



# wheelguide

## IMPACT REPORT

2019 - 2020

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[www.wheelguide](http://www.wheelguide)

GRI 102-1



In 2020, the Wheelguide team has strengthened its relationship with clients, who took advantage of the atypical moment to prepare the work environments as well as to train people for the return of their activities in a safe way. The pandemic has imposed a series of restrictions to everyone and made us develop even more our global platform of services in favor of accessibility.

The volunteering promotion campaigns to increase evaluations on the app which involve routine out of home have stopped. On the other hand, we have enhanced our social impact through our training gamified platform in order to raise collaborators' awareness and train work teams for a more accessible attitude.

In addition, we have created relevant content through social media and our website [www.wheel.guide.com](http://www.wheel.guide.com) to improve the lives of people with disabilities.

We have certified new companies and ventures and received new international recognitions for the impact of the initiative and we keep on doing our job, more excited than ever, in building a more accessible and inclusive world for all.

GRI 102-14



**BRUNO MAHFUZ**  
Wheelguide Founder

# ACKNOWLEDGMENTS

Over the years, both international and national prizes and acknowledgments have been achieved in the sustainability, social entrepreneurship and mobility areas.

SDG 11 E 17



Best inclusive digital solution  
in the world, UN



35 innovators under 35,  
MIT Technology Review



Best Mobile App to Accessibility,  
ITU / UN



Best initiatives to accessibility,  
Eco Award / Amcham



One of the 100 startups to keep  
an eye on, PEGN Magazine



Best social impact enterprises,  
Viva Schmidheiny



Purpose + Profit to reach UN's  
sustainable development goals



Sustainable mobility and road  
safety, Fundación Mapfre to  
Social Innovation

# WHEELGUIDE NUMBERS

GRI 102-3, 102-4, 102-6

# 21

**Certified companies and buildings**

# 26

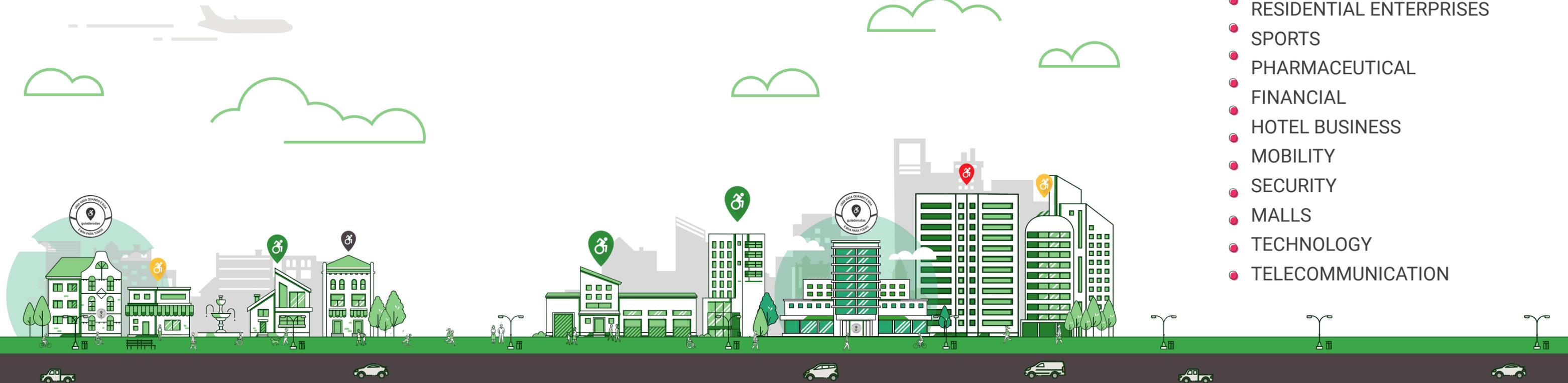
**Companies and buildings in the process of certification**

# 6.790

**Trained people**

## Sectors/Industries served:

- AGRIBUSINESS
- CONSULTING
- COWORKINGS
- EDUCATION
- COMMERCIAL ENTERPRISES
- RESIDENTIAL ENTERPRISES
- SPORTS
- PHARMACEUTICAL
- FINANCIAL
- HOTEL BUSINESS
- MOBILITY
- SECURITY
- MALLS
- TECHNOLOGY
- TELECOMMUNICATION



INTRODUCTION

ENVIRONMENTS

SERVICE

COLLABORATORS

GOVERNANCE

COMMUNITY

# NUMBERS

App and wheel.guide

2.048

Cities



124

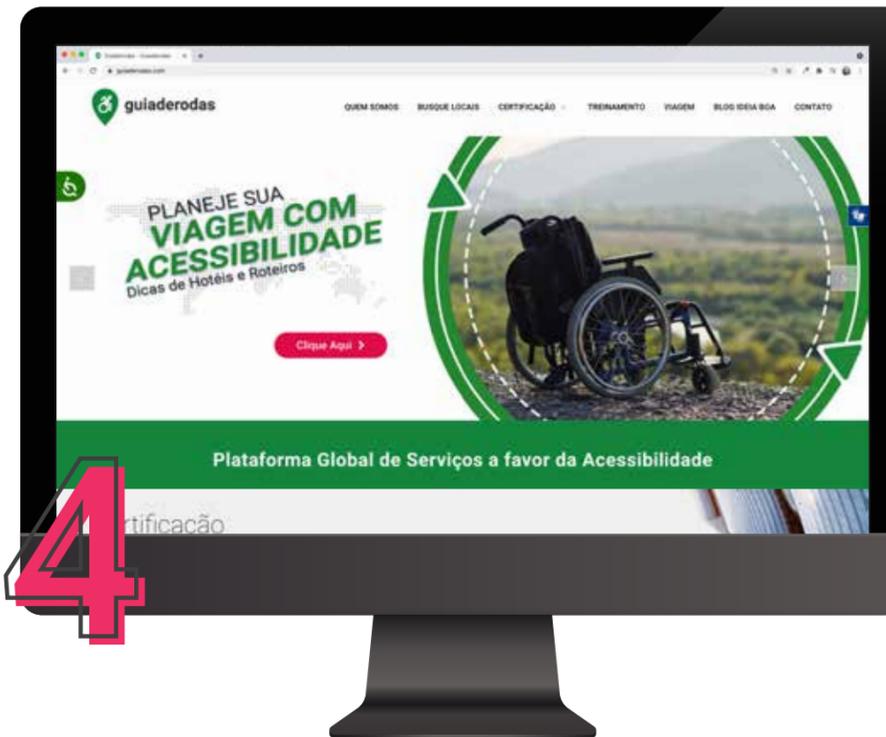
Countries

15.991

Amount of active users

5.094

Visitors per month





**WHEN AN IDEA IS GOOD, IT IS GOOD FOR EVERYONE**

# THE REPORT

2019 – 2020 Information

This report aims at identifying and reporting the impact generated through the joint actions made with the companies and institutions that compose the Wheelguide Network on behalf of accessibility and inclusion.

The present publication helps in the sustainability reports and substantially influences the evaluations and decisions made by the stakeholders, with whom the partner companies engage with.

In the years of 2019 and 2020, some of the indicators were referred to the international guidelines Global Reporting Initiative (GRI), relating them to the Sustainable Development Goals (SDG), defined by the United Nations (UN) in 2015.



# GRI - GLOBAL REPORTING INITIATIVE

2019 – 2020 Information

The GRI norms create a common language for both organizations and stakeholders, through which the ESG impacts – environmental, social and governance of the organizations can be communicated and understood.

The norms aim to increase the comparability and the global quality of the information on these impacts, to enable, therefore, better transparency and accountability on the part of organizations.

The actions shown in this report refer to the following GRI norms:

- 102-14** Statement from senior decision-maker
- 103-2** The management approach and its components
- 403-5** Worker training on occupational health and safety
- 403-7** Prevention and mitigation of occupational health and safety impacts directly linked by business relationships
- 404-2** Programs for upgrading employee skills and transition assistance programs
- 410-1** Security personnel trained in human rights policies or procedures
- 412-2** Employee training on human rights policies or procedures
- 413-1** Operations with local community engagement, impact assessments, and development programs
- 416-1** Assessment of the health and safety impacts of product and service categories

# SUSTAINABLE DEVELOPMENT GOALS

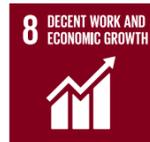
The 2030 Agenda created by the UN in 2015 is an action plan that sets 169 targets organized in 17 Sustainable Development Goals (SDGs) which guide a collaborative work among all countries and parties interested in seek of strengthening universal peace with more freedom.

Wheelguide helps companies to accomplish the following Sustainable Development Goals through its work on behalf of accessibility and inclusion:



## GOAL 4 • QUALITY EDUCATION

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



## GOAL 8 • DECENT WORK AND ECONOMIC GROWTH

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



## GOAL 10 • REDUCED INEQUALITIES

Reduce inequality within and among countries.



## GOAL 11 • SUSTAINABLE CITIES AND COMMUNITIES

Make cities and human settlements inclusive, safe, resilient and sustainable.



## GOAL 12 • RESPONSIBLE CONSUMPTION AND PRODUCTION

Ensure sustainable consumption and production patterns.



## GOAL 16 • PEACE, JUSTICE AND STRONG INSTITUTIONS

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.



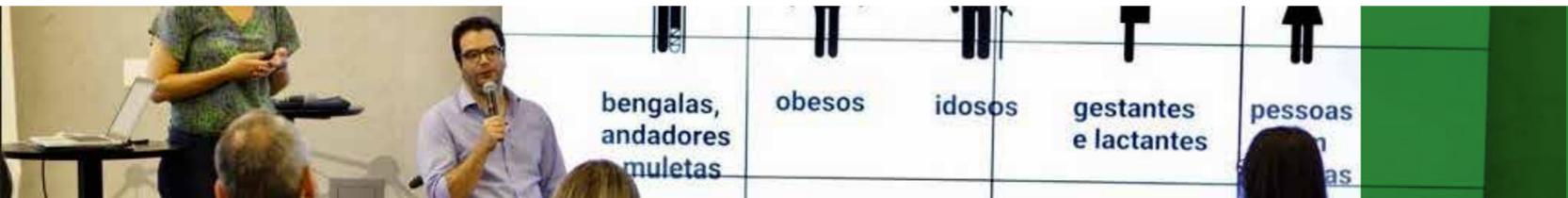
## GOAL 17 • PARTNERSHIPS FOR THE GOALS

Strengthen the means of implementation and revitalize the global partnership for sustainable development.

# SUMMARY



**ENVIRONMENTS**



**SERVICE**



**COLLABORATORS**



**GOVERNANCE**



**COMMUNITY**

A photograph of a modern office environment. In the foreground, a man in a blue shirt is sitting in a wheelchair at a desk. The office has several cubicles with white desks and grey chairs. In the background, there are large windows and a wall decorated with colorful paper flowers. The overall atmosphere is bright and professional.

# ENVIRONNEMENTS

## ENVIRONMENTS

# SAFETY AND WELL-BEING IN THE WORKPLACE

Places well prepared to welcome everyone attract clients, employees, suppliers, and allow people with and without disabilities to hang together without any restrictions.



**TECHNICAL EVALUATION AND FUNCTIONAL EXPERIENCE**



**TECHNICAL SUPPORT**



**TRAINING AND AWARENESS**



**RESEARCH AND ENGAGEMENT**



**WHEELGUIDE CERTIFICATION**



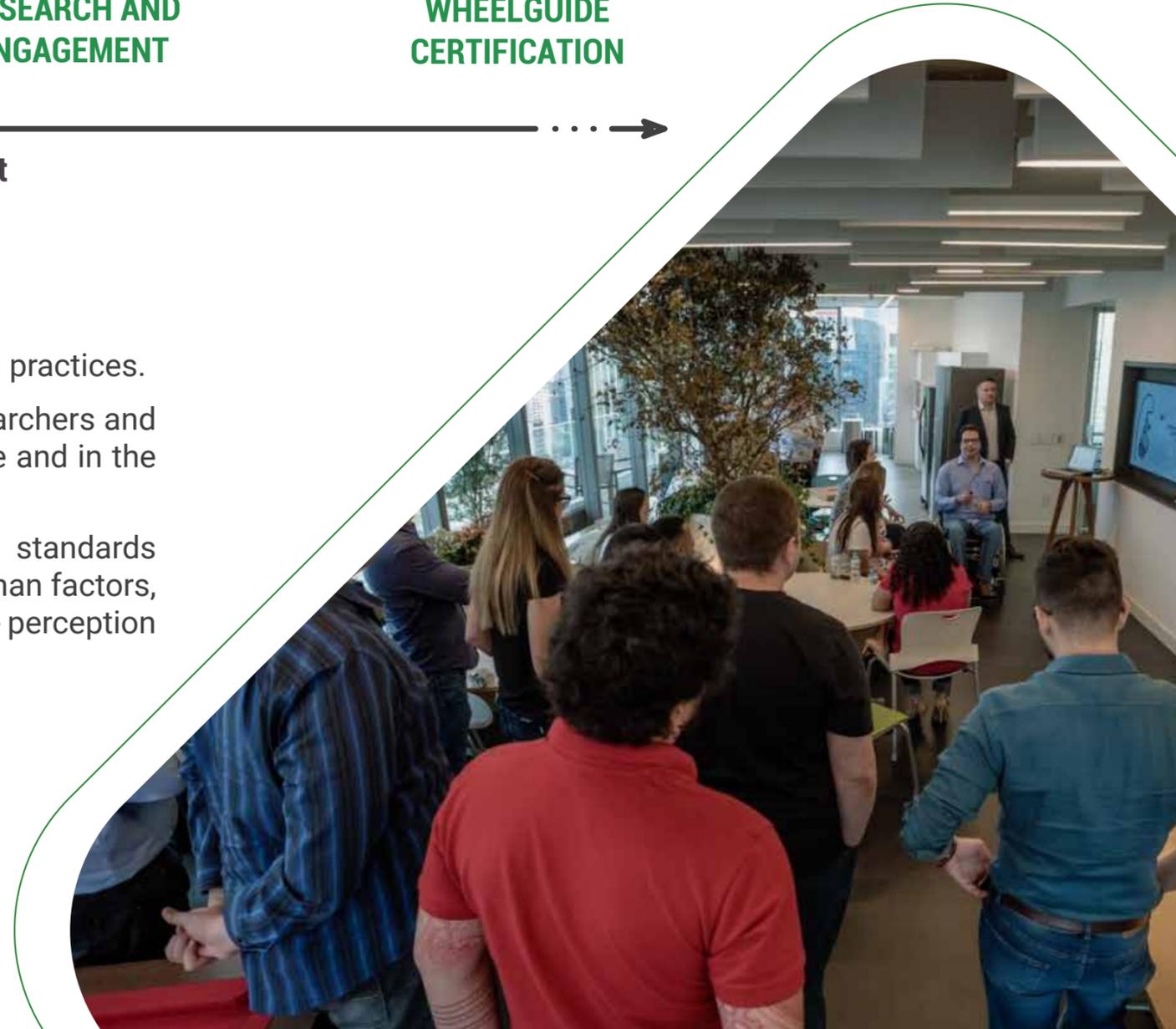
**Experience Enhancement**

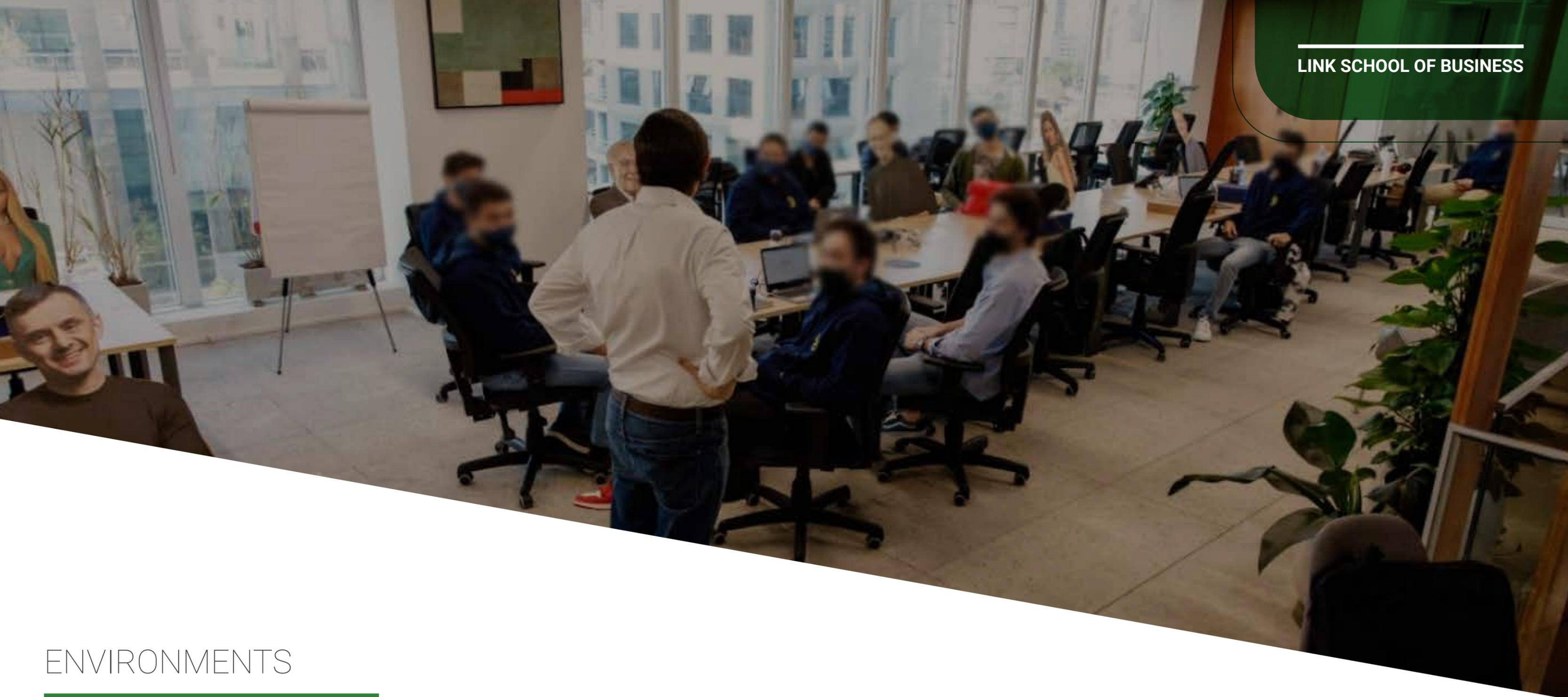
The Wheelguide certification is a program which recognizes and enhances the best accessibility and inclusion practices.

Its original methodology was developed by an interdisciplinary team, composed by specialist architects, researchers and people with disabilities. It is based on the premise that accessibility should be seen as a continuous exercise and in the concept that “accessible environments” are made by both the physical structure and the people in it.

Thus, the evaluation goes way beyond the compliance with the applicable legislation and the technical standards developed by the regulatory bodies. By understanding accessibility as a living organism and incorporating human factors, the process of evaluation also starts to take the practical experience of people with disabilities into account, the perception of the regular users of space, besides interpersonal treatment aspects.

SDG 8 GRI 403-7





## ENVIRONMENTS

# SCHOOL FOR ALL

Many people with mobility restrictions have their activities hindered by the lack of accessibility in the educational institutions.

## WHEELGUIDE CERTIFICATION

Link School of Business • 2020

Through the Wheelguide Certification process, educational institutions get ready to include everyone, breaking architectural and attitudinal barriers.

The students' and teachers' engagement in the process enhances the awareness about that theme and those people, once impacted, will take this value to their specific areas.

SDG 4



## ENVIRONMENTS

# CERTIFIED BUILDINGS: THE CHOICE OF BIG COMPANIES

Corporative buildings with the Wheelguide Certification usually have big multinational companies as tenants. These companies, besides demanding a high level of accessibility to their employees, also want to achieve sustainable goals in the environmental, social and economic fields.

## WHEELGUIDE CERTIFICATION

Infinity Tower

Big companies usually have a lot of people with disabilities and with other mobility restrictions in their personnel. Aiming to enhance the autonomy and well-being of its occupants, commercial buildings owners and property funds managers see in the Wheelguide Certification, the ideal partner to watch over and maintain accessibility and inclusion of all.

SDG 12 GRI 403-7



# Pessoas com Dificuldade de Locomoção



bengalas,  
andadores  
e muletas



obesos



idosos



gestantes  
e lactantes



pessoas

# SERVICE



**HAGANÁ**

SECURITY COMPANY  
CERTIFIED ACCESSIBLE ATTITUDE

SERVICE

## ATTENTION, KINDNESS AND RESPECT

Offering an accessible structure is as important as having people prepared to deal with diversity. The Wheelguide values human interface and finds it essential to an accessible experience.

# WHEELGUIDE ACCESSIBLE ATTITUDE GAME

In order to empower people to enhance customers' and all occupants' experience, Wheelguide offers an Attitudinal Accessibility training, that is, regarding people's accessible attitude.

The training is held online, allowing employees to take it when it is most convenient, without undermining operations.

Named « Wheelguide Accessible Attitude Game » the training lasts 60 consecutive minutes and was conceived using apprenticeship methodologies based in games and simulators.

Individual certificates in digital format are issued after the conclusion of the training.

SDG 8 E 10 GRI 404-2A, 403-5, 410-1, 412-2, 416-1



# TRAINING GOALS



- ✓✓ Presenting the main characteristics of different disabilities.
- ✓✓ Speaking about ways to enhance clients' experience.
- ✓✓ Qualifying the participants to deal with people with disabilities and mobility restrictions in a proactive way.
- ✓✓ Experiencing estimated situations and practicing putting yourself in others' shoes.
- ✓✓ Getting to know some of the attitudes that reduce barriers between people.
- ✓✓ Developing awareness and motivating engagement on the cause for a more accessible and inclusive world for all.

# TOPICS DISCUSSED



## Accessibility for All

Accessibility does not only benefit people with disabilities. Accessibility is good for everyone, in all stages of life.



## Permanent Conditions

Get to know the specific characteristics of the different disabilities and learn how to work with each one of them. What is the best way to lead a person with visual impairment? Did you know that many deaf people are able to do lipreading?

# PCD

## Words to use when referring to people with disabilities

There are many ways to refer to people with any sort of disability and knowing the best terminology to be used is the key to increase confidence and avoid embarrassing situations.



## Temporary Conditions

There are countless temporary conditions and everyone has already experienced at least one situation in which they could benefit from accessibility.  
Example : Which people can use the priority seats in public transportation?



## Principles to an Accessible Attitude

Accessible Attitudes break barriers and bring people closer together. What is the best way to help a person with disability? By demythifying attitudes we can be more helpful!



## Digital Volunteering

Awareness and Active Participation. After studying, practicing and learning about this new world, it is time to put it into practice! The Wheelguide App is an excellent tool to start this practice.

# PLATFORM NUMBERS



SDG 8 E 10 GRI 404-2A, 403-5, 410-1, 412-2, 416-1

**6.790**

Amount of trained people



**9.120**

Training hours

“Congratulations to the creators of this program, it is very useful and easily understood by all. It is great especially to those who work directly with customers.”

VALDECIR L.





“ I already see the world from a different perspective, it is very important for us to put the knowledge into practice. We can make a difference with attitudes :)  
I loved the training. Thank you for the amazing opportunity :) ”

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ANA PAULA S.



“ Accessibility is something very important not only for people with disabilities, but for every ”

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TAMIRES S.



“ Thank you very much! It is very good to acquire knowledge in different areas, and it is very rewarding when we get to know people or platforms which recognize this and help us to improve ourselves everyday. ”

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CESAR ANTONIO S.



“ It is very good to practice new subjects which are not usual in our daily routine. ”

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RODRIGO C.

## GOODNESS COMPETITION

The employees who best perform in the Wheelguide Accessible Attitude Game receive the title “Masters of Kindness” as a recognition reward and as a way to encourage good attitudinal actions. Thus, besides humanizing and increasing the training, it also values the participant employee.



### TOP 10 - Participants



PIERRE M.



WILLIAN J.



CARLA C.



ANA PAULA S.



VALDECIR L.



EMILIANO D.



LARISSA S.



ELIEZER T.



ALEX S.



JOSÉ ANTONIO A.



**COLLABORATORS**



## COLLABORATORS

# ENGAGING AND TRANSFORMING

Through synchronous training sessions of content production for social media, of useful knowledge promotion at wheel.guide and in the Wheelguide App, this action provides information to raise awareness in society about the importance of accessibility and inclusion.

# EMPLOYEES AWARENESS

Awareness and sensibilization reduce inequalities and bring a natural way to the employees' attitude as they get closer to the universe of people with disabilities. These dynamics, both presential and online, develop empathy and motivate the employees' commitment to the cause.

SDG 8 E 10 GRI 404-2A, 403-5, 410-1, 412-2



# 41

Companies have completed the training

# 6.790

Amount of trained people

**PALÁCIO TANGARÁ**  
Accessible Attitude Certificate



# GOVERNANCE



## GOVERNANCE

# LEADERSHIP COMMITMENT

Being accessible and inclusive is a daily exercise and demands great commitment from corporations. Diagnosing the current sustainability performance in its three areas (environmental, social and governance) is the key to ensure a responsive decision-making process as well as to set goals for continuous improvement.

Therefore, the Certification process counts on the enterprises leadership active participation so that the accessibility and inclusion values are strengthened.



“ We believe the word accessibility is way more extensive today than it was before. Now, accessibility refers to a big range of building users and not only to people with disabilities. It's about a big population that can vary as time goes by. If buildings don't take that into consideration, they'll certainly become obsolete. ”

**MARTIN JACO,**  
CEO - BR Properties

“ The Wheelguide Certification in our buildings means accessibility and inclusion. Offering the best structure and the best service to everyone is all about our values. ”

**HILTON HAJMAN,**  
Vice President - Brookfield Properties Brasil



“ The Wheelguide Certification benefits all: the school, the students and all the visitors who come to Link Campus. We hope, therefore, to be an example to be followed. ”

**ÁLVARO SCHOCAIR,**  
Founder - Link School of Business

SDG 16, GRI 103-2





**It was a huge honor to receive the Wheelguide Certification. It was the achievement of an objective. This accomplishment will impact customers, suppliers and partners here and we'll tell everyone about what we have accomplished, and about how this is changing our company and the new generations. I am absolutely sure when we talk about accessibility, when we talk about the Wheelguide, people who want to choose a workplace certainly will see that as a differential and will say: that is the company I wanna work for.** ”

**CHARLES KRIECK,**  
CEO - KPMG Brasil



**We're always improving. We clearly know this is just the first step for us to keep evolving and working with the Wheelguide Team to follow this Agenda that is extremely relevant.** ”

**TIAGO AZEVEDO,**  
CFO - Mercado Livre



SDG 16, GRI 103-2



# COMMUNITY

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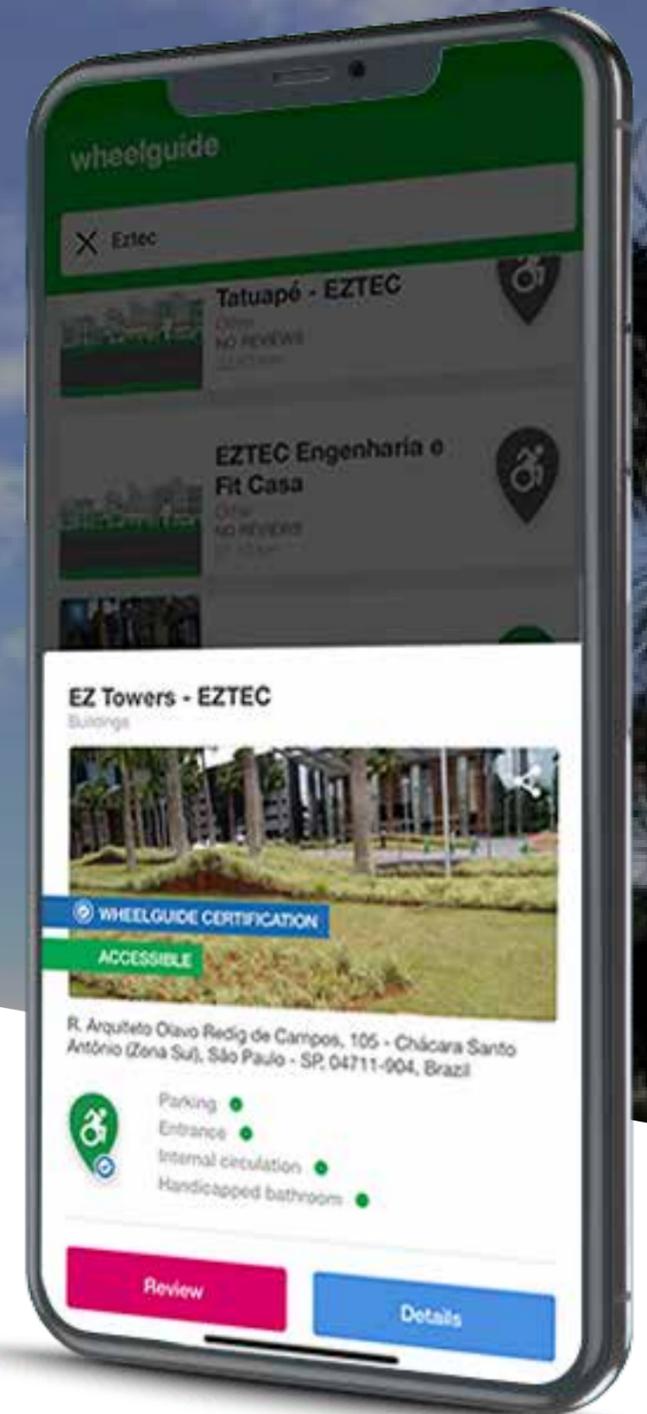
UMA IDEIA  
QUANDO  
É BOA,  
É BOA  
TODOS.

UMA IDEIA  
QUANDO  
É BOA,  
É BOA PARA  
TODOS.

## COMMUNITY

# WHEELGUIDE IMPACT ON URBAN MOBILITY

Entering the Certification process means providing access conditions to everyone. Once certified, the establishment is distinguished at the Wheelguide platform and contributes to the urban mobility of that region.



# INCENTIVE TO VOLUNTEERING

Through the Wheelguide App everyone, with or without disabilities, can evaluate according to their perception, the access conditions to people with locomotion difficulty in different places.

The evaluation follows a color code : green, accessible ; yellow, partially accessible or red, inaccessible.

Besides providing information so that people can feel safer when planning their destinations, this initiative promotes the importance of accessibility and encourages digital volunteering.

SDG 11 E 17 GRI 413-1



# NUMBERS

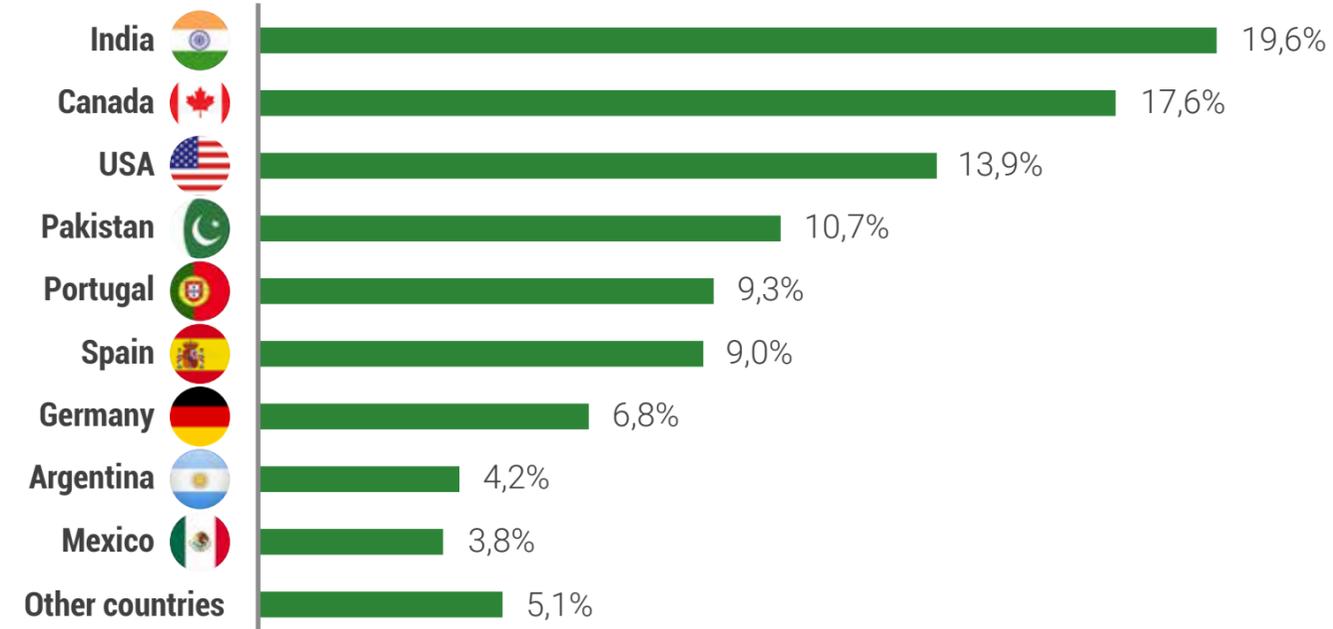
## WHEELGUIDE APP

# 88,7%

Of the evaluated places are located in Brazil



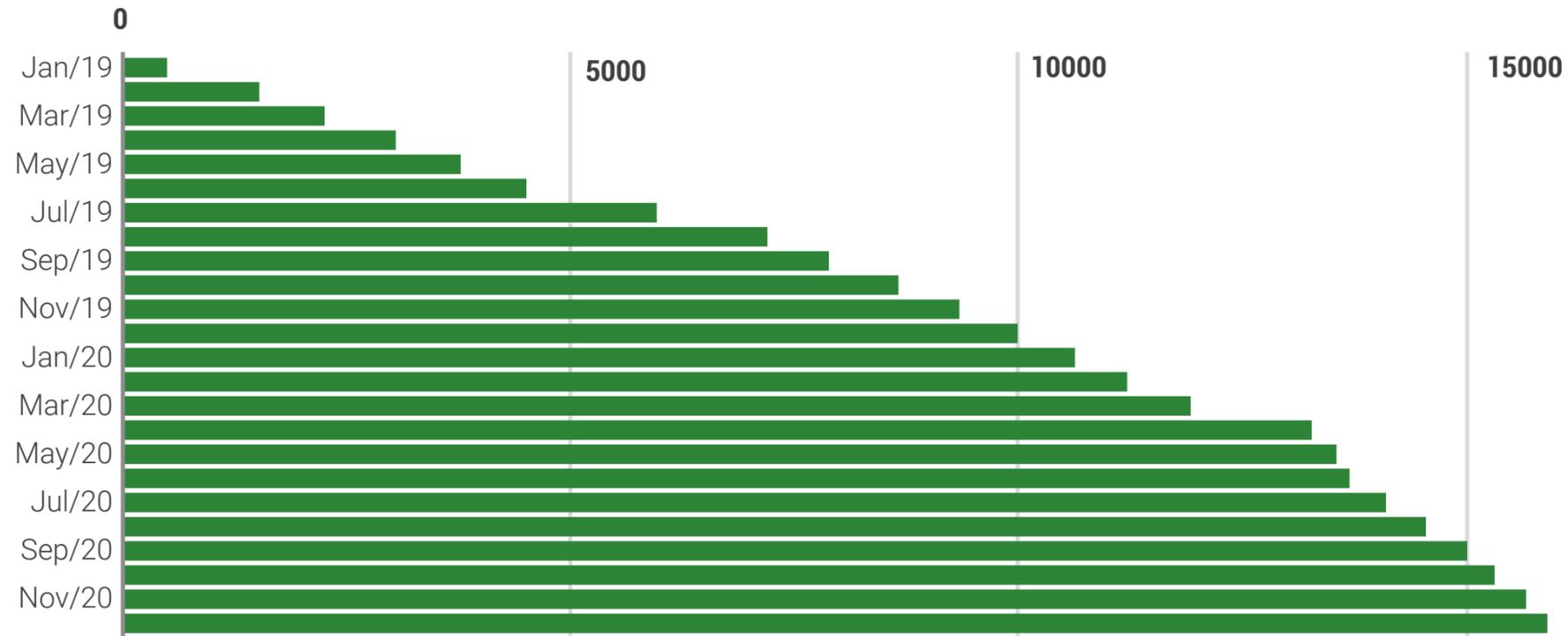
### Other countries



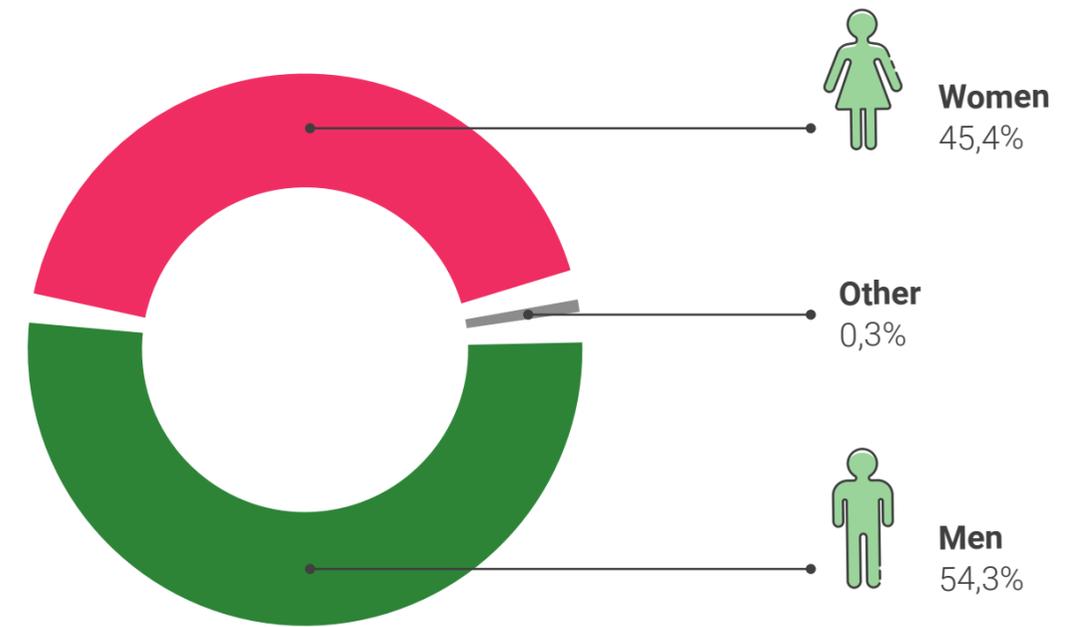
# NUMBERS

## WHEELGUIDE APP

### Registration Evolution



### Genders

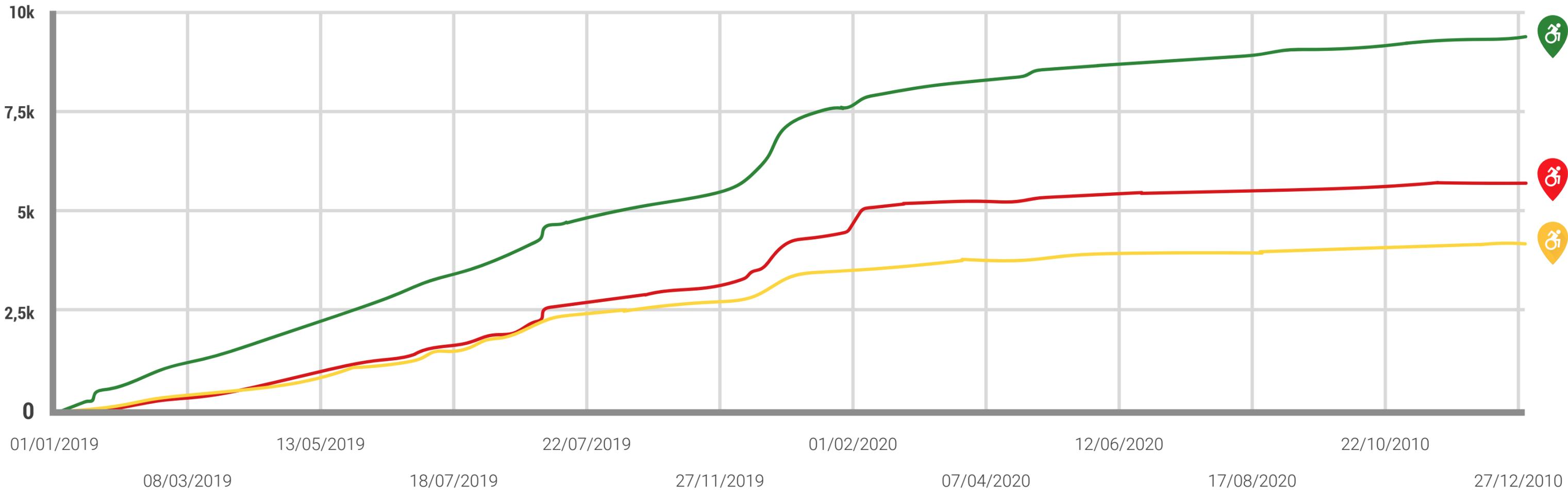


# NUMBERS

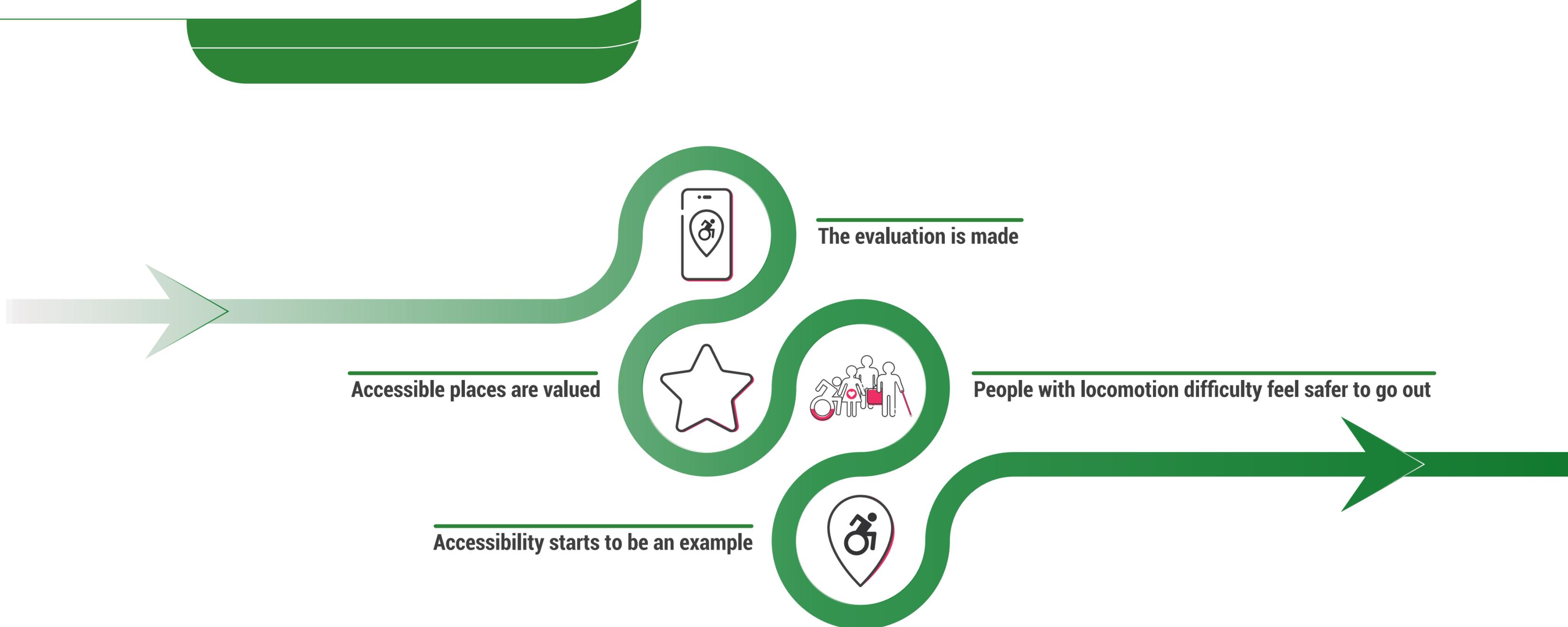
## WHEELGUIDE APP

### Places Evaluated

 Green  Red  Yellow



# EVALUATION VIRTUOUS CYCLE



The evaluation is made

Accessible places are valued

People with locomotion difficulty feel safer to go out

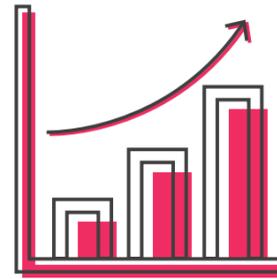
Accessibility starts to be an example

# WHEEL.GUIDE.COM

The Wheelguide website offers useful information so that all the people can expand their awareness about this matter and learn more each and everyday about the universe of accessibility and inclusion.

**1.944**

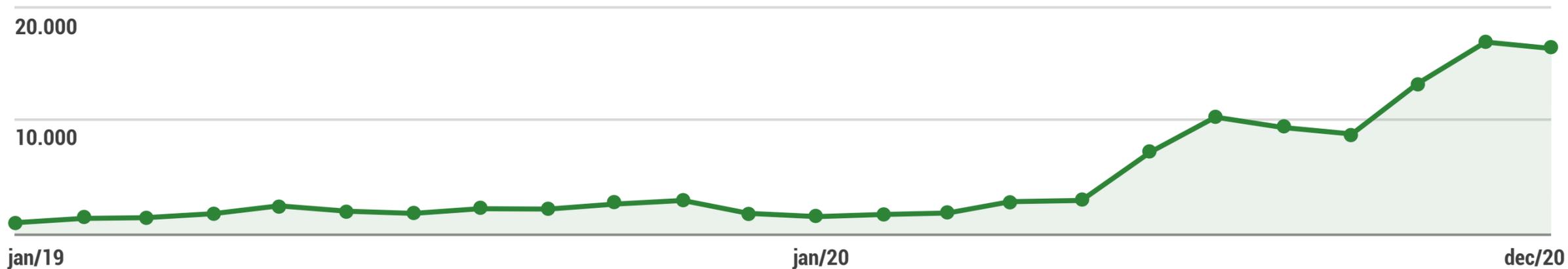
Average number of visits per month in 2019



**8.331**

Average number of visits per month in 2020

## Number of visits per month in the period of 2019-2020

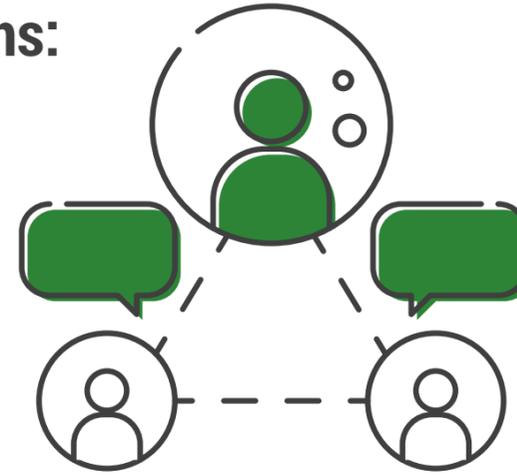


**328%**

growth from 2019 to 2020

# SOCIAL MEDIA

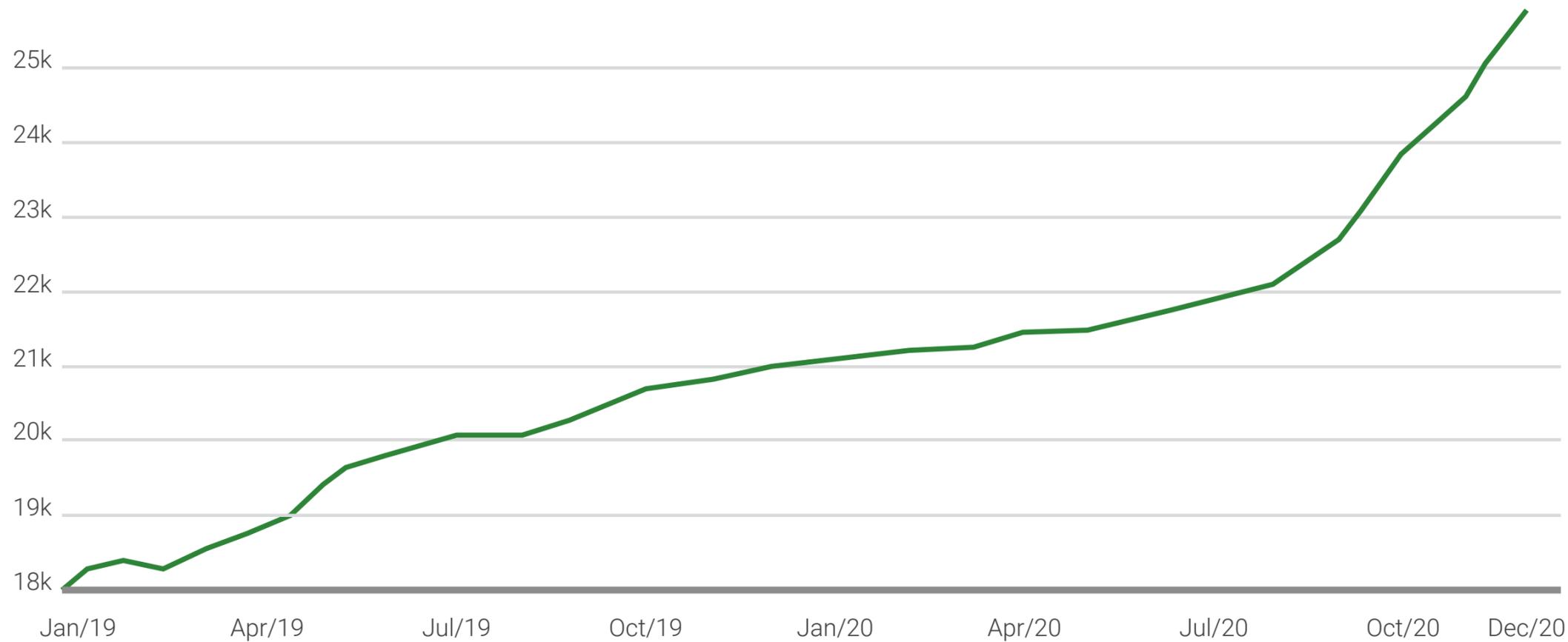
Total amount of interactions:



**159.682**

- 93,44% Likes
- 4,21% Comments
- 2,35% Saved Posts

## Followers' Growth



**452**

Total amount of posts

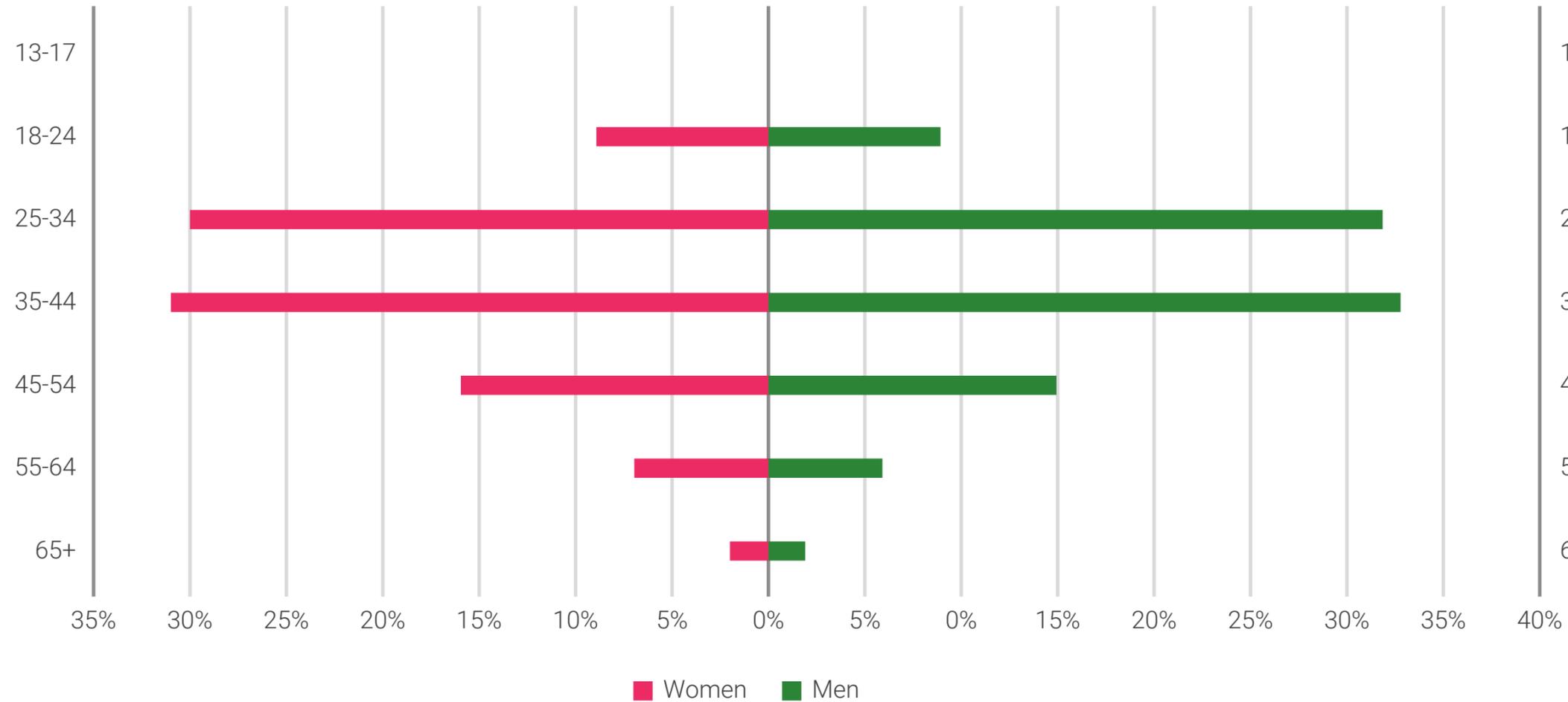


**353**

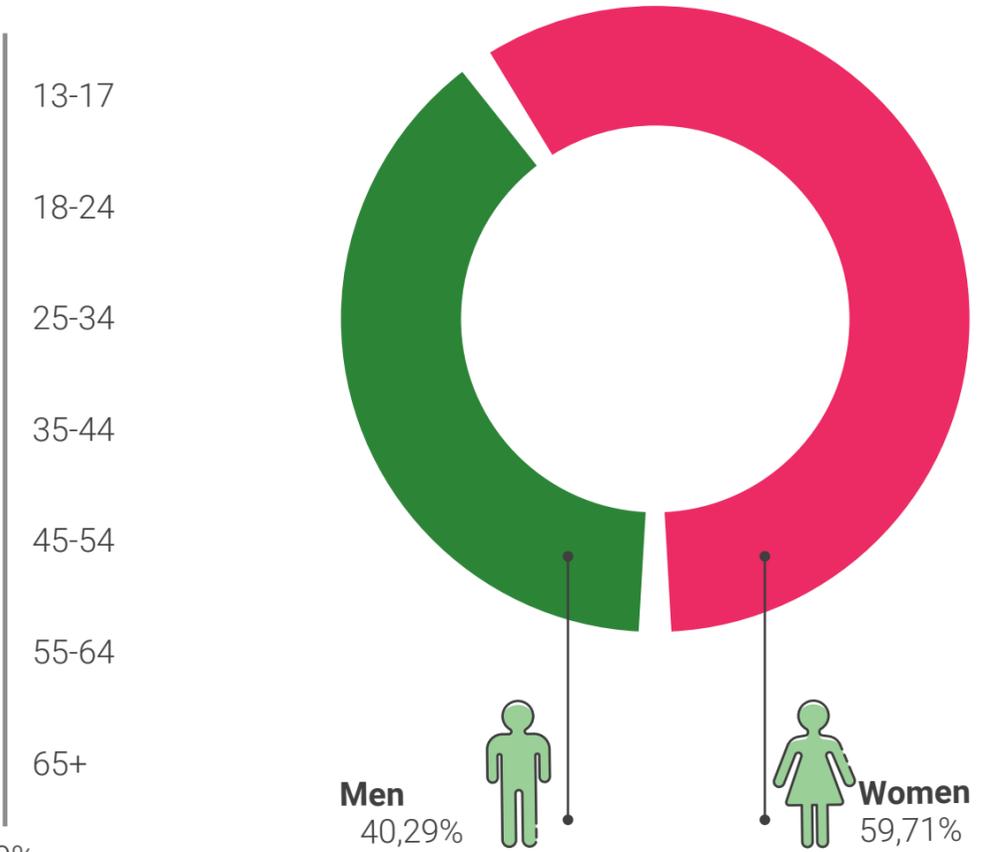
Average number of interactions per post

# SOCIAL MEDIA

## Age group



## Gender



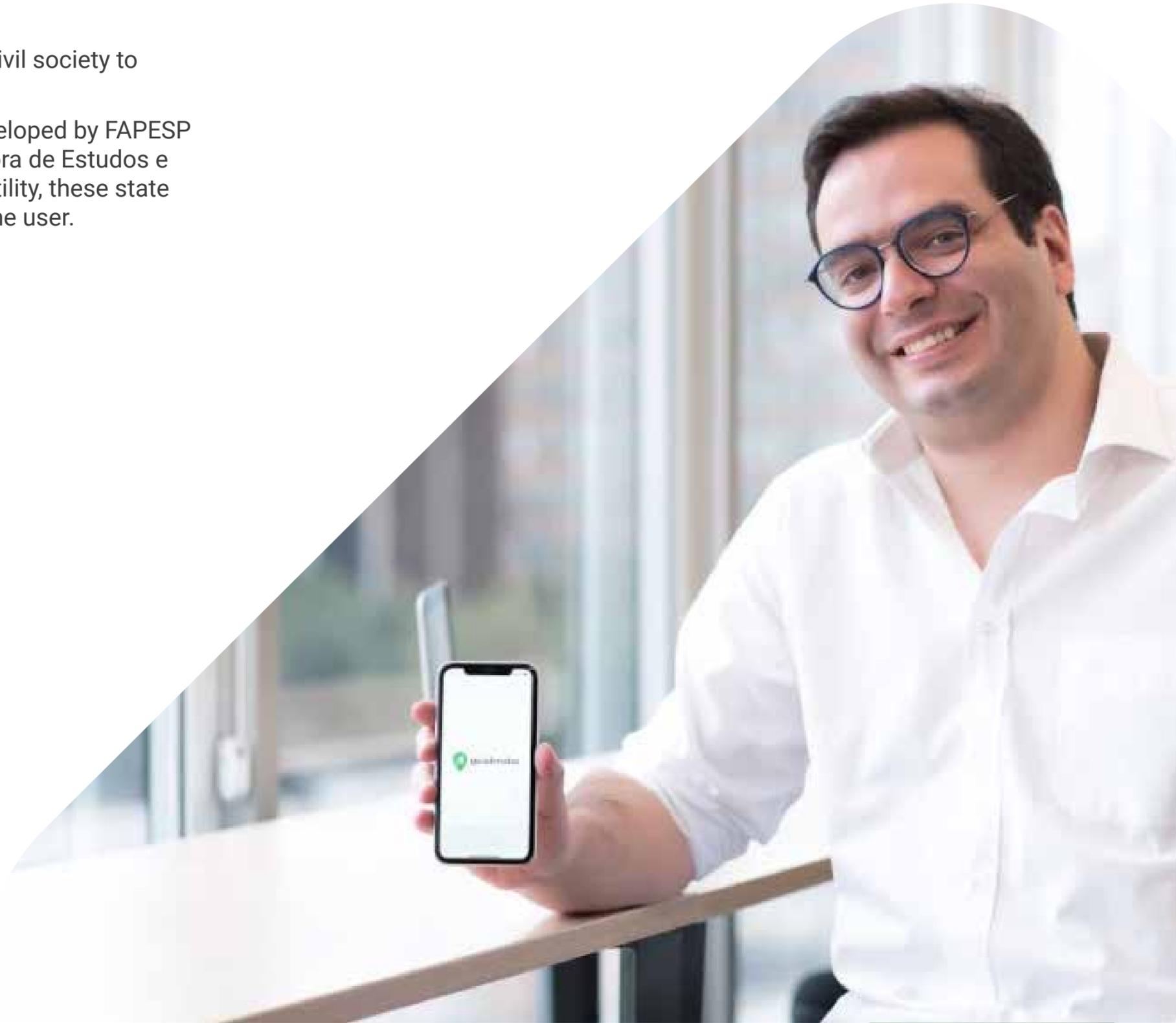
# PARTNERSHIPS

Wheelguide encourages and promotes public-private partnerships, private, and with civil society to enhance the impact of its objectives.

The Brazilian program named PIPE (Pesquisa Inovativa em Pequenas Empresas) developed by FAPESP (Fundação de Amparo à Pesquisa do Estado de São Paulo) and by FINEP (Financiadora de Estudos e Projetos) is an example of a successful partnership. Aiming to maximize the public utility, these state organs finance the development of the Wheelguide App, improving the interface for the user.



SDG 11 E 17





COMMUNITY

## Wheelguide Network

Being accessible and inclusive is a daily exercise and demands great commitment from corporations. Therefore, the companies that are part of the Wheelguide Network move steadily in that direction and establish the commitment to continuous improvement.

# WHEELGUIDE NETWORK





# IMPACT REPORT

2019 - 2020

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[www.wheelguide](http://www.wheelguide)