perceivable

Make sure all information and elements of the user interface are presented in a way that everyone can understand and notice.

Understandable

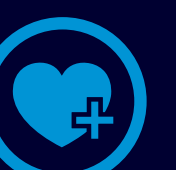
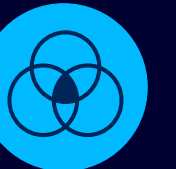
Content should be clear and readable, with a layout and images that are easily distinguishable.

Operable

Make sure users can easily navigate and use all website functions.

Robust

Make sure your site works with current (and future! As and when they're created) technologies, including assistive tools like screen readers.



CASE STUDIES

// DESIGNING FOR UNMET AUDIENCES

Designing for unmet audiences is all about recognising and addressing the specific needs of groups often overlooked in mainstream product development – essentially the heart of inclusive design. By focussing on these underserved communities, organisations can create products that fulfil essential needs, while expanding market reach and building stronger relationships with historically marginalised groups.



// AS SEEN IN



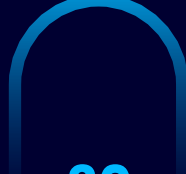
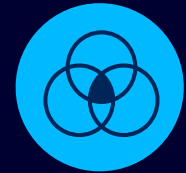
Carl

This UK-based startup has developed tablets and smartphones specifically for people living with dementia. The devices feature simplified interfaces, bigger icons, and easy navigation tools to help users stay connected and independent, and tap into a demographic often ignored by tech companies.



Vaseline

Vaseline has launched the world's first clinically proven skincare line, developed specifically for and with transgender women. The initiative addresses the unique skincare side effects of hormone therapy, giving them products that are more effective, whilst being identity affirming.



CASE STUDIES



Bump'n

This sex toy was developed specifically for and by disabled people, with features like easier grip, customisable settings, and intuitive controls to cater to various physical needs. Disabled people have long been excluded from the sexual wellness market and Bump'n is tackling this head-on to help break down stigmas.



Love & Nudes

These innovative bras are designed to simulate the texture and density of Black women's breast tissue, to help women familiarise themselves with what symptoms of breast cancer would look like on their skin.



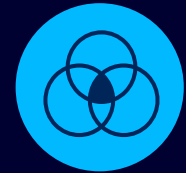
RNIB

The RNIB is working on developing a number of accessible solutions to help people with sight loss vote independently. They include an audio player with a tactile overlay, AI-driven solutions, and tactile voting devices.



Mattel

Leading toy-maker Mattel has announced that 80% of its global games portfolio will be colour-blind accessible by the end of 2024. This includes modifying game pieces and instructions, including its iconic Uno cards, to make sure that everyone can enjoy the games, regardless of colour vision ability.



CASE STUDIES

Three Mobile



PAY AS YOU GO SIM CARD

Three Mobile

This mobile operator launched a social tariff, offering unlimited calls, texts, and data for £12 a month. It's available to anyone receiving benefits, and was designed to offer additional support to the people most affected by the cost of living crisis.

Macular Society

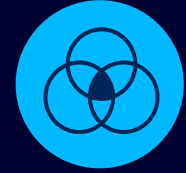


Macular Society

These 'Dotty' Christmas cards made for the Macular Society feature Christmas trees made out of raised dots, with a Braille greeting inside, to help create accessible gifting for people with sight loss. All of the proceeds go towards the charity.



MORE **SMARTY**
FOR YOUR MONEY



CASE STUDIES

Amowa Design

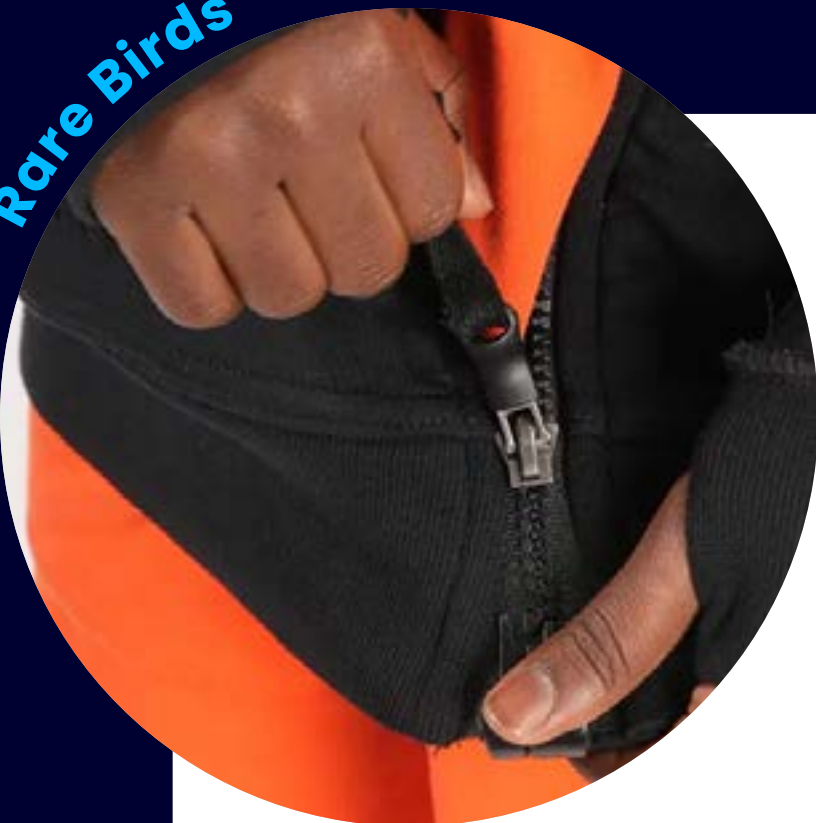


Galaxy Connected by Amowa Design
São José dos Pinhais, Brazil
Riorgio Ranger, Fabiana Westphal and Robert Bencir Ranger of Amowa Design updated a conventional public telephone box into a contemporary phone booth that provides users internet access and to make video and phone calls to anywhere in the world.

Amowa Design

This design studio has transformed existing phone boxes in rural areas into 'Galaxy Connected' booths, which repurpose old Samsung devices and provide internet access and video calls for those with limited connectivity.

Rare Birds

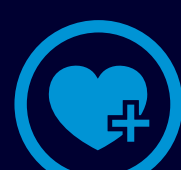
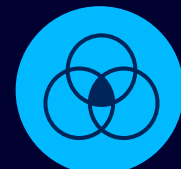


Rare Birds

This UK-based clothing brand for neurodivergent kids and adults creates sensory-friendly garments. Designed in partnership with experts, the clothes use soft fabrics and have seamless construction for maximum comfort. A portion of the profits goes towards charities with neurodivergence-focused missions.

// SO WHAT

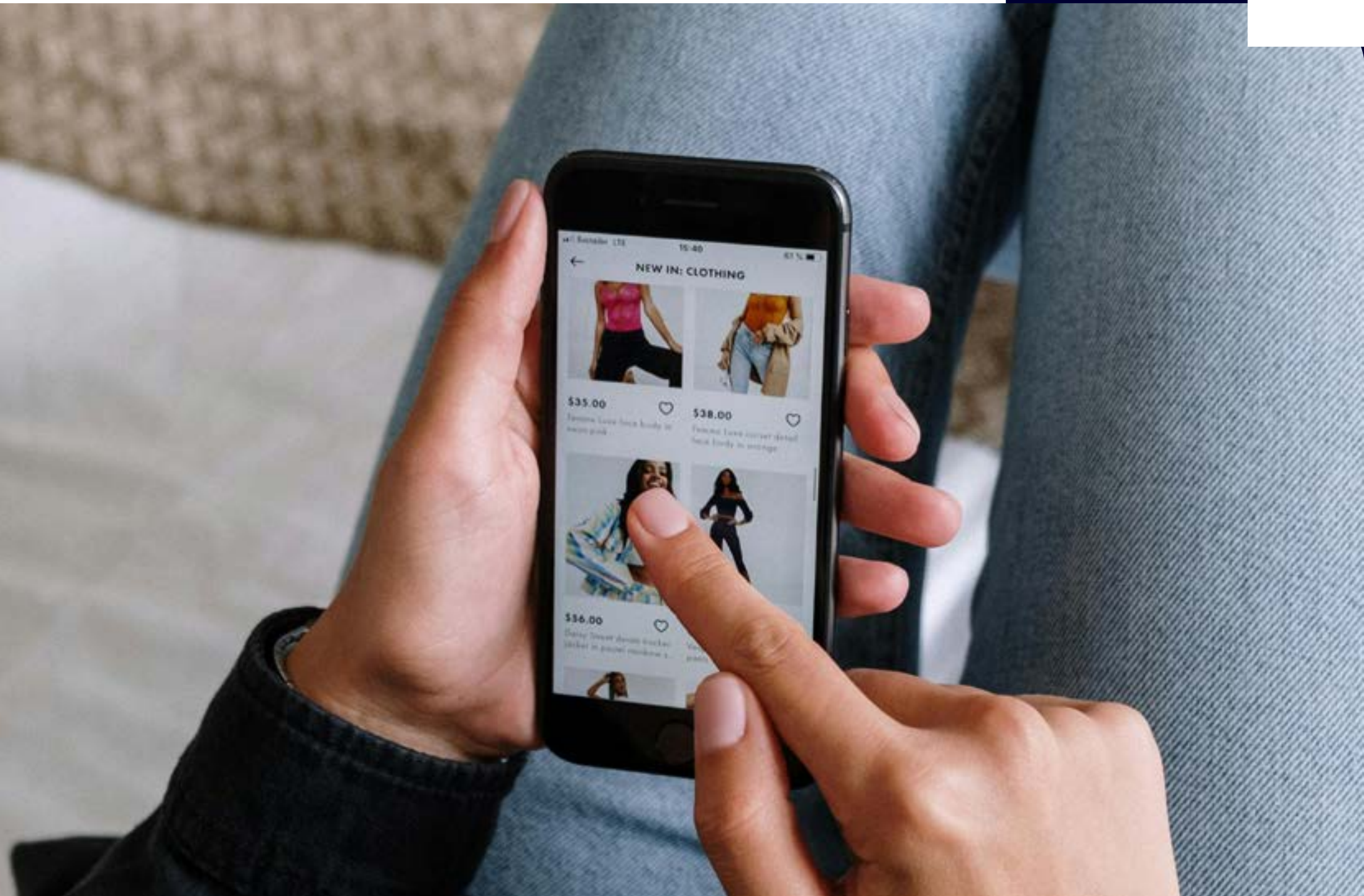
By designing for unmet audiences, you're designing for everyone. You're not just meeting the specific needs of underserved communities, but opening up new markets and opportunities for engagement. Translate these findings into a more flexible, inclusive fundraising offer that resonates with a broader range of supporters, driving loyalty and increasing participation. It's a great way to build a more diverse and committed supporter base while driving innovation that benefits everyone.



CASE STUDIES

// INCLUSIVE MARKETPLACES

Inclusive marketplaces are online platforms that curate and sell products specifically designed to be accessible and inclusive. Leverage your expertise to endorse products, raise awareness, and fundraise, all while making sure that inclusive products reach those who need them the most.



Remsen

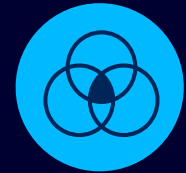
This marketplace curates a selection of products made for ageing audiences, with a focus on elevated design. Think shower chairs, grab rails, and pill containers, designed to look sleek and exciting. The company is founded on the belief that beauty is for all ages.



Macmillan Cancer Support

Macmillan's online gift shop offers a selection of products catering to people living with cancer. It features items like comfortable clothing, specially-formulated skincare, and cancer-specific cookbooks. All proceeds from the shop go towards supporting the charity's work.

// AS SEEN IN

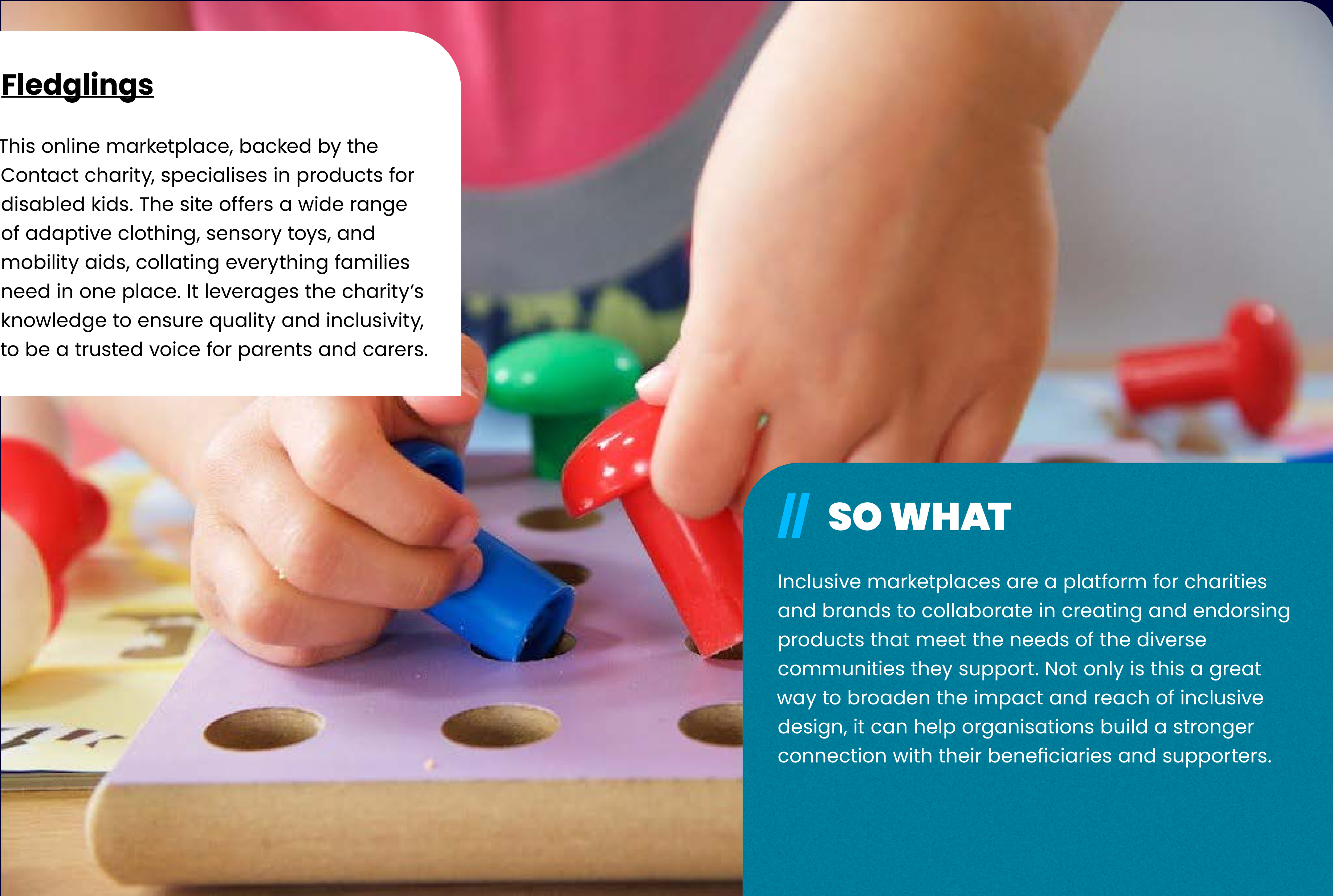


Fledglings



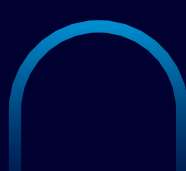
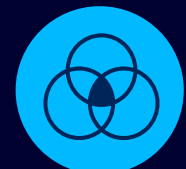
Fledglings

This online marketplace, backed by the Contact charity, specialises in products for disabled kids. The site offers a wide range of adaptive clothing, sensory toys, and mobility aids, collating everything families need in one place. It leverages the charity’s knowledge to ensure quality and inclusivity, to be a trusted voice for parents and carers.



// SO WHAT

Inclusive marketplaces are a platform for charities and brands to collaborate in creating and endorsing products that meet the needs of the diverse communities they support. Not only is this a great way to broaden the impact and reach of inclusive design, it can help organisations build a stronger connection with their beneficiaries and supporters.



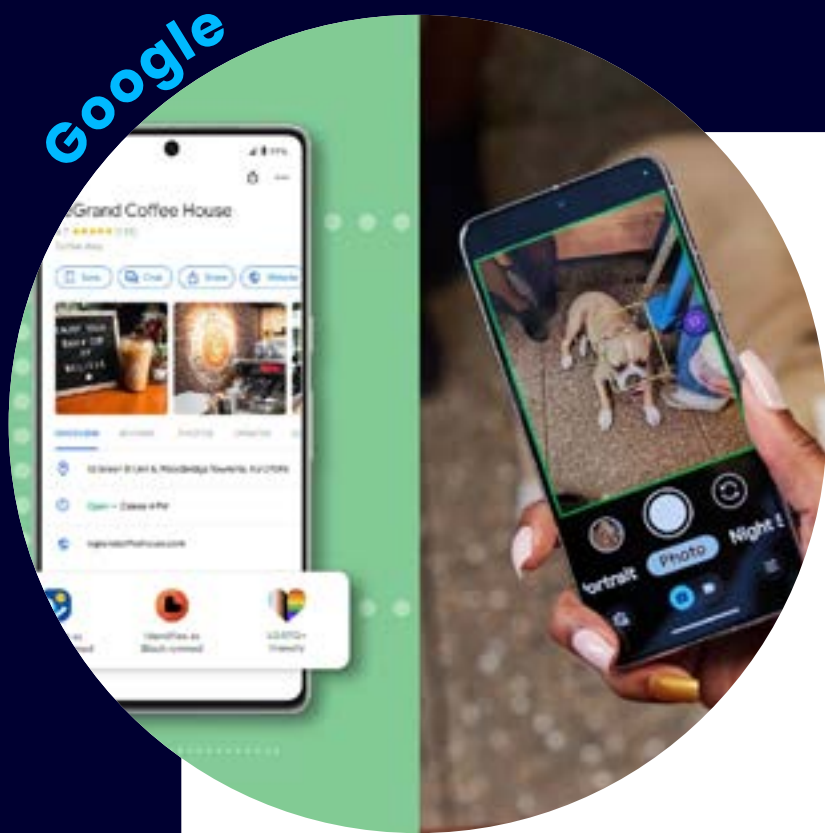
CASE STUDIES

// CASCADING EFFECTS

Inclusive design is not just about removing barriers for some. Inclusive design, as we understand it now, **has its roots in the disability rights movement**, dating back to the 1950s. One of the most enduring innovations that came from this time was the curb cut. It helps wheelchair users, but also acts as a ramp for cyclists, strollers, etc. We all benefit from products and services designed in line with inclusive principles. Inclusive design dismantles hurdles for some, but elevates usability for all. Designing to answer a specific insight often has mass benefit.



// AS SEEN IN



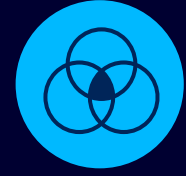
Google

In 2023, Google introduced a suite of accessibility updates. While these features were designed for disabled people, they also benefit others—wheelchair-friendly routes double as stroller-friendly paths, and the magnifying app is perfect for anyone who forgot their glasses.



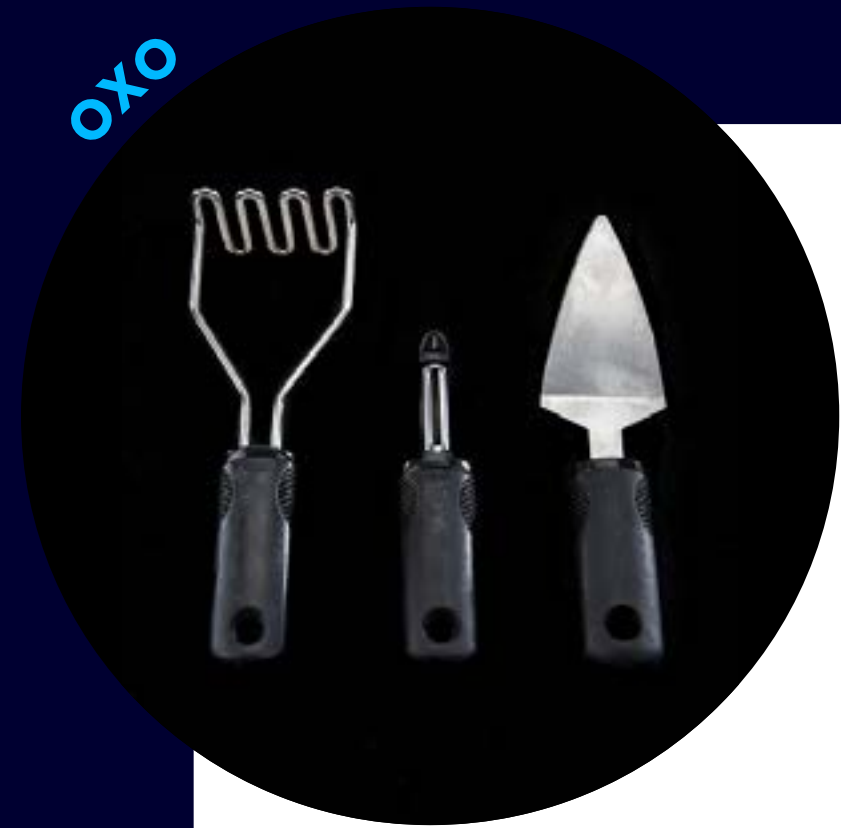
Nike

Nike’s FlyEase shoes were initially designed to be a solution for disabled people who struggle with traditional laces. These hand-free shoes have since gained popularity with wider audiences, including parents, athletes, professionals, kids who can’t tie their shoelaces yet, and more.



CASE STUDIES

OXO



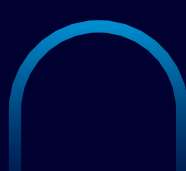
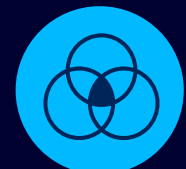
OXO

The OXO Good Grips kitchen tools were originally created to help people with arthritis. They later became a kitchen staple for wider audiences for their comfort and ergonomic design. The philosophy: “Hold the tools the way you want to hold them, not some way you’re forced to hold them.”



// SO WHAT

What starts as a feature for a specific group can quickly become a universally appreciated improvement. Prioritising accessibility and inclusive design creates better products for all. A focus on inclusive design for your products and services can ultimately lead to a better user experience for all, and create stronger relationships with supporters and beneficiaries.



CASE STUDIES

// ADAPTIVE BENEFITS

Adaptive design offers customisable solutions that empower users to tailor products and services to their unique needs. Enhance the user experience of your products by creating a flexible environment for everyone to tap into.



// AS SEEN IN



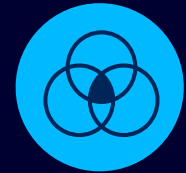
IKEA

IKEA's 'ThisAbles' range features a series of add-ons that make their furniture more accessible to disabled people. The 3D-printed designs include easier-to-grip handles and furniture risers that let customers adapt IKEA products to their specific needs.

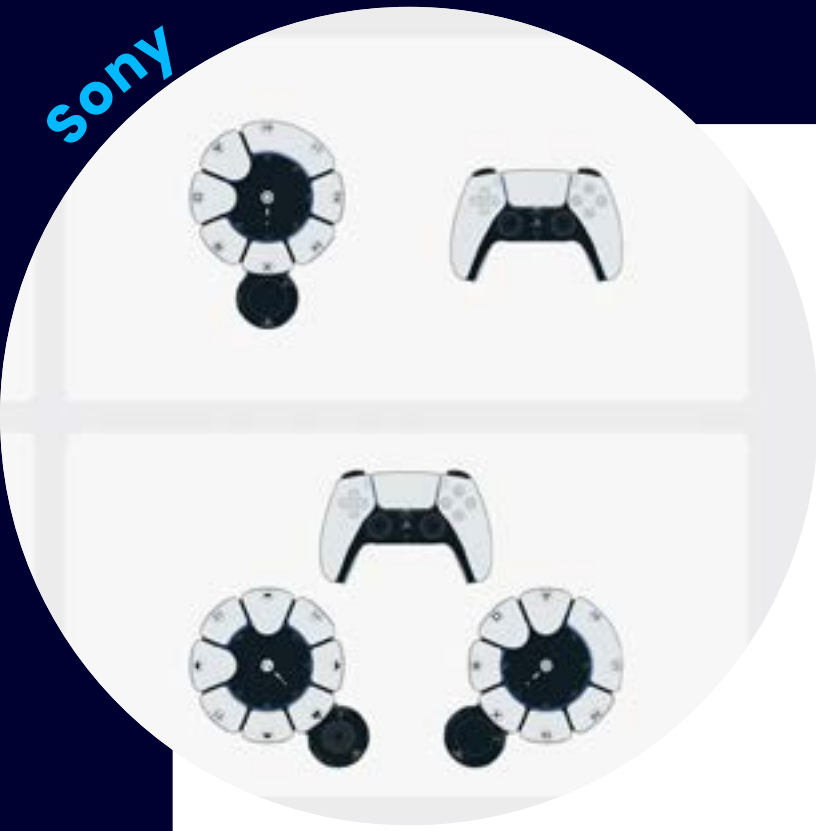


Anthropologie

This clothing brand launched its first adaptive clothing collection in 2024, featuring clothes designed with optional modifications for people who needed them. To design the collection, they partnered with fashion lifestyle brand FFORA, which primarily caters to disabled people.

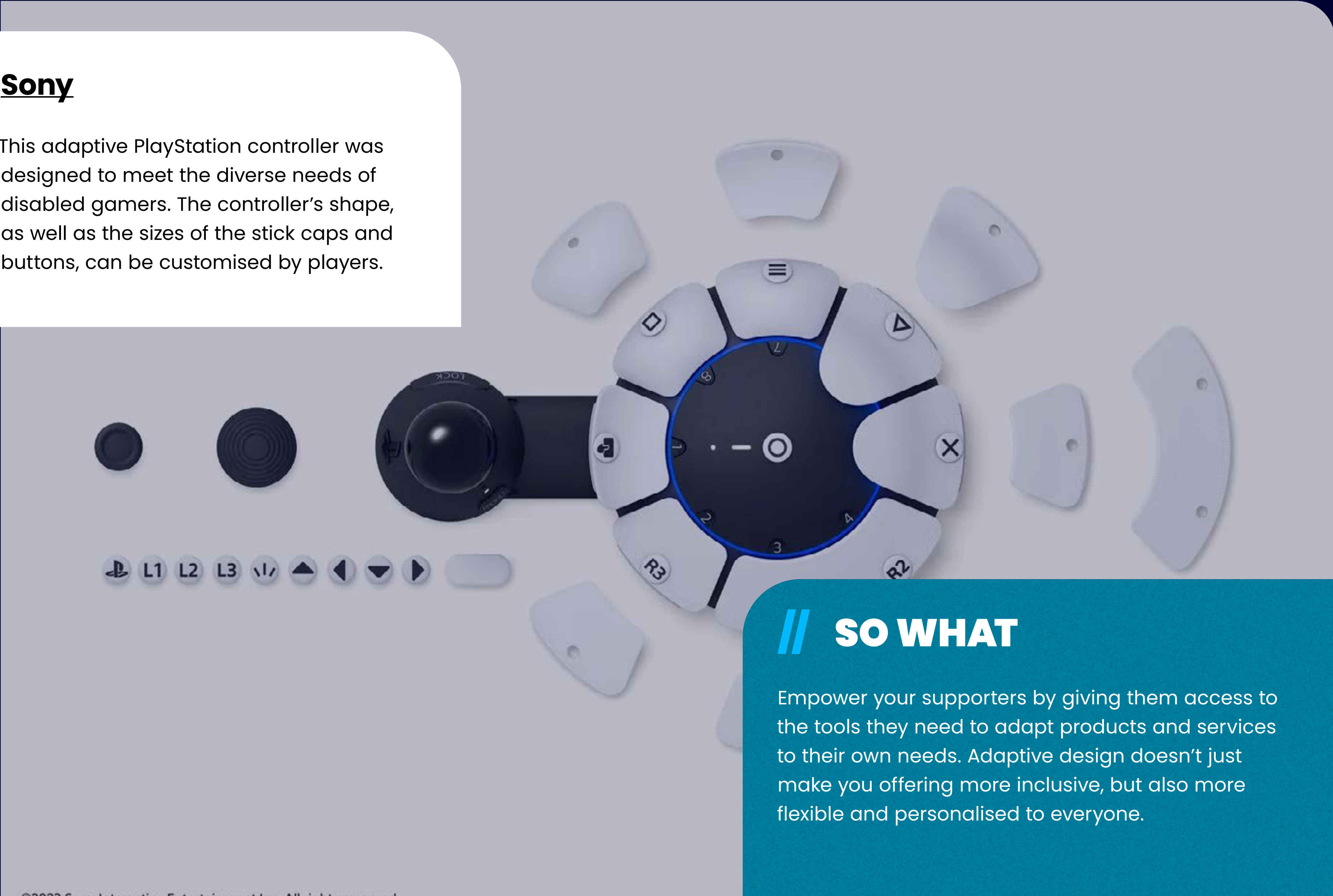


sony



Sony

This adaptive PlayStation controller was designed to meet the diverse needs of disabled gamers. The controller’s shape, as well as the sizes of the stick caps and buttons, can be customised by players.



// SO WHAT

Empower your supporters by giving them access to the tools they need to adapt products and services to their own needs. Adaptive design doesn’t just make you offering more inclusive, but also more flexible and personalised to everyone.

CASE STUDIES

// INCLUSIVE EVENTS

From the London Marathon to Tough Mudder, so many fundraising events involve a high degree of physical fitness. While these are hugely popular and effective fundraising tools, there’s an opportunity to create new, inclusive events, in which everyone, regardless of ability, can participate fully and comfortably. Think about every aspect of your event planning – accessible venues, trained staff, and user-friendly registration methods.



Guide Dogs UK



Guide Dogs UK

In 2022, Guide Dogs launched the UK’s first ever inclusive Christmas Grotto. The event was designed to be fully accessible to kids with sight loss, by offering tactile experiences, sensory-friendly activities, and a welcoming environment.

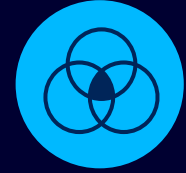
Round the World Challenge



Round the World Challenge

This event supports people with a learning disability to get outside and get active in a way that is flexible and fun. Each hour of activity gets participants closer to their next ‘destination’, with activities ranging from Zumba to walking-rugby to football. There are also Sports Activator, volunteering, and employment opportunities as part of the event.

// AS SEEN IN



CASE STUDIES

Global Citizen



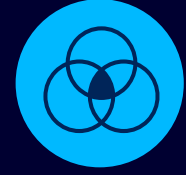
Global Citizen

Developed by Global Citizen and the Rwanda Development Board, the Move Afrika: Rwanda Festival was the first in a series of events aimed at promoting social issues across Africa. The event went out of their way to be inclusive in their employment practices, creating new opportunities for people from local communities.



// SO WHAT

Fundraising events are a great way to connect with broader audiences, who might not otherwise engage with fundraising, and create exciting experiences for your supporters. Create meaningful and memorable experiences for your community, whether that's through mindful fitness challenges, sensory-friendly environments, or strong accessibility measures



CASE STUDIES

// INCLUSIVE WEB DESIGN

Inclusive web design creates a seamless experience for all users, regardless of their needs. Reach a wider audience, drive better UX, and break down barriers for your digital supporters.



British Red Cross



British Red Cross

The British Red Cross has made clear commitments in making sure their website is accessible to all users. The website features clear guidance on how to navigate and use accessibility tools, including instructions for screen readers, keyboard navigation, and adjustable text sizes.

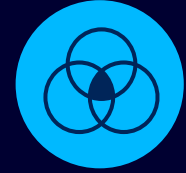
// AS SEEN IN

Colour Contrast



Colour Contrast

The Colour Contrast Accessibility Validator is a tool created to help web designers make sure that their websites meet WCAG (Web Content Accessibility Guidelines) standards for colour contrast, which is crucial for users with sight loss and colour vision deficiency.



CASE STUDIES


UK Home Office



UK Home Office

The UK Home Office has created a series of accessibility posters that highlight best practice for inclusive web design. The posters cover a range of dos and don'ts for designing accessible content across different identities.


use simple colours



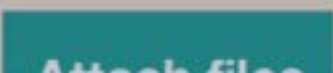
write in plain language

Do this

use simple sentences and bullets



make buttons



Designing for users with dyslexia



Do...

use images and diagrams to support text



align text to the left and keep a consistent layout



consider producing materials in other formats (for example audio or video)



Don't...

use large blocks of heavy text



// SO WHAT

It's not just about being compliant with accessibility standards, but about creating an enhanced user experience for your supporters. Build a welcoming and usable online presence for everyone, to build trust, increase engagement, and break down barriers for your community.

NEW NARRATIVES



NEW NARRATIVES

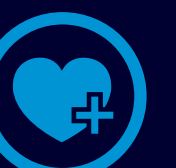
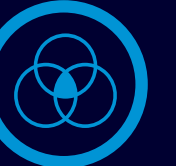
// INTERSECTIONAL NARRATIVES

Stories, along with who gets to tell them, matter – they shape our realities, influence perceptions, and determine how we see ourselves and others. Yet, despite progress in diverse narratives, significant gaps in representation remain. In film, we see **2.2 men for every woman** we see on screen; only **21% of films since 2007** included a BPOC person in a lead role; and only **2.2% of all speaking characters in 2023 films** were depicted as disabled. Behind the camera, it's a similar story. Only **15.2% of film writers in 2023** were women. The same phenomena occur across underrepresented identities, and across mediums – from the film industry to **literature, gaming, marketing,** and even **fundraising.** How are we supposed to create intersectional and diverse narratives if we can't achieve parity in the rooms where stories are created?

We need narratives that go beyond single-issue storytelling, and that embrace the complexities of narratives shaped by various identities. Making sure that diverse and intersectional narratives are showcased is crucial, while greater diversity behind the scenes can help us deliver more authenticity and better reflect people's lived experiences. Let's move beyond the surface and start telling stories that truly resonate with everyone.



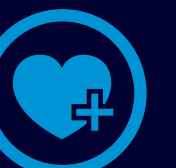
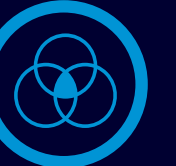
“Only 21% of films since 2007 included a BPOC person in a lead role”



// LANGUAGE

Language isn't just the words we use – it holds serious power. The way we talk, the words we choose, and how we describe identities all **shape the world around us**. Biassed language can reinforce harmful stereotypes and marginalise entire groups, so it's crucial to unbias our everyday communication. This means understanding the historical and cultural connotations of the words we use and making intentional shifts, like adopting gender-neutral terms or decolonising language.

This isn't just about internal culture either; it's about how you communicate with the world. Inclusive language in marketing, fundraising, and external communications builds trust with diverse audiences. And beyond that, consider how your expertise can guide others through this evolving language landscape. Are there overlooked areas where your messaging implies the existence of a mythical normal? It's time to reframe, rethink, and make sure your language reflects the diverse realities of the world.



// UNBIASING DATA

In a world driven by data, it's crucial to recognize that numbers **aren't neutral**. They're shaped by everything from the method and framework used to collect them, the people they're based on, to the people who collect and interpret them. Biased data can reinforce existing inequalities and skew decision-making, leading to outcomes that are anything but fair. For example, as recently as 2019, women only accounted for **40% of participants in clinical trials** for diseases that most commonly affect women, while pregnant and BPOC women were even more likely to be excluded from trials. As a result, the knowledge and available data that we have around women's health continues to suffer.

To build a future where everyone is represented, we need to unbias our data—from how it's collected to how it's interpreted. This means questioning assumptions, challenging stereotypes, and ensuring that the data we rely on truly reflects the diverse realities of our world.

// Resources for Inclusive Research:



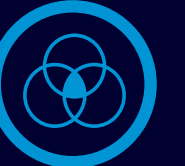
**A Policy Framework for
Inclusive Research Design**
Wellcome Trust, 2023



**The Inclusive
Research Handbook**
SAP Design, 2023



**Why Am I Always
Being Researched?**
Chicago Beyond, 2018



// AUDIENCE VOICE

Your audience's voices and opinions should be represented at every level of your organisation. This isn't just about making your supporters feel like valued members of your community – it's about elevating the voices of people with lived experiences in order to make your narrative and impact as inclusive and intersectional as it can be. No one understands what your audience values and expects from you better than the audience itself. Brands and organisations committed to driving meaningful transformation can open up the conversation, making space for new and varied voices in product development, fundraising, marketing strategies, and more.

It's not performative, it's core to innovation. Ignore these voices at your peril.

"It's about elevating the voices of people with lived experiences"

// TAKING A STAND

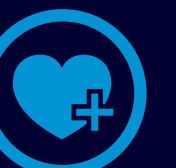
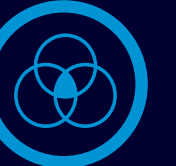
Audiences are craving bold views and values that align with their own. In an increasingly polarised world, people (and particularly younger audiences) want to get behind a cause that's meaningful to them, and expect organisations to be vocal about their values. And while opinions differ about whether or not charities should get involved in the political arena, there's a clear appetite for it—especially among younger people.



In fact, a 2023 report found that **64% of people under 45** support charities campaigning on political issues. This sentiment comes at a time where some charities are doing the opposite: **censoring themselves for fear of public backlash**. But even this backlash can carry a silver lining. We're seeing a trend towards inverse giving, the phenomenon where charities see an influx of donations after getting involved with political issues, whether those are met with criticism or not. A whopping **48% of Gen Z** say they've engaged with inverse giving, compared to 27% of the general public.

Don't shy away from hard-to-navigate narratives, as long as you're prepared to be the unpopular voice in the room. Speaking up and taking a stand is powerful, especially if you want to engage Gen Z and Millennial audiences.

"48% of Gen Z say they've engaged with inverse giving"





Ikea Poland

Ikea Poland has published a Lexicon of Good Language. The guide challenges harmful and exclusionary rhetoric in everyday communication. It was created with seven different NGOs, as part of the ongoing #ChangingTheNarrative campaign. Each section focuses on language related to different groups vulnerable to discrimination.

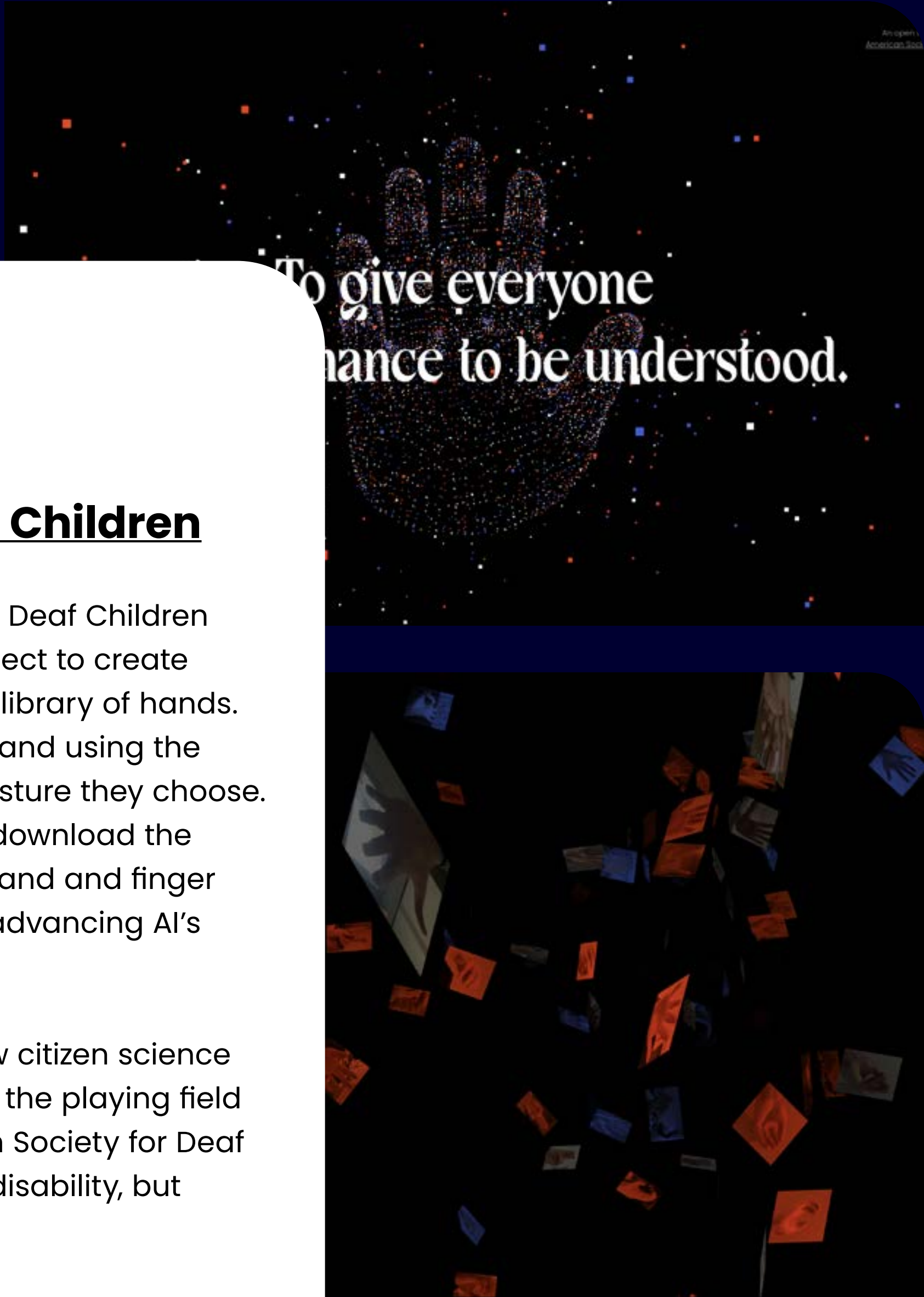
So What: The lexicon highlights the impact that intentional language choices can have on fostering inclusivity and empathy, in the face of an increasingly divided society. It’s designed to encourage people to rethink the terms and phrases they use in casual conversation.



American Society for Deaf Children

April 2023 saw the American Society for Deaf Children launch GiveAHand.ai, an ambitious project to create the world’s largest open-source image library of hands. Anyone can upload an image of their hand using the website and a webcam, in whatever gesture they choose. Researchers and developers can then download the full data-set to create more accurate hand and finger detection models, with the purpose of advancing AI’s sign-language capabilities.

So What: This is a great example of how citizen science can help us unbias data-sets and level the playing field for various consumers. As the American Society for Deaf Children points out: “Deafness is not a disability, but language deprivation is.”





Oxfam

Oxfam has released an Inclusive Language Guide, designed to help the third sector think about how their communication can subvert or inadvertently reinforce intersecting forms of inequality. The guide covers a range of topics, including feminist principles for language use and decolonising language. Its content is drawn from Oxfam’s own expertise, as well as specialist organisations.

So What: Using inclusive language can be a daunting prospect. Standards change quickly, there’s often conflicting reports about what the right terminology is, and it’s hard to find reliable sources. But the charity sector holds so much expertise on this subject – there’s an opportunity for organisations to share their knowledge more broadly, both within and outside of the sector.

✓ IS AFFECTED BY

i To describe a person affected by a mobility without defining health issue.

ected by’ does not
by a health issue and
connotations.

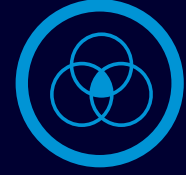
suffers from, is a

✓ MOBILITY IMPAIRED,
PERSON WITH A
MOBILITY/PHYSICAL
IMPAIRMENT

i To describe a person affected by a particular disability without defining them by their particular health issue.

? WHY
Not all people with mobility issues use wheelchairs. The preferred phrases are technically accurate and avoid negative connotations.

✗ WE AVOID
wheelchair-bound, crippled



CASE STUDIES



Pīkari mai

This browser plug-in was created by Māori artist Hāmiora Bailey, and replaces UK royal gossip with news about Indigenous communities sourced from local media publishers. It highlights news stories written by, for, and about indigenous people. Through the plug-in, Bailey hopes to give Indigenous stories and voices a bigger platform.

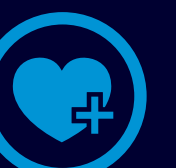
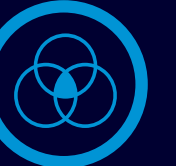
So What: The plug-in is a statement on the importance of media representation, and the need to elevate diverse voices to bigger platforms. By redirecting attention towards Indigenous stories, the plug-in promotes cultural awareness, while challenging the status quo of media consumption.



Visit Philadelphia

The Little Free(dom) Library project in Philadelphia provides free access to banned books by Black authors. The project has since expanded to include banned books by female authors as well. The libraries are designed to give visitors the opportunity to engage with literature that has been subject to censorship, making sure that important voices and stories remain accessible.

So What: The project underscores the importance of preserving access to diverse narratives, particularly those that have historically been silenced. What narratives does your organisation preserve and uplift? How do you make sure that as many people as possible have the opportunity to engage with them?

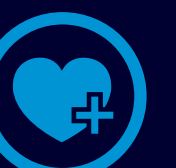
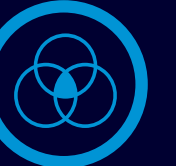




The Manchester Museum

This museum asked 30 community members to curate its new South Asia gallery. The community collective, made up of educators, students, musicians and more, give input on which works should be displayed and what stories should be told and elevated, as part of the museum's recent renovation. The initiative is in response to the fact that many museum items come from colonial-era collecting; as well as the fact that only about **6% of museum staff** identify as BPOC, while visitorship is overwhelmingly white. It is the latest in a series of institutions to hand over creative control to those it represents.

So What: The example of museum curation extends into other forms of storytelling as well: who is telling your story? Who has input, who decides on the medium, and whose voice does it actually represent? Let people with lived experience curate your narratives.



CASE STUDIES

EpilepsieNL



EpilepsieNL

In 2023, in honour of Brain Awareness Week, Dutch epilepsy charity gave its community a vote. First, through their 'Vertel Het Ons' ('Tell Us') campaign, they asked their supporters and beneficiaries to suggest research questions about epilepsy, which were then distilled into a list of 18 questions. They then opened up the polls, and let their community vote to prioritise these subjects, which would then help inform the research focus for the charity over the coming years.

So What: One of the charity's primary goals is to provide accurate and potentially life-saving information for people with epilepsy and their loved ones. They're choosing to trust their beneficiaries to know what information would be most helpful, and handing over the reins.

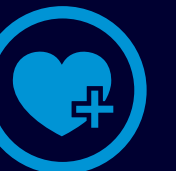
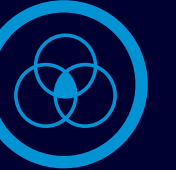
PUMA

VOICES OF A RE:GENERATION

PUMA

Voices of a RE:GENERATION by athletics brand PUMA is designed to incorporate the perspectives of young people into the company's sustainability strategy. After all, it's these generations that will live to see the most significant impacts of climate change for the biggest proportion of their lives. The conference invites Gen Z thought leaders to offer their insights and recommendations on how the brand could improve its sustainability practices.

So What: Young people often feel like their voices aren't being heard regarding environmental or political issues. By actively involving these activists, PUMA hopes to make their impact more accessible and transparent to their community. Make sure you're taking visible steps to make sure the voices of your audience are included in your decision-making process.



CASE STUDIES



Just Stop Oil

Climate group Just Stop Oil has garnered increasing amounts of media attention over the past years. Who could forget the now-iconic image of Heinz soup being flung at Van Gogh’s Sunflowers? Since then, they’ve not let up. From zip-tying themselves to goalposts in the middle of Premier League matches, to blocking departure gates at Gatwick, to disrupting West End performances with emotive speeches.

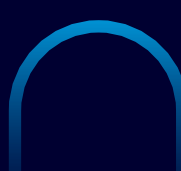
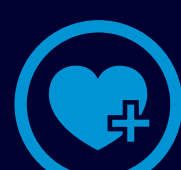
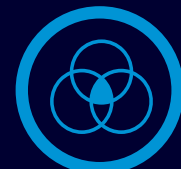
So What: Just Stop Oil’s work hasn’t always made them popular. But that’s not the goal. These are activists that know the clock is ticking on their futures– they’re working to call attention to the problem before it’s too late, whatever the means. Sometimes, taking a stand means accepting that not everyone is going to like you and your methods.



Greenpeace

Shell is suing Greenpeace, to the tune of almost two million dollars, because of a peaceful climate protest they carried out in 2023, in which activists occupied a moving oil platform to protest Shell’s environmental impact. In response, Greenpeace have launched the ‘Stop Shell Appeal’, where they’re raising money for their legal fees. As Greenpeace says: “We will not be silenced. We’re standing up for all our futures in court, but we can’t do it alone.”

So What: Don’t be afraid to take a stand, challenge the status quo and hold powerful actors accountable. They’re standing up for their mission by leading the charge for real, systemic change.



MOBILITY



// ACCESSIBLE SPACES

While many people don't think twice about the accessibility features (or lack thereof) in their day-to-day spaces, disabled people often face exhausting barriers to participation in physical spaces. Seemingly simple daily tasks can quickly become complicated and frustrating, and some events and spaces are entirely off-limits due to poor design. And although the UK has legislation in place to ensure accessibility of public spaces, lived experiences of these places **often differ**.

In the 'Unpacking Identity' section, we briefly touched on the social model of disability – a less-abled body is only seen as such if its environment makes it so. Disabled people become othered by being prevented from accessing and enjoying public spaces.



So what can we do? From lighting, temperature control, and adjustable workstations; creating an accessible space goes beyond having an accessible restroom or access to an elevator. When designing accessible spaces, people's minds often drift to creating inclusive spaces for people using a wheelchair. And while this is obviously important, **80% of disabilities are invisible**, and there's limited guidance tailored to creating accessible space for people with invisible disabilities.

Not sure where to start? **Ask your community.** People with lived experience, who know your environment, without blame or shame. Existing spaces often don't need full-scale remodelling. Small but impactful changes in how space is used and accessed is often key.

“Creating an accessible space goes beyond having an accessible restroom”

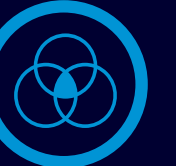
// Guides for Creating Accessible Spaces



How To Design Inclusive Spaces
by Forbes



Accessible Spaces for Invisible Disabilities
by Hidden Disabilities Sunflower



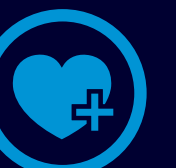
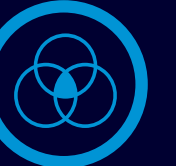


// WAYFINDING AND TRAVEL

It's not just spaces that need to be more accessible – travel between them is key as well. Travel is what connects us to the spaces and experiences that the world has to offer. Yet transport modes, whether public or private, often aren't accessible, even when we think they are. Research finds that up to **99% of local buses in Great Britain** have been issued with an accessibility certificate, but that widespread availability of this transport does not mean that all passengers feel equally confident in their use of them. For example, **35% of people with sight loss** still say they're unable to make journeys with public transport, due to inaccessible information, difficulty finding the correct transport, poorly designed facilities, or the attitudes of the people around them.

“35% of people with sight loss still say they're unable to make journeys with public transport”

And it's not just about physical access – it's the entire journey. From unclear signage to poorly designed apps, even the smallest oversight can turn a simple trip into a daunting challenge. Picture navigating a busy train station without clear audio announcements, or trying to find your way in a new city with inadequate tactile paving. For many, these are the daily realities that limit their access to space and experience. Inclusive travel means considering every touchpoint, making sure that journeys are safe and seamless from start to finish.



CASE STUDIES



LEGO

LEGO

This year, during World Autism Acceptance month, LEGO announced that all of its US and Canada stores will be certified as ‘KultureCity Sensory Inclusive.’ These are safe and supportive environments for visitors with sensory sensitivities. Upon entry, stores provided sensory bags with noise-cancelling headphones, fidget tools, and more.

So What: We need to create more spaces that are accessible for people with invisible disabilities. LEGO’s initiative is a great example of creating inclusive spaces to drive a feeling for belonging and community for all within their stores.

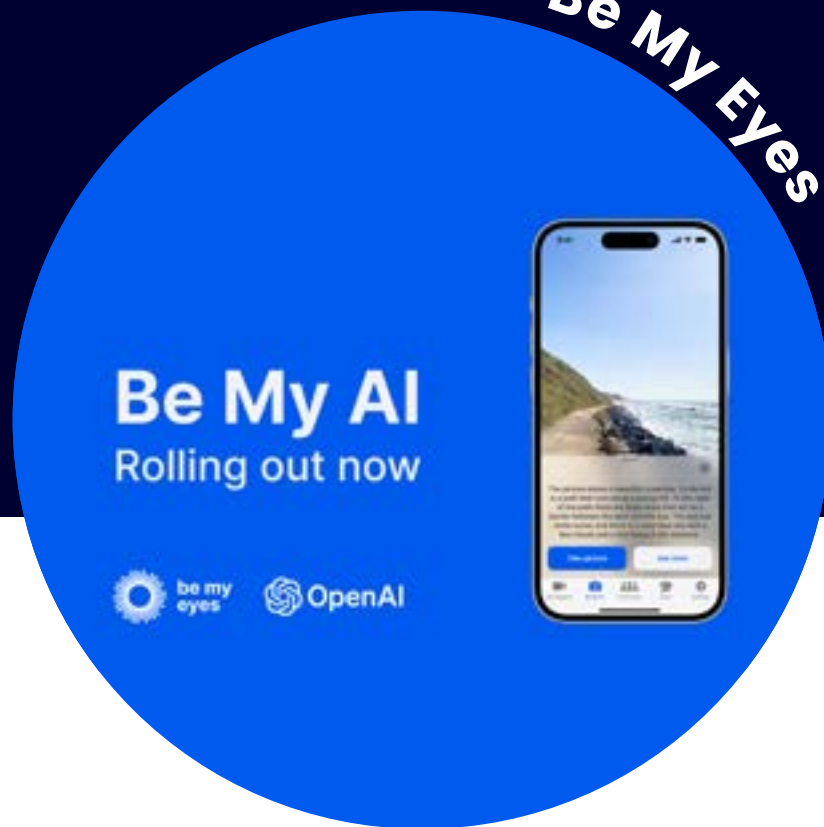


Starbucks

Starbucks

Starbucks is making its ‘Inclusive Spaces’ framework open-source, with the goal of redefining the retail experience for all individuals, regardless of what their accessibility needs are. The framework includes guidelines on design, signage, and staff training, and was designed in collaboration with customers, employees, and accessibility experts.

So What: By opening up their framework to other businesses, Starbucks is encouraging other actors to up their game. The move democratizes access to well-researched guidance on creating safer, more welcoming spaces for everyone. Share your expert knowledge to amplify impact and drive wider societal change.

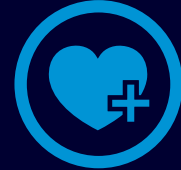
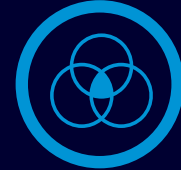


Be My Eyes

Be My Eyes

Be My Eyes, a popular app that connects people with sight loss with sighted volunteers for real-time assistance, has launched a new feature called “Be My AI.” Created in partnership with OpenAI, this tool uses AI image recognition tech to create detailed descriptions of images and surroundings. Users can ask further questions and chat through the results with the AI as well.

So What: Be My AI is a great example of how new technology can better support accessibility features. While these AI solutions may not be perfect, they’re a great way of ensuring support is more widely (and cheaply) available to many.



CASE STUDIES

National Autistic Society



National Autistic Society

In a bid to create more inclusive shopping environments, the National Autistic Society (NAS) launched 'Autism Hour'. The programme encourages retailers to hold a dedicated hour to accommodate the needs of autistic customers. Participating shops dim their lights, reduce noise, and create a calmer environment that helps to reduce sensory overload. The initiative also includes staff training.

So What: This is a great example of how small changes can make a big difference. Of course, in an ideal world, all spaces would be fully inclusive at all times, but this is a great first step for businesses to take. If you're not sure where to start, start small.

Cemento Sol



Cemento Sol

This Peruvian cement company has launched a project that turns sidewalks into navigational aids for disabled people. Using specialised concrete, the sidewalks feature tactile indicators to help individuals with sight loss navigate urban spaces more easily and safely. Cemento Sol also conducted community workshops to teach people how to use the tiles to locate essential services like restaurants, banks, and pharmacies.

So What: Cemento Sol is demonstrating how everyday infrastructure can be adapted in simple ways to create more inclusive spaces. They're thinking creatively about how their existing assets and knowledge can be leveraged to improve accessibility.

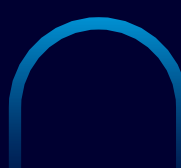
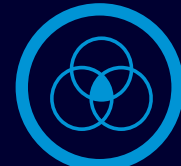
Sunshine Coast Airport



Sunshine Coast Airport

Sunshine Coast Airport has implemented a new wayfinding solution, designed to assist travellers with sight loss. With the help of Bindimaps bluetooth beacons and smartphone sensors, the system guides users through spaces. A natural language audio system describes where they are, and what's around them.

So What: This initiative is a great example of leveraging the technology so many of us already carry in our pockets, in order to transform complex environments into accessible spaces.



CASE STUDIES



RideTandem

RideTandem is connecting passengers, employers, and local transport providers to help people in mobility deserts get to work, and everywhere else they need to be. The startup matches people going the same way around the same time, letting them share taxis for the price of a bus ride. They also partner with local taxi, mini-bus, and coach companies.

So What: The rising cost of fuel and car ownership are making it increasingly difficult for people in mobility deserts to travel to the places they need to get to. They're not just helping people get to work either – it extends to healthcare, education, and leisure. It's a great example of how we can address the challenges that arise when public infrastructure fails to meet community needs.



Chevrolet

In Brazil, just 35% of valid driver's licences are held by women. This disparity is largely driven by financial constraints. Enter Chevrolet: they've launched a campaign to cover the costs of lessons and licences for Brazilian women, in order to increase their mobility and independence, and address the gender disparities in transport.

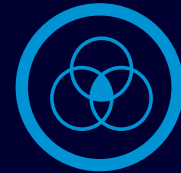
So What: The initiative taps into deeper issues around independence and opportunity. With mobility having such significant implications for employment and other opportunities, the existing disparity serves to exacerbate existing gender divides. Help your supporters overcome the hurdles they face in day-to-day life, to achieve greater autonomy.



Honda

Car company Honda is introducing 'Scenic Audio': an AI-driven app that enhances the travel experience for people with sight loss. Through a combination of computer vision, AI, satellite imaging, and other technology, the provides real-time narration of the surrounding scenery and landmarks. It also includes sounds, terrain, and temperature descriptions.

So What: Travel itself can be, at times, a relaxing experience in and of itself. It can give us time to disconnect and focus on our surroundings, particularly if the journey is scenic. Creating true inclusive experiences in this space goes beyond ensuring mobility – it also involves creating engaging and meaningful experiences.



IMMERSIVE EXPERIENCES



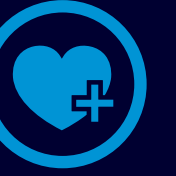
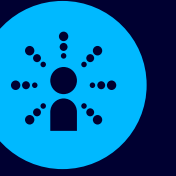
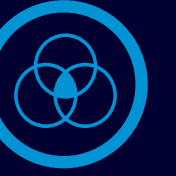
IMMERSIVE EXPERIENCES

// IMMERSIVE EXPERIENCES

Immersive experiences give us new ways of interacting with the world around us. Many of the innovations in this space leverage new technologies, like Artificial Reality (AR) and Virtual Reality (VR) to do so. This tech allows users to experience digital content in both physical and virtual spaces and generates a feeling of genuinely being 'amongst it all'. Whether that's letting the user experience someone else's story first-hand, or letting them dive into a festival from the comfort of their own home.

Right now, the most **significant barriers** to this technology's use are design and cost. People don't want to wear heavy, unwieldy headsets for extended periods of time (or might not be able to), and their exorbitant cost makes them inaccessible to many. Organisations too may shy away from the cost of leveraging this technology. But as it develops, we expect to see this change. Headsets will become more streamlined, comfortable, and accessible to the mass market.

And don't write immersive experiences off because of their perceived cost or prerequisite technological skill – there's plenty of **low-cost and low-tech alternatives** as well. For example, there are cardboard, foldable viewers that can hold a phone screen close to your face, to simulate an entry-level VR experience. There's also mobile immersive apps (think of popular game Pokémon Go) that overlay digital graphics onto the real world, or immersive experiences that leverage projections and soundscapes to create scenes instead.



IMMERSIVE EXPERIENCES

Broadly, we're seeing immersive experiences fall into **three key opportunity areas**:

Empathy

Immersive first-person experiences could be used as tools to raise awareness and build empathy and understanding for those with different life experiences. For example, experiences may manipulate a user's field of vision to mimic sight loss, or place a user in an environment they'd otherwise never experience, like a refugee camp. Research has shown that people undergoing immersive first-person experiences show **more positive, longer-lasting attitudes** towards the subject than their narrative-based counterparts. Similarly, this concept can be applied to the inclusive design process: picture an architect experiencing their own design through the eyes of a disabled person.

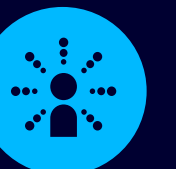
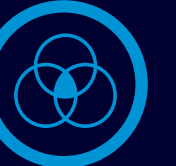
Improving Access

Efforts to create inclusive spaces can often be hampered by physical limitations. From mobility requirements, social anxieties, or lack of access to transport, there's plenty of reasons why access to some spaces or events may remain limited. Although immersive experiences aren't a substitute for accessible spaces, they could help overcome some of the limitations of physical space. This could be travelling to some of the world's most iconic spaces from your sofa, or it could help make those spaces more accessible IRL. These immersive devices can act as real-time assistive technology by, for example, generating live subtitles for conversations.

Interaction

Unlike two-dimensional communication channels, immersive technology has the power to replicate in-person, human interactions. It can help reduce barriers to participation in everything from social experiences to public services.

"Immersive technology has the power to replicate in-person, human interactions"

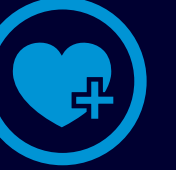
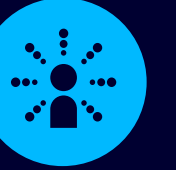
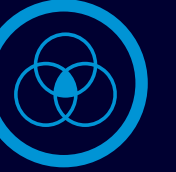
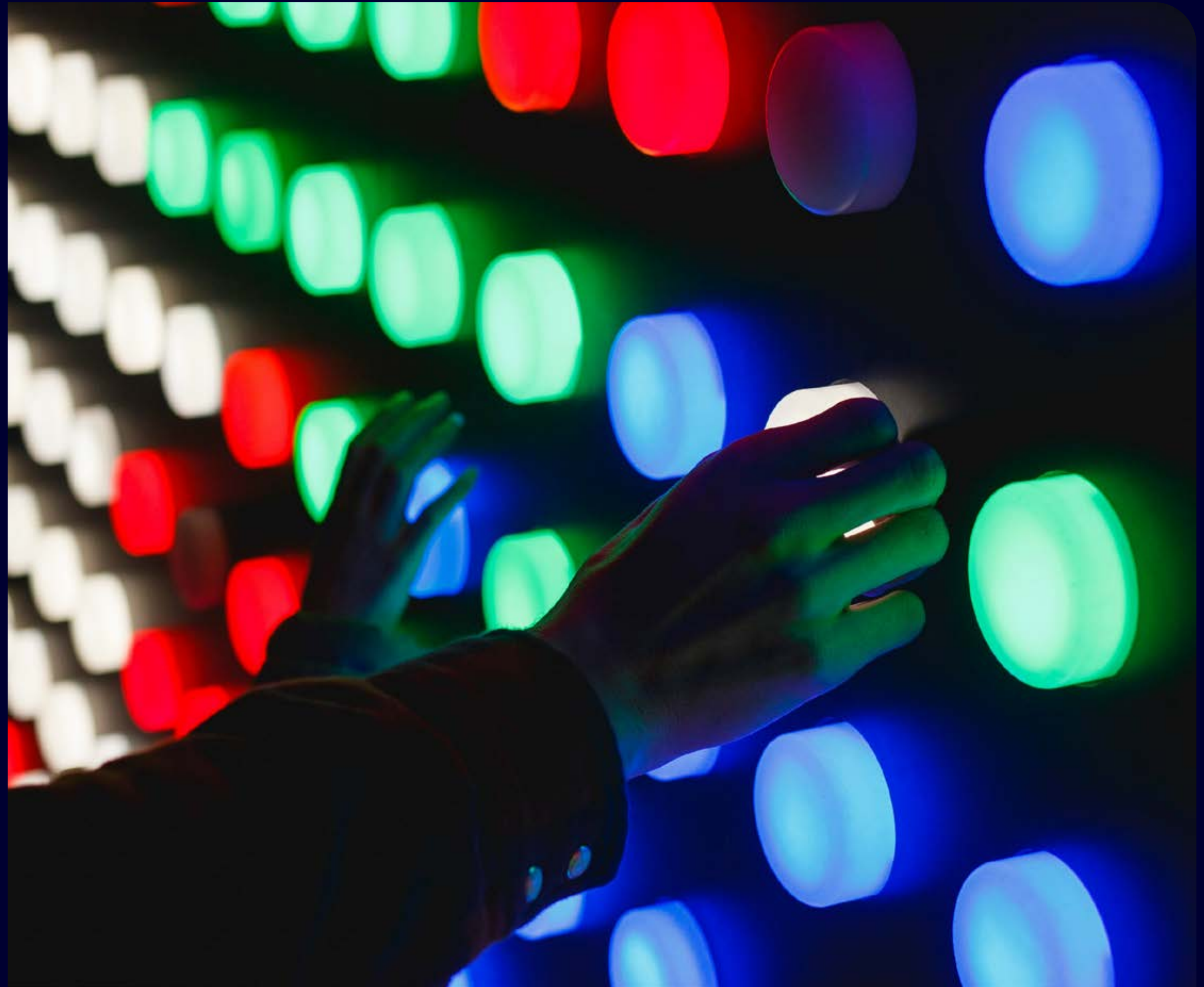


IMMERSIVE EXPERIENCES

// ULTRA-SENSORY

Technology or other first-person experiences aren't the only way you can tap into the benefits of immersion. Ultra-sensory experiences harness the power of touch, sound, smell, and taste to create inclusive environments where everyone can fully engage, regardless of their abilities. By focusing on these sensory elements, charities can design events that aren't just accessible, but immersive and fun for everyone. Imagine a club night where the rhythm of music is felt through vibrations of bass, letting hearing and hard of hearing participants party together; or a tactile museum exhibit where people with sight loss can explore art through touch.

These experiences don't just cater to specific needs – they enhance the overall experience for every participant. Your audiences want to be surprised and delighted. In fact, **83% of people** are actively seeking out experiences that bring them joy and happiness. And **nearly half of people** explicitly say they want to avoid things that are predictable and formulaic. Engage the senses in thoughtful, innovative ways to create memorable, inclusive events that resonate with every supporter and let you engage a broader audience.



CASE STUDIES

Alzheimer's Research UK

A WALK THROUGH DEMENTIA

Alzheimer's Research UK

'A Walk Through Dementia', developed by Alzheimer's Research UK is a Virtual Reality app which allows users to look at everyday life through a new lens. The experience, which can be seen through the app or on YouTube, uses a combination of computer generated environments and 360 degree video sequences to immerse users in the reality of day-to-day life for people with Alzheimer's. It has been downloaded more than 10,000 times.

So What: Creating empathy-inducing immersive experiences doesn't always mean investing in expensive, flashy technology. This is a great example of how charities can leverage VR without investing in expensive headsets or technologies – the app functions as a standalone, or can be used with a cardboard headset in which to place your smartphone.

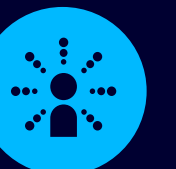
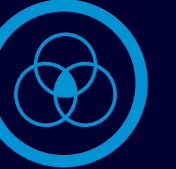
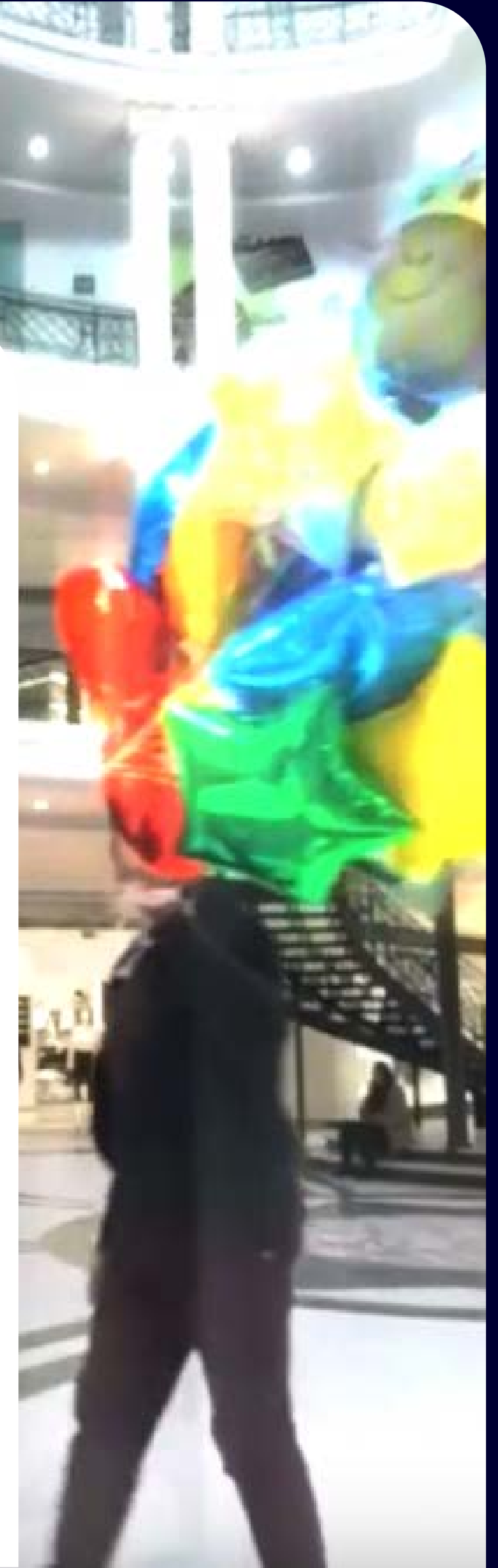
National Autistic Society



National Autistic Society

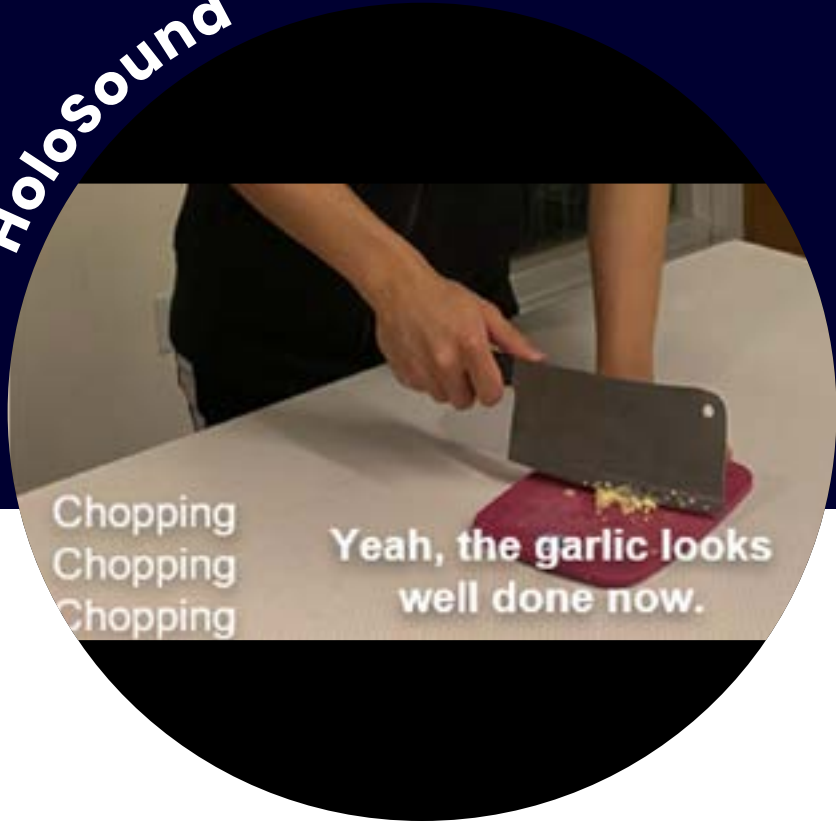
The National Autistic Society (NAS) created an innovative Virtual Reality (VR) experience that lets users experience what it's like to live with autism. The VR simulation, part of the 'Too Much Information' campaign, immerses users in everyday scenarios that can be overwhelming for people with autism, like walking through a busy shopping centre. It was designed to foster empathy and understanding.

So What: This campaign illustrates how immersive technology can be used to create impactful educational tools to drive inclusivity and empathy. Let people see the importance of your mission first-hand by helping them experience your narrative in a more engaging way.



CASE STUDIES

HoloSound

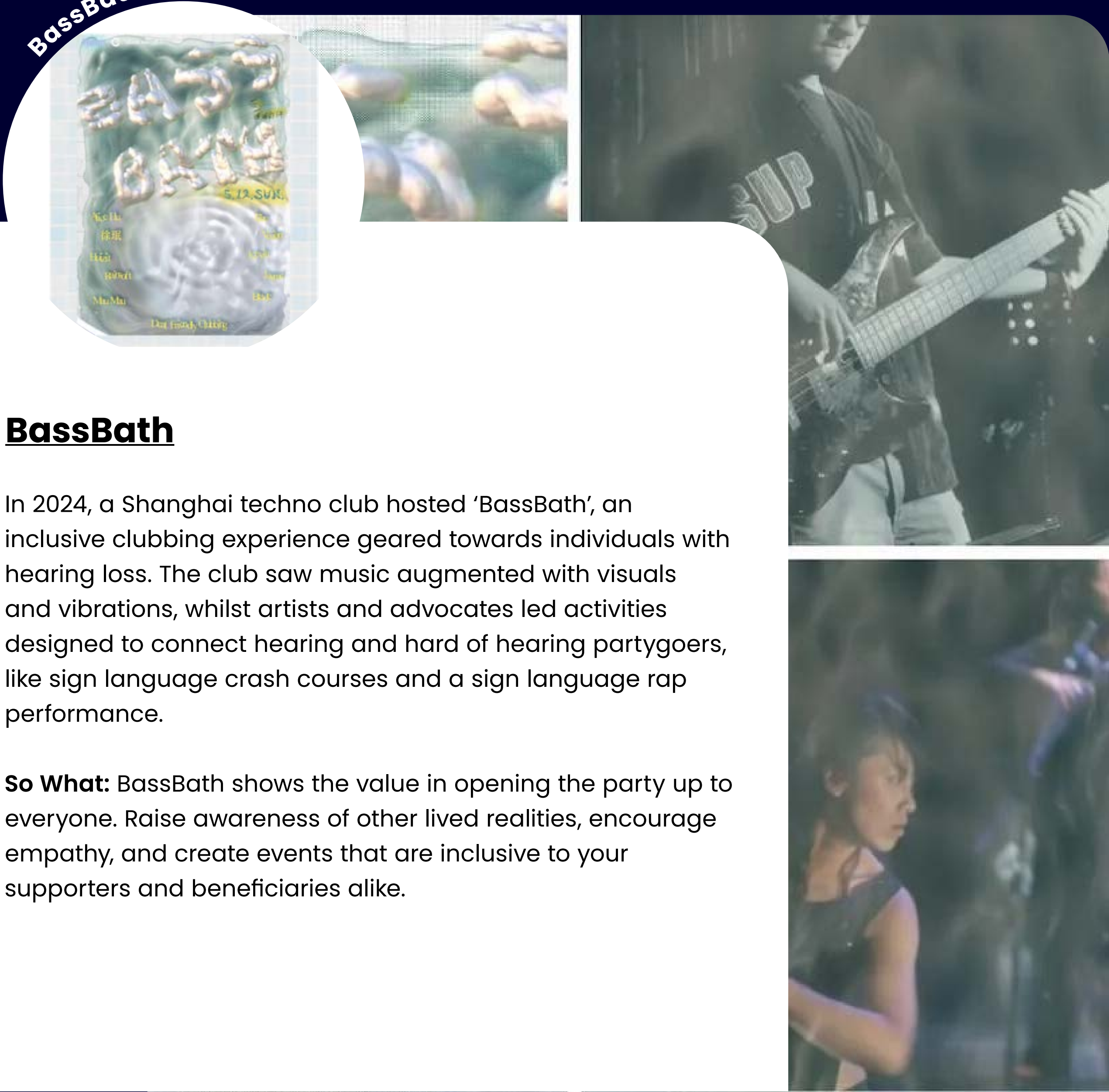


HoloSound

HoloSound is designed to create more inclusive experiences for people who are hard of hearing. The project uses a combination of Augmented Reality (AR) and spatial audio technology to visualise and localise the sounds of an environment. Through the use of AR glasses or smartphone apps, users can ‘see’ sound as visual cues, helping them to better understand their surroundings and engage more fully in social interactions and public spaces.

So What: HoloSound is an example of how immersive technology can be leveraged to create more inclusive environments for disabled people. It highlights the potential of tech-driven solutions for addressing the real-world challenges of your beneficiaries.

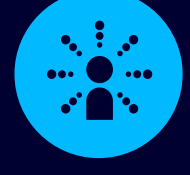
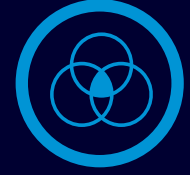
BassBath



BassBath

In 2024, a Shanghai techno club hosted ‘BassBath’, an inclusive clubbing experience geared towards individuals with hearing loss. The club saw music augmented with visuals and vibrations, whilst artists and advocates led activities designed to connect hearing and hard of hearing partygoers, like sign language crash courses and a sign language rap performance.

So What: BassBath shows the value in opening the party up to everyone. Raise awareness of other lived realities, encourage empathy, and create events that are inclusive to your supporters and beneficiaries alike.



CASE STUDIES

Kunstmuseum Den Haag



Kunstmuseum Den Haag

This Dutch art gallery has created ultra-sensory installations to engage visitors with dementia and their carers. The tours emphasise a multi-sensory approach, incorporating touch, sound, and smell. Scents related to the artworks are used to evoke memories and drive conversations among participants. The guided tour runs once a month, and is part of a broader initiative to make the gallery more inclusive and accessible.

So What: By designing tours that engage multiple senses, the gallery accommodates the needs of people with dementia, while enhancing the overall experience for all visitors. Incorporate this multi-sensory approach into your events and communications where you can, to create more engaging experiences.

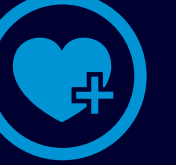
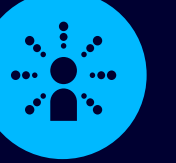
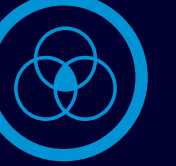
Louvre



Louvre

The Louvre museum offers specially-designed tactile and multi-sensory tours for people with sight loss that allow visitors to explore the museum's masterpieces through touch and other sensory experiences. These tours include the use of 3D-printed reproductions of famous sculptures and reliefs, which visitors can feel, along with detailed verbal descriptions provided by trained guides.

So What: How are you making your assets and sites accessible to broader audiences? Bring your story to life in more ways than one by tapping a multi-sensory approach, and give a wider range of audiences the opportunity to connect with your history and mission.



CONSCIOUS EXCLUSION



CONSCIOUS EXCLUSION

Until now, we've talked about wanting to design for everyone. But what if creating a safe and inclusive space for your supporters means willfully choosing to exclude some audiences? We see this debate playing out in a number of public debates at the moment.

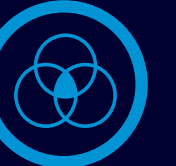
// NEW TALENT

First, we've got workplaces and talent. Over the past few years, we've seen the debate around inclusive hiring practices, **and quotas in particular**, rage on. Are these a way of promoting diversity in the workplace, or do they result in unqualified candidates taking positions away from qualified ones? In fact, the presence of diversity, whether it's in an office, on a screen, or on a ballot, can result in outcries of people complaining that quotas have unfairly tipped the scales and handed out a reward that wasn't deserved. This argument usually comes with assumptions about what exactly a qualified candidate looks like, and who doesn't fit the part.

Quotas, or conscious exclusion, are **unlikely to solve this cultural issue on their own**. They're a diversity quick-fix. What companies should be asking is if their hiring practices promote a diverse workforce, and if their diversity is breaking down somewhere

in the promotion process. But unfortunately, hiring inequalities show that too many companies aren't asking themselves the right questions yet. The unemployment rate for Black adults is **two times higher** than for white adults, while **38% of women in employment** work part-time, compared to 14% of men. Meanwhile, only **22% of jobs in the UK** are advertised with flexible working options, excluding a significant number of people whose needs may exclude them from applying to these jobs in the first place.

The charity sector isn't exempt from these issues. In the charity sector, chief executives are **twice as likely as the wider population** to have gone to private school, rising to three times as likely for the biggest organisations. And while women make up **68% of employees** in the sector, larger and more established charities are **mostly led by men**. Yet having more diverse voices on your team creates opportunities to create more inclusive products and services, by elevating the voices of those with lived experience. To address these issues at the core, we need to focus on amplifying the opportunities for marginalised communities, who may need more help to overcome the barriers they face to employment. Does that mean consciously excluding some people from inclusion efforts?



CONSCIOUS EXCLUSION

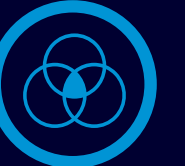
// SAFE SPACES

Secondly, there's a debate ongoing about safe spaces – who has the right to have them, and are they allowed to exclude some to provide a more inclusive space for others? The concept of safe spaces was popularised among the **LGBTQIA+ community in the 1960s**. Today, these are places – physical and digital – where marginalised people can feel free to express themselves without fear of hostility. For marginalised groups, these places can be havens of peace, self-expression and tranquillity. The need for these is well-documented. For example, LGBTQIA+ and female streamers have to contend with '**hate raids**' on Twitch, which are coordinated attacks of harassment from anonymous users.

But these safe spaces can cause controversy too. There have been **calls by some to exclude trans women** from 'women-only' spaces, despite the negative and harmful implications for trans women, as well as for cisgender women who do not conform to typical expectations of 'feminine representation'. This year, a women-only lounge in an Australian art museum (more on this in the case study section) was **ordered to open up their space to men**, as it was deemed unequal to have a siloed space for one gender. Meanwhile, gentlemen's clubs in the UK are slow to open their doors to women (although **The Garrick recently voted in favour**).

We can see the same tensions play out in the charity space. Cancer Research UK's Race for Life was historically a women-only fundraising event, in order to create a safe, non-competitive environment (more on this in the case study section as well). In 2019, it **opened its doors to men**, after finding that its supporters wanted ways to come together with family and friends to support. Conscious exclusion can have its benefits for creating safe spaces, but it is still exclusion. How do you balance the need to foster inclusive, safe environments for your supporters, without excluding broad swathes of people who might equally want ways to support your product?

Both strategies – exclusive and inclusive – offer unique benefits to your supporters and beneficiaries. It's crucial to be mindful of which audiences you're including and excluding, intentionally or not, to make sure your approach aligns with your mission and values. Balancing these strategies can help you create spaces that are both welcoming and empowering, tailored to the needs of your diverse audiences.



CASE STUDIES

// NEW TALENT

Creating equal opportunities in the workplace is essential for building a diverse and inclusive sector. Actively recruit, train, and support individuals from diverse backgrounds to tap into talent that is often overlooked. This not only promotes inclusion, it also brings fresh perspectives and innovative ideas into the workplace, and can make the sector a more inclusive place for people with lived experience. Gain a better understanding of broader audiences and your own beneficiaries by elevating diverse voices, and drive higher impact of your products and services.



Transpire Talent



Transpire Talent

In the UK, a third of employers are still less likely to hire a trans person (despite this being illegal). This recruitment agency aims to bridge those gaps and helps trans people through the recruitment process. Drawing on the experience of their trans leadership team, they're able to better understand the specific issues that trans people face. For instance, trans people are more likely to have gaps on their CV where they've taken out time to transition, but may be unsure of the best way to communicate that to potential employers.

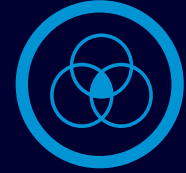
Cafe Where Ordering Takes Time



Cafe Where Ordering Takes Time

This touring, pop-up establishment was founded to help young people with a stutter gain confidence and potentially land a job in the hospitality industry. By setting customer expectations in advance, the cafe is a relaxed and accepting environment where servers who stutter or stammer are given time and space to finish their sentences. To destigmatise overlooked communities, we need to create work environments where people are given the opportunity to thrive.

// AS SEEN IN



CASE STUDIES



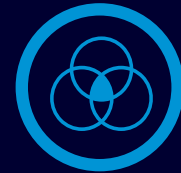
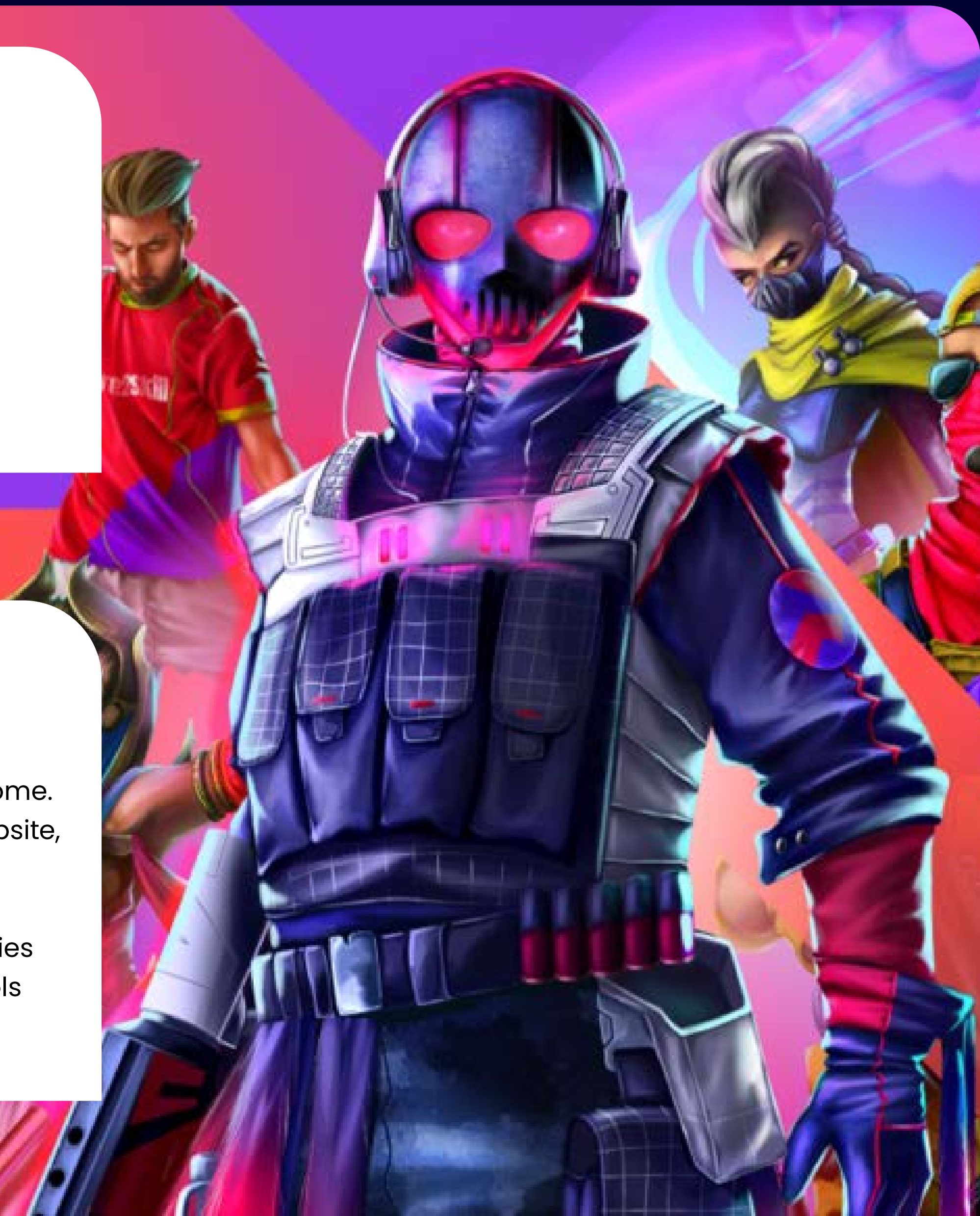
eJobs.ro

Score2Skill is a tool that translates gaming skills into job skills, hoping to improve recruitment for gamers. An algorithm transforms soft gaming skills into measurable performance scores that gamers can use in their CVs. Get creative with how you're empowering your supporters, as well as potential jobseekers, to find new employment opportunities.



Canadian Down Syndrome Society

This charity partnered with LinkedIn to develop Inplayable – an employment resource on LinkedIn for people with Down syndrome. People with Down syndrome can fill out a brief form on the website, where there are also coaches on hand to help build LinkedIn profiles. Next, job seekers are added to the Inplayable network, where potential employers can find them. Help your beneficiaries overcome barriers and misconceptions by giving them the tools they need to represent themselves.



CASE STUDIES



New Curators

Aiming to knock down barriers in the art world, this free, one-year training program for curators specifically caters to people from lower socio-economic bands. Trainees will receive a full-time employment contract for a year, and be paid a living wage. The programme hopes to train a new generation of curators that can better make sure that art connects with everyone, regardless of their background.

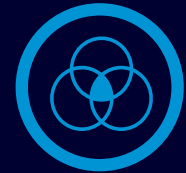
Slack

In 2022, Slack partnered with the Aspen Institute to publish a playbook to help other companies to hire formerly incarcerated workers. The work covers topics like legal and HR hurdles, workplace culture, and internal policies. It's not enough to tackle these issues within your own organisation – how can you leverage your expertise to help others overcome this problem as well?



// SO WHAT

For the charity sector, and the professional market at large, to reflect society better, we need to elevate new voices that can challenge dominant narratives and viewpoints. We need people that can make sure our products and services are designed with everyone in mind, and can understand the needs and preferences of broader audiences. Space needs to be made through equity and understanding. If groups of people are underrepresented in your organisation, or the industry in general, now is the time to figure out how you can give them a leg up.



CASE STUDIES

// EXCLUSIVE SPACES

These spaces are environments deliberately designed to cater to specific groups, to provide them with a safe and supportive atmosphere. The concept of conscious exclusion here serves to make sure that certain groups can connect, feel safe, and express themselves without external pressure. It's not just about physical spaces; it extends to tailored campaigns and fundraising products that acknowledge and cater to the unique needs of your supporters.



// AS SEEN IN

Merky Foundation



Merky Foundation

British rapper Stormzy has opened a multipurpose centre, Merky FC HQ, in London designed to offer opportunities for young Londoners, particularly those from marginalised backgrounds. The centre is a safe space for young people to learn, create, and develop their talents across football, music, and gaming.

Durex



Durex

Durex has launched a campaign to create safe spaces for discussions about gender identity and sexual health, particularly for LGBTQIA+ individuals. The campaign created 'Rainbow Classrooms', where people could openly discuss their experiences and concerns without fear of judgement or exclusion.



CASE STUDIES



Museum of Old and New Art (MONA)

This Australian museum introduced the “Ladies Lounge” exhibit, which was initially only open to women. The space was designed to address gender inequality to create a place where women can relax and connect away from the male gaze. Especially considering the amount of spaces that remain men-only. After being ordered by a tribunal to open the space up to

the public, they moved the exhibit to the women’s bathroom. The initiative raises questions about the necessity and value of exclusive spaces in a world that often marginalises certain groups. According to its founder, the lounge was meant to evoke “in men the lived experience of women forbidden from entering certain spaces throughout history.”

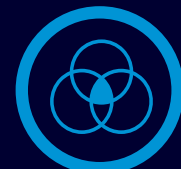


Cancer Research UK

The Race for Life was initially designed as a series of women-only fundraising events. According to the organisation, its research historically showed that the product was made special by its unique women-only atmosphere. In 2019, after extensive reviews, they opened the race up to everyone, as supporters began to indicate that they would be motivated to take part in mixed family and friends groups. Opening events up to everyone sometimes offers greater avenues for connection between supporters, as well as more ways for broader audiences to get involved with your mission.

// SO WHAT

Exclusive spaces can be essential for creating environments where specific groups can feel safe, supported, and empowered. Especially in a world where marginalised groups often don’t have access to the same amount of spaces and opportunities as others. But there’s value in opening the party up to everyone as well. Both of these strategies have value in different ways, and offer different benefits to your supporters and beneficiaries. Think carefully about which audiences you’re including and excluding, both intentionally and unintentionally.



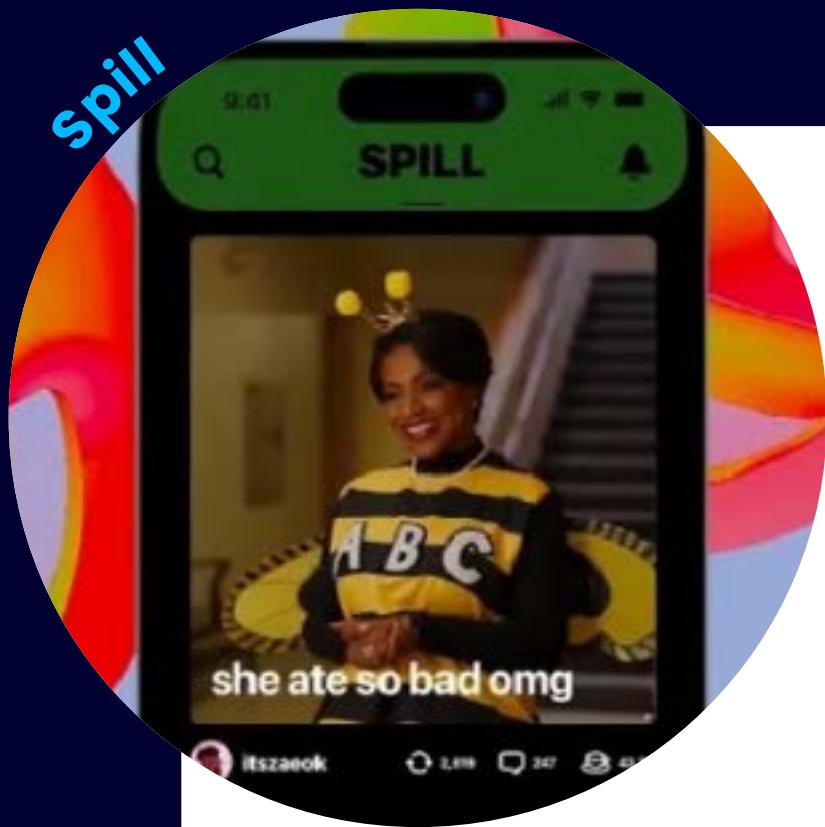
CASE STUDIES

// DIGITAL COMMUNITIES

In an increasingly digital world, we need to bring our safe spaces online. A whopping 74% of LGBTQIA+ people currently express concern over the lack of safe digital spaces for their community. Along with other marginalised groups, they often face significant hostility online, which can make finding supportive and inclusive environments a challenge. Digital safe spaces are exclusive online platforms designed to provide these groups with a secure environment to connect and find support, without fear of judgement.

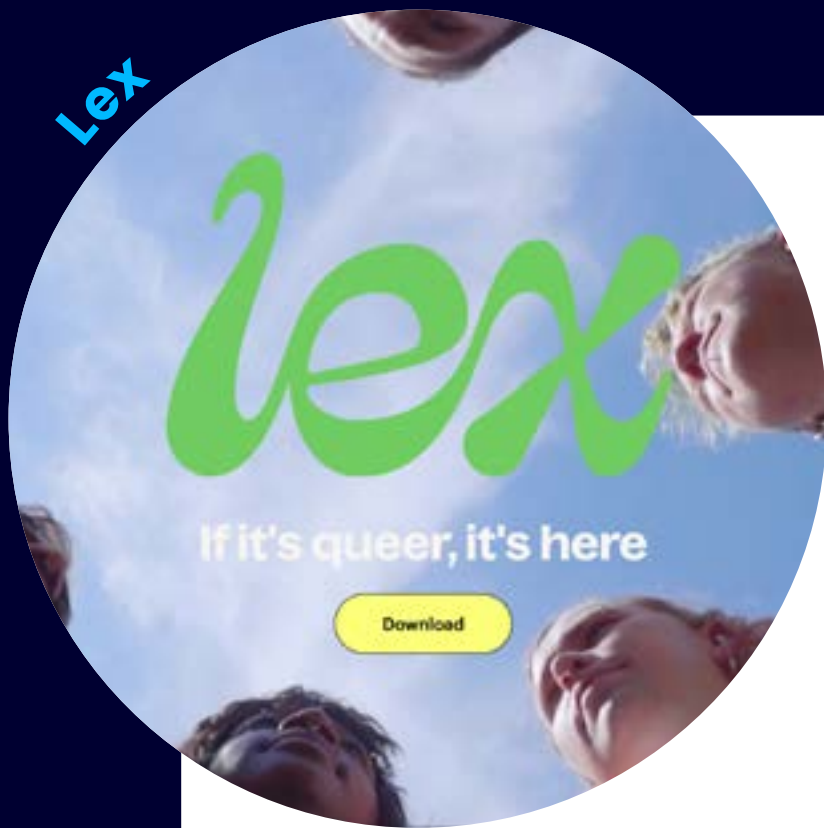


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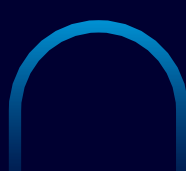
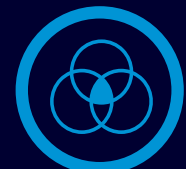
Spill

This Twitter alternative app is specifically designed for the Black community and other marginalised groups. It's a visual conversation platform that lets users share their thoughts and experiences in real-time. Currently, the platform is invite-only. The feature isn't designed to foster exclusivity, but to maintain a safe environment for the marginalised groups that use it.



Lex

Lex is a text-based social platform specifically designed for LGBTQIA+ people. The platform hosts event information for local LGBTQIA+ communities, from queer trivia groups to t2t tea parties, to connect people within the community.

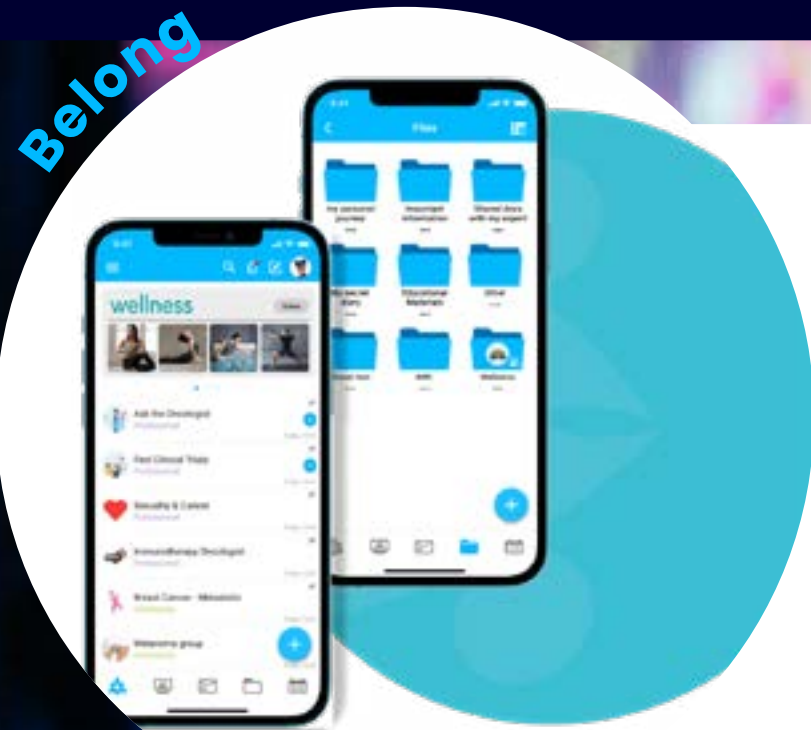


CASE STUDIES



Paidia Gaming

This inclusive online gaming community focuses on creating a safe space for women and other marginalised gamers. The platform offers a harassment-free environment, where players can enjoy gaming, connect with others, and participate in tournaments and events. The group also works to promote inclusivity in the gaming industry at large.



Belong

This professional and social network for breast cancer patients lets people find support and information, while giving them an opportunity to record their journey. It also offers support groups for different communities, with over 100k downloads.



Reddit

Anyone who has spent time on subreddits will know that many threads are inundated with toxic comments. Fed up with the negativity, some members are starting Low-Sodium threads (low-sodium, as in low salt... Get it?), where people gather in a more positive way.

// SO WHAT

Provide your communities with the support and connection they need in an often hostile online environment. Leverage your expertise to create online safe spaces for your community, whether it's your supporters or your beneficiaries (or both!). There's plenty of ways to tap into this without creating your own social network as well - from LinkedIn groups to Reddit threads and Discord communities.



// DESIGNING FOR CARERS IN THE WORKFORCE

For parents and carers, juggling responsibilities at home and in the office is becoming increasingly taxing. Parents are **more likely to both be employed** than they were 20 years ago; the boundaries between home and office are blurring as we **increasingly work remote**; and **skyrocketing childcare costs** are so high that they're actually pricing people out of work. Meanwhile, women continue to **shoulder the brunt of caring responsibilities** at home, due to social stigmas and **institutional barriers that don't encourage the equal sharing of caring responsibilities**.

Designing inclusive workforces for parents and carers isn't just about offering them a few extra days off or letting them flex their hours – it's about breaking down structural barriers both inside and outside of your own organisation.

“Parents are more likely to both be employed than they were 20 years ago”



We've talked about designing inclusive workforces for everyone across a number of previous reports. From how to build belonging at work to designing for ageing workforces, check out our previous relevant reports here:



[The Future of Ageing, 2022](#)



[The Future of Belonging & Inclusion, 2022](#)



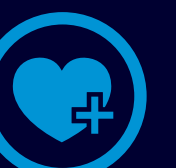
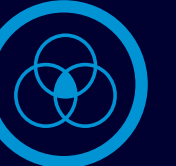
[Millennial Parents Horizon Scan, 2023](#)



[The Future of Men, 2023](#)



[Gen X Horizon Scan, 2024](#)



CASE STUDIES



Grandparents' Leave

With people living longer and retiring later, workforces are more multigenerational than ever before. Since the pandemic, companies including Booking.com have introduced a new perk to their family policies: grandternity leave. The policy gives paid time off to employees at the birth or adoption of a grandchild, allowing them to help and support their families with care, as well as bond with their grandkids.

So What: As we prepare for ageing workforces over the coming decades, we need to prepare for changing employee needs and preferences. Re-evaluate your benefit offer to recognise different models of care.



AirAsia

Breastfeeding carers in the airline industry often struggle to find time and private space to pump breast milk during and between flights. Often, this can lead to carers taking extended unpaid parental leave, or dropping out of their careers altogether. In response, AirAsia has announced a Moms-on-Duty kit, which includes a nursing cover that matches the airline's uniforms, as well as a practical handbook with guidance on how to access support.

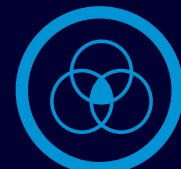
So What: Many workforces have a number of hidden or unseen barriers to being a working parent, especially for women. We need to design solutions that adequately address these pain-points, in order to retain this talent.



Jesse's House

Jesse's House is a co-working nursery in London. The private members' club is specifically designed for working parents with young children. Facilities include a gym, restaurant, co-working space, and on-site childcare for young kids.

So What: This coworking space recognises that a sense of community and support can help parents find a better balance between home and work life. And while it's a great initiative, its membership fees make it an unattainable luxury for the UK carers struggling with childcare expenses. What accessible solutions can you create to help working parents find a better work/life balance?



HEALTH AND LIFESTYLE





// SPORTS

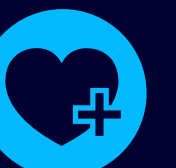
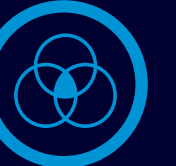
Everyone should have the opportunity to be actively involved in whatever sport they choose, in whatever capacity they choose. But a tale of missed opportunities still exists. Sports and clubs all over the UK are missing out on potential players, both through a prevalence of social stigmas and a lack of inclusive accommodations for all identities.

“Only 30% of parents believe playing sports is very important for their daughters”

For example, only **30% of parents** believe playing sports is very important for their daughters, compared with 41% of parents for their sons. This, in combination with a series of other social factors, means that in puberty, **1.3 million girls** who once loved sport are disengaging. By the time women reach midlife, they suffer from the cumulative impact of decades of limiting gender stereotypes. **84% of inactive women** at this life stage want to be more active, but struggle to find opportunities to do so.

Many simply don't know where to start. Similarly, disabled people or those born with a long-term health condition are **twice as likely to be physically inactive**, compared to those without. Too many sports don't have the accommodations in place to welcome people who may who may require specific accommodations. There shouldn't be any assumptions that specific demographics, from women and girls, disabled people, and older populations, can't be active. We need to focus on breaking down these stereotypes.

We've already spoken about making events more inclusive. Does your organisation run any mass participation events focussed on physical activity? Broaden their appeal by making sports more accessible and inclusive to everyone.



CASE STUDIES



Rapha

British cycling brand Rapha has teamed up with London's Cycle Sisters to create cycling-specific performance gear for Muslim women. The collection was launched after focus groups revealed that Muslim women often resorted to wearing men's cycling gear to achieve a more covered fit, and includes a performance hijab, long jerseys, and ankle-length padded pants.

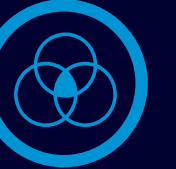
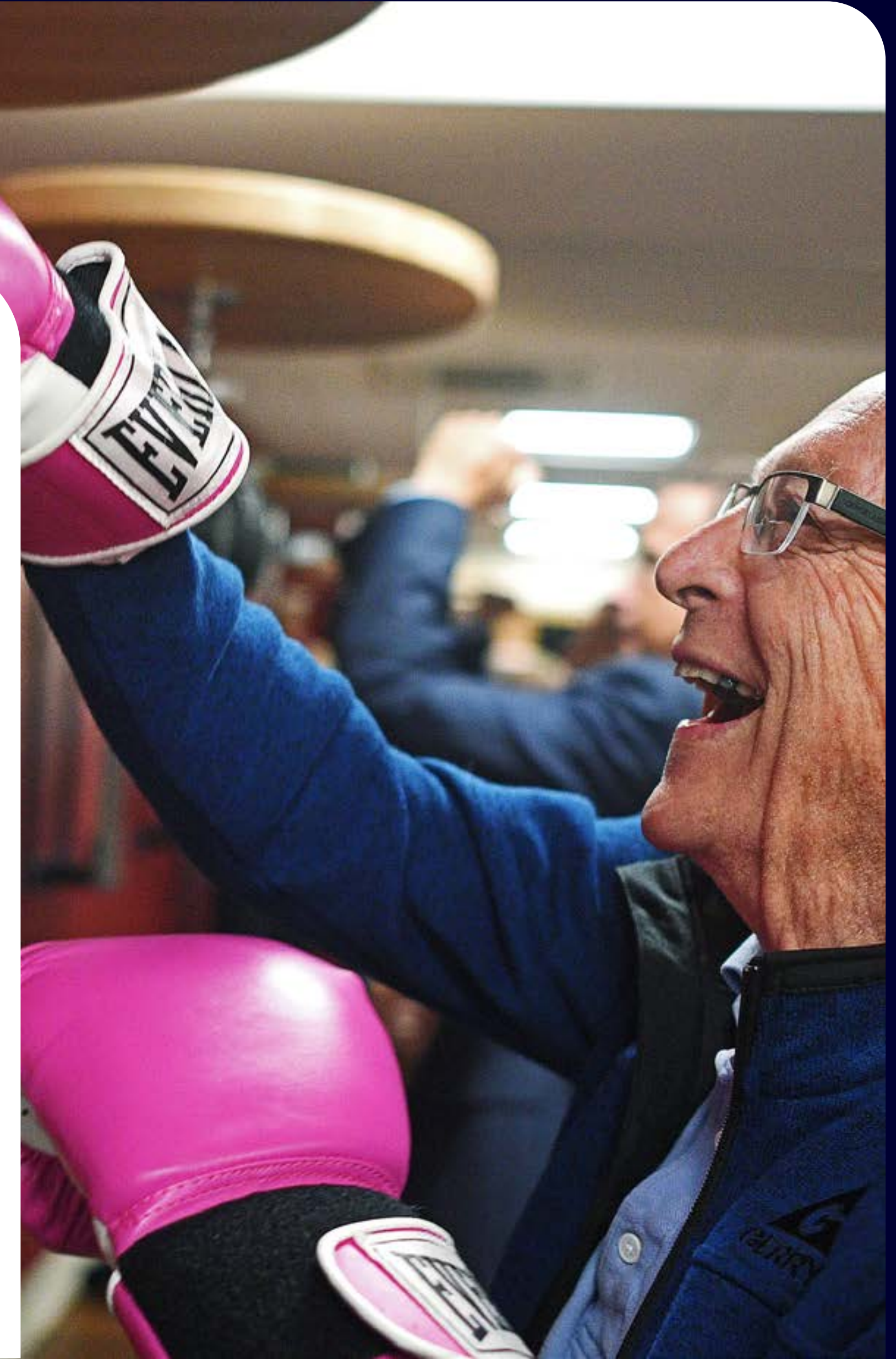
So What: By addressing the specific needs of this demographic, Rapha is helping to break down barriers and encourage more women to cycle – regardless of their religion. It meets the functional needs of an underrepresented group, while empowering them to engage in sports and physical activity with confidence.



Rock Steady Boxing & Parkinson's UK

This US-based organisation provides non-contact boxing training for people with Parkinson's. In late 2022, it was awarded a grant from Parkinson's UK to train new UK-based coaches. The course is designed for physiotherapists, boxing coaches, personal trainers, fitness coaches and medical professionals who work with clients with Parkinson's.

So What: This example shows how sports can be inclusively adapted to meet the specific needs of individuals with chronic health conditions. Innovate within existing sports frameworks to create opportunities for everyone to benefit from physical activity.

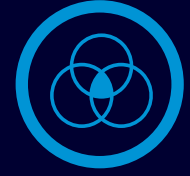




Scope

Scope's 'Make It Count' sports challenge invites participants to set their own physical goals, measured in minutes rather than miles. The approach is designed to be inclusive, recognising that physical abilities vary widely and that every effort counts. Whether someone chooses to run 50 miles or walk 100 steps, the campaign acknowledges the significance of each participant's personal achievement. By allowing fundraisers to set their own goals, Scope ensures that everyone can contribute to the cause in a way that is meaningful and accessible to them.

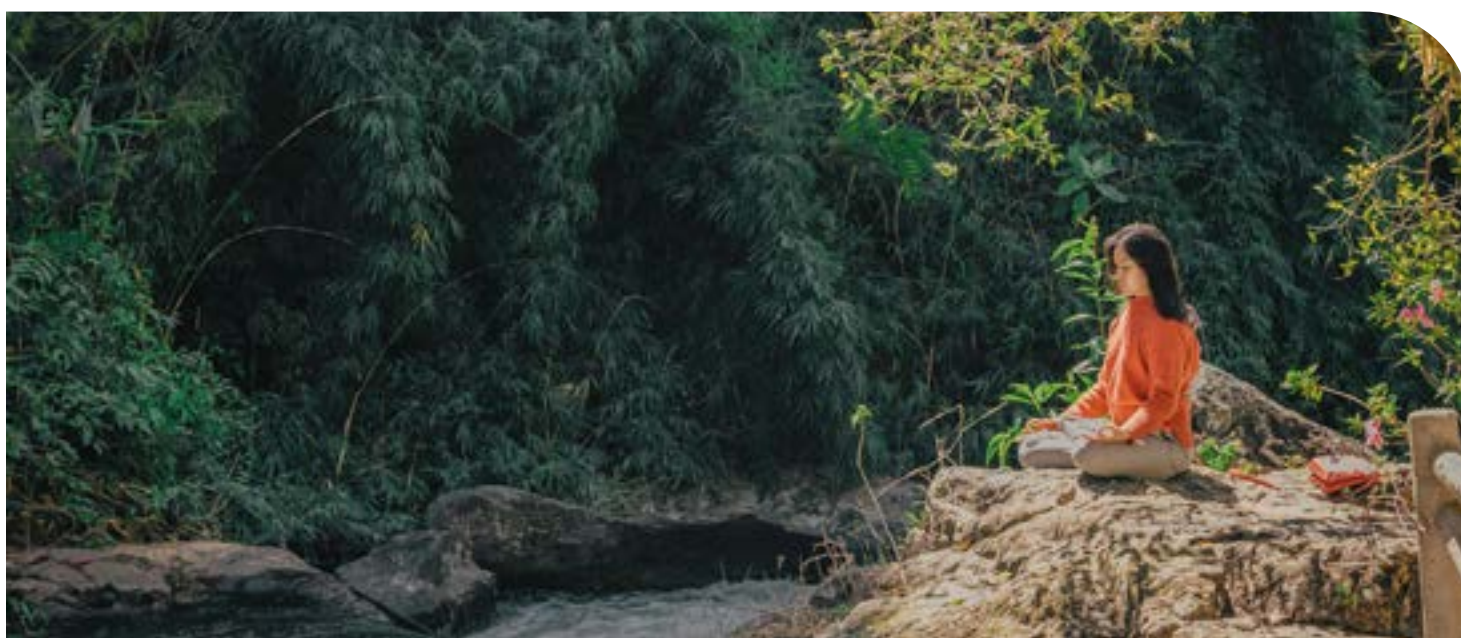
So What: By focusing on time spent being active, rather than distance covered, Scope empowers participants to set personal and realistic goals, making the campaign more accessible to everyone. The approach serves to include a wider range of participants, and highlights the value of flexible fundraising events that resonate with a broader audience.



// THE GREAT OUTDOORS

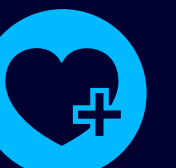
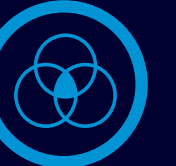
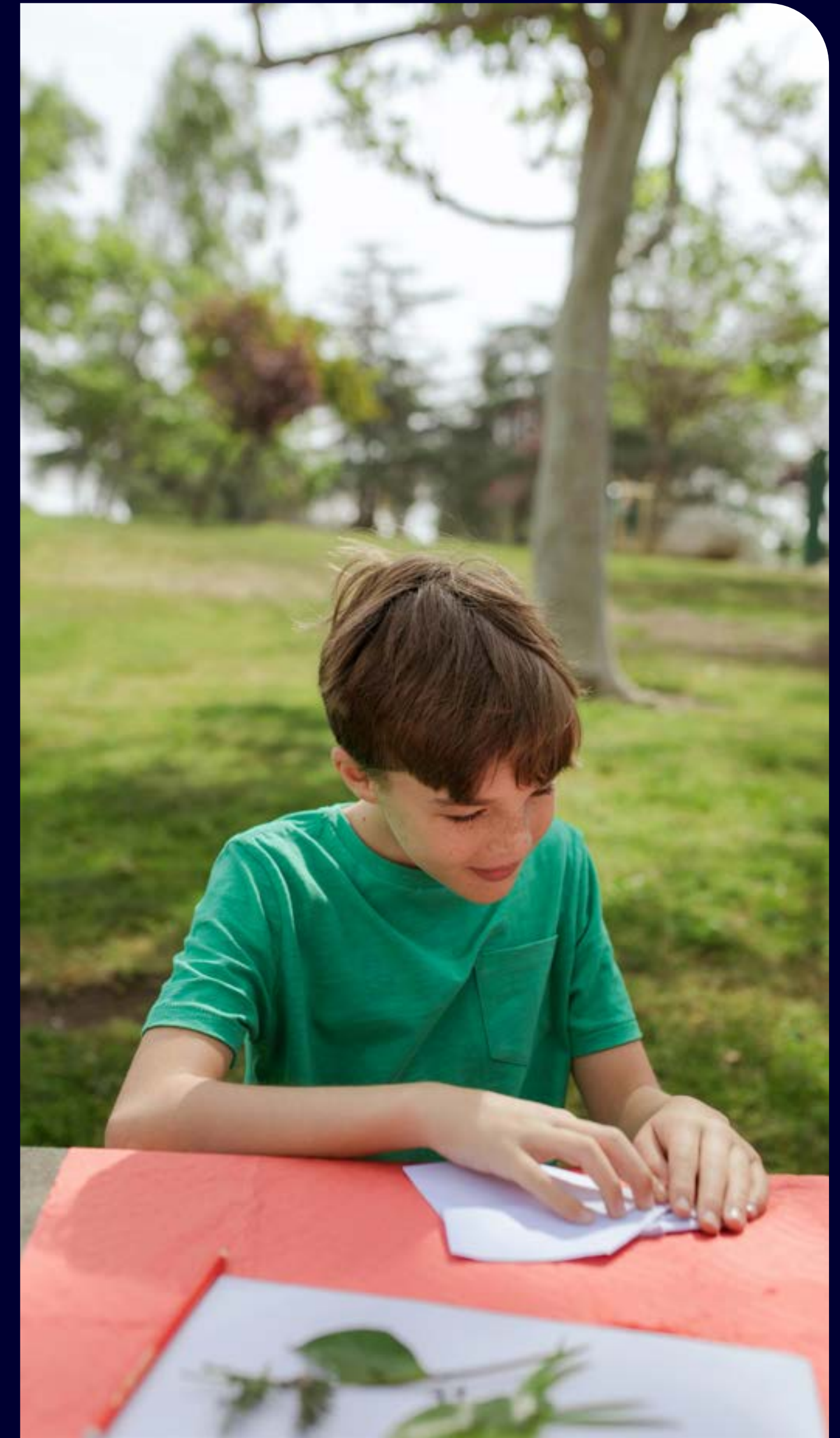
People are heading to the great outdoors to rebalance their relationship with technology and positively impact their state of mind: **35% of global consumers** spend time in nature to maintain their health. The health benefits that spending time in nature offers are well-documented. Research has found that people who live near more green spaces are, on average, biologically **2.5 years younger** than those living near areas with fewer green spaces. It's even been suggested that nature-based health projects could save the NHS up to **£635 million every year**.

“Nature-based health projects could save the NHS up to £635 million every year”



But access to these health benefits isn't fully equitable. In the UK, nearly **2.8 million people** live more than a 10-minute walk away from green space, underscoring a significant gap in access to nature. The disparity is further exacerbated by racial and socioeconomic factors – the whitest areas of the country enjoy **144% more local footpaths** than the most ethnically diverse. Unfortunately, this inequality begins early, with children at the top 250 English private schools having access to over **10 times** as much outdoor space as those in state schools. Even more shockingly, a student at Eton has access to **140 times more green space** than the average state school pupil. The lack of access to the health benefits that nature provides is an issue that disproportionately affects minority communities.

Bring your supporters into outdoor spaces to tap into the benefits of nature. Create initiatives, campaigns, and events that bring underserved communities into nature, and tap into the UK's growing desire for outdoor experiences, all the while addressing a gap in public health.



CASE STUDIES

Arc'teryx and Skip



Arc'teryx and Skip

In a fusion of outdoor gear and robotics, these AI-powered trousers are designed to enhance human movement. The hiking trousers aim to tackle mobility challenges stemming from ageing, disability, fatigue, and injury. How does it work? There's a pair of supportive cuffs with a motorised joint, as well as a suite of sensors that predict and assist the wearer's movement. It's set to hit the market in 2025.

So What: This is an example of the shift from mobility aids as medical devices to lifestyle products that can enhance experiences for all. What existing products and services can you leverage in the lifestyle space? How can you make hobbies and lifestyle more broadly accessible?

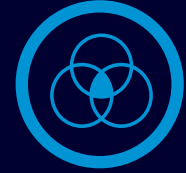
The North Face



The North Face

Outdoor brand The North Face has launched 'Allyship in the Outdoors', a digital course focused on understanding the challenges BPOC people face in accessing the outdoors; how we can level the playing field; and how to make people feel safe and welcome. The course was developed with non-profit OUTO, which works with brands to provide BPOC communities a better experience when venturing into nature.

So What: We need to improve access to outdoor activities, and make sure that this access is equitable. This course is a great example of a practical tool to boost diversity. Help others be true allies by sharing your expertise in creating accessible and safe spaces.



CASE STUDIES

Muslim Hikers

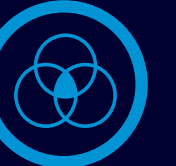
**MUSLIM
HIKERS**

CHAMPIONING DIVERSITY OUTDOORS

Muslim Hikers

This community initiative is designed to encourage and support Muslims in the UK to engage in outdoor activities – and hiking in particular. Recognising the lack of representation and inclusion in outdoor spaces, the group was created to be a safe space within which Muslims can explore nature and improve their physical and mental well-being. It organises regular hikes across the UK, with various degrees of difficulties, and specific accommodations such as built-in prayer times.

So What: Community initiatives are a great way to start breaking down stereotypes and promoting inclusivity in the great outdoors. There's plenty of people out there who may not know how to start tapping into the nature around them, and are looking for a friendly helping hand. Whether you own green space or not, find opportunities to connect your supporters with the space around them.



HEALTH AND LIFESTYLE

// HEALTHCARE

Health inequality is an incredibly complex issue, caused by a **number of factors** ranging from **unequal access to healthcare**; broad discrepancies in **quality of care**; unhelpful **stereotypes**; certain groups being **overlooked in the research process**, and more. Diving into how we could best address these inequalities would be beyond the scope of this report. Instead, we're looking at how people are innovating in this space across two main categories: remote healthcare, designed to make healthcare solutions more accessible to broader audiences; and interventions designed specifically to tackle disparities.

// REMOTE HEALTHCARE

Remote healthcare offers a new way of delivering services, by breaking down geographical barriers and potentially better reaching underserved populations. People who have traditionally faced challenges in **accessing healthcare**, like people living in rural areas, individuals with mobility issues, or those constrained by time and financial limitations. On top of that, remote healthcare offers a safe space for people concerned that they may face bias and discrimination from their primary providers. Ideally, the approach broadens the reach of healthcare services, while also promoting equity in health outcomes.

URMC & Five Star Bank



URMC & Five Star Bank

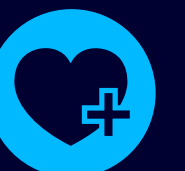
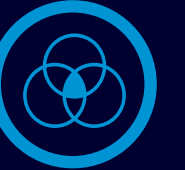
This university and bank are rolling out telehealth stations in rural New York, hoping to bridge the gap between patients and healthcare providers in rural areas. The stations are located in communities with fewer locally-based healthcare providers, and where a higher proportion of residents don't have internet access at home.

Daye



Daye

Femtech startup Daye has introduced a tampon that tests for sexually transmitted infections (STIs) as part of its remote healthcare offering. The product allows for people to test for STIs in the privacy of their own homes, removing some of the common barriers that prevent people from testing, including hassle, perceived stigma, shame, waiting times, and concern. The company has also launched the world's first **virtual period pain clinic**, which provides personalised advice and treatment options for people experiencing menstrual pain.



CASE STUDIES



FarmboxRx

This food-as-a-medicine platform has unveiled their Maternal Health Program to support expecting and new mothers, particularly among minority communities. The initiative provides personalised food deliveries with a focus on prenatal and postpartum care, mental health, immunisation, and nutrition. The boxes are individually catered to recipients’ needs: for example, people without access to a fridge would only receive shelf-stable foods.



Guardant Health

In the US, the FDA has approved the first at-home blood test for colon cancer. Although it’s not meant to replace traditional colonoscopies, it has a place as a primary screening tool that could be much more accessible to wider audiences.

// SO WHAT

Embracing and expanding remote healthcare initiatives can help bridge significant gaps in care, reaching wider audiences and making sure that more people have access to the health support they need. Create safe and welcoming remote solutions for your beneficiaries to address their health – both mental and physical.

CASE STUDIES

// TACKLING DISPARITIES

Healthcare disparities are still a significant issue in the UK, especially for historically marginalised communities who often face systemic barriers to receiving equitable care. From biases in treatment to a lack of representation in medical research and education, these disparities contribute to the worse health outcomes for many groups. For example, Black mothers are **twice as likely as white mothers** to be hospitalised with perinatal mental illness, while Black babies are **three times more likely to die** than white babies, as inequalities continue to grow. Initiatives are emerging to address these inequities head-on, creating practical solutions and resources to improve healthcare outcomes for all.



// AS SEEN IN

T&Pm & Melanoma UK



T&Pm & Melanoma UK

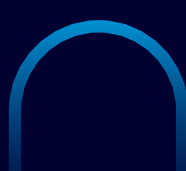
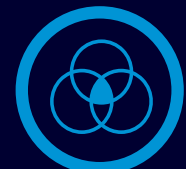
The Beauty Spotters campaign was launched during Melanoma Awareness Month in May 2024, to tackle the myth that black and brown skin tones can't develop skin cancer. It raised awareness about Acral Melanoma (a common form of skin cancer in people with brown and black skin tones), through a toolkit which highlighted common signs.

Deloitte & Johnson&Johnson



Deloitte & Johnson&Johnson

To improve racial equity in healthcare, these two companies collaborated on Illustrate Change – a library of diverse medical illustrations. These illustrations still play a crucial role in healthcare, but fewer than 5% show people with brown and black skin. The campaign aims to change that imbalance, and is making the images free to download.



CASE STUDIES

Nurofen

PAIN PASS



HELP BREAK THE BIAS AND NAVIGATE YOUR PAIN
JOURNEY WITH CONFIDENCE

Nurofen

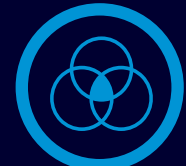
The ‘Pain Pass’ is a practical tool designed to help women navigate the gender bias they often face in healthcare settings, especially when it comes to managing pain. This easy-to-use tool features a calendar for tracking pain, a vocabulary guide to help articulate feelings, and a scale for indicating how pain disrupts their life. It also outlines a strategy to use when facing gender bias.

SEE MY PAIN

THOUSANDS OF WOMEN

// SO WHAT

The UK’s current healthcare disparities risk perpetuating a harmful cycle of implicit bias towards patients from marginalised groups. These initiatives are all examples of how research, advocacy, and practical solutions can help bridge gaps in healthcare. But innovating in this space doesn’t have to be daunting – it can be helping to rethink simple, practical revisions of age-old oversights.



1 There is no normal

Stop designing with a mythical 'normal' in mind – it doesn't exist. One-size-fits-all design is outdated and ineffective. Innovation happens when you solve specific problems for real people. Support your audiences by designing with intention and precision, and create solutions that actually meet diverse needs.

2 Intersectional Stories

Intersectionality isn't just a buzzword. Products and services need to consider the overlapping identities and experiences of your audience, in order to make for truly inclusive design. Recognise that these intersectional identities are a) not static, and b) can be both empowering and oppressing.

3 Niche Design

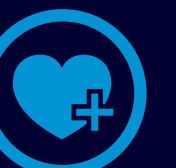
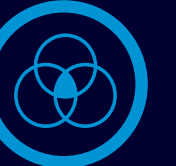
Don't be afraid to innovate around niche insights and needs that answer a specific problem. Often, these designs elevate the experience of everyone else using your products and services. Although it might feel like a gamble to focus on niche markets, designing for inclusion creates better products for all.

4 Accessibility

Don't forget the basics. Simply put, make sure all of your spaces are fully accessible. Whether it's your office, a services hub, or an event you're hosting. If everyone can't participate, you're missing the mark.

5 Digital Access

Audiences are increasingly moving online – they want to engage, learn, and donate there. Future-proof your fundraising by making your digital platforms accessible to everyone.



6 **Conscious Exclusion**

Exclusive spaces can be essential for creating safe and supportive environments, but there's value in opening up the party to everyone as well. Who are you really designing for, and who are you (un)intentionally excluding? Be intentional and transparent about your choices.

7 **Unbiasing Language**

Language shapes our realities. Unbias your language to break down stereotypes. Make sure that the stories you tell, and how they're told, reflects the diversity of the supporters you have (or those you want to attract).

8 **Amplifying New Voices**

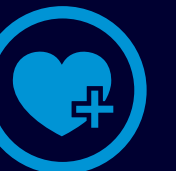
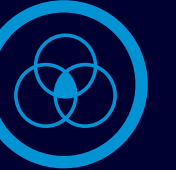
Who is in the room when you're designing? We need to elevate new voices that can challenge outdated assumptions and frameworks, and help build new and exciting products designed for everyone.

9 **Audience Voice**

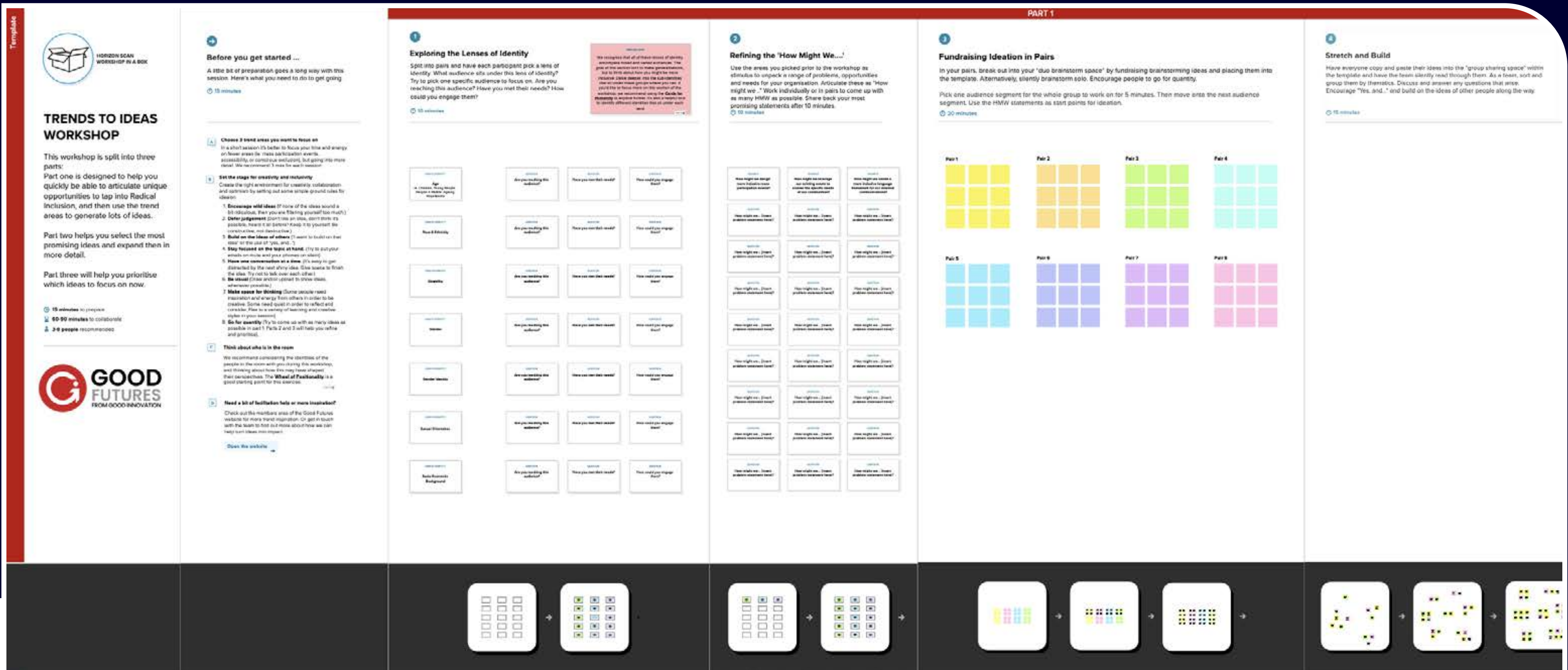
Your audience isn't just a group to be talked to – they have the potential to be collaborators. Elevate their voices and let them feed into your work. Trust your audience; they know what they need better than anyone.

10 **Take a Stand**

Be anything but beige. Stand up for your mission, your beliefs, and the communities you serve; even when it means telling a difficult story. Bold narratives will resonate, especially with younger audiences.



WORKSHOP IN A BOX



To help you go from inspiration to action, we've created a handy 'Workshop in a box'.

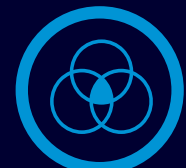
This toolkit will guide you through a 90 minute creative session, designed for 3-8 people.

This workshop is split into three parts:

- 1. Designed to help you quickly be able to articulate unique opportunities to engage Millennial Parents.
- 2. Helps you select the most promising ideas and expand then in more detail.

3. Will help you prioritise which ideas to focus on, which ones might need a bit more thought, and which ones are (quite frankly) a bit crap.

[Download the kit](#) or [visit the Mural](#).



“There is no standard normal. Normal is subjective. There are seven billion versions of normal on this planet.”

Matt Haig
Reasons to Stay Alive

CONTACT US

Want to discuss how you can use the horizon scan as an opportunity to innovate?

We're here to help.

Get in touch.

GoodFutures@goodinnovation.co.uk

Click [here](#) to find out more about Good Futures.