

Two voices, one vision:

How purpose-driven
partnerships are building
accessible, inclusive futures



The UK is currently facing some of its greatest ever social and economic challenges; Passion4Social CIC and Toucan Diversity CIC believe that letting our most innovative talents fall by the wayside is a missed opportunity.

By combining digital innovation and lived experience, we are showing how values-led partnerships can break down systemic barriers and create sustainable change.

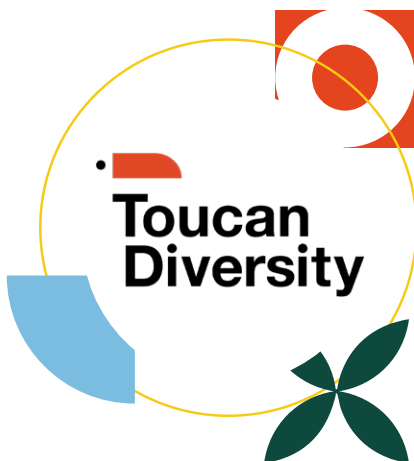
Why our partnership matters

Disabled people remain nearly twice as likely to be unemployed as non-disabled people (Office for National Statistics). Exclusion impacts individuals, communities, and the wider economy.



Passion4Social CIC

- Creative agency led by people with lived experience of disability
- Specialists in web accessibility, inclusive digital communications, and consultancy
- Delivered 'Accessibility for All', an initiative led in collaboration with the Scottish Government, which saw them conduct 100 accessibility audits across Scotland



Toucan Diversity CIC

- Disability training provider, led and delivered by disabled people
- CPD-accredited, practical, mindset-shifting training
- Supported organisations like Yellow Door to make organisational improvements, becoming a more inclusive employer and removing access barriers to their services

Shared vision and values

Passion4Social CIC and Toucan Diversity CIC are inextricably linked by a shared mission to:



Create more
inclusive spaces -
digital and physical



Amplify the voices
of underrepresented
people



Provide the practical
skills or tools they
need to thrive



Challenge harmful
stereotypes



Projects and impact

Social impact advent calendar

This festive campaign was led by Passion4Social, with Toucan Diversity contributing one of its CPD-accredited courses as a prize. It helped a staff member from Forth Valley Sensory Centre acquire practical skills for creating inclusive environments.

Training and consultancy outcomes

Toucan Diversity CIC delivered **37 training sessions** in 2024, reaching over **1,000 participants**. Thirty-five per cent of participating organisations now employ disabled people, with eight organisations joining the Disability Confident Employer scheme.

“The presentation from Toucan Diversity was exceptionally clear and professionally delivered. What truly stood out was hearing directly from a presenter with lived experience of an invisible disability — it brought authenticity and depth that deeply resonated with us. Colleagues and I were discussing it afterwards, and we all agreed on how engaging and impactful the training was. A truly valuable session.”

- **Director, Warwick Arts Centre, April 2025**

Employment and inclusion outcomes

In 2024, Passion4Social secured eight employees, two interns, and eight fixed freelancers from diverse backgrounds — creating 11,544 hours of *Real Living Wage* employment for disabled and minoritised people.

“The accessibility audit has really helped us to understand how someone with accessibility needs experiences our website. It has made us completely rethink how it is structured and how it functions, and we are now looking at a complete redesign to ensure that accessible practices are embedded throughout.”

- **Communications Officer, Stirling Carers Centre**

Key lessons learned

- Accessibility must always be **co-designed** with those it impacts
- Aligned **values** are the foundation of any successful partnership
- Lived experience is not just a nice thing to have; it is **essential**
- Collaboration works best when it's **relational**, rather than purely transactional
- Creativity and innovation thrive when you allow your perspectives to be **challenged**

Looking ahead

This partnership is just beginning. Next, we plan to:



Expand our joint services — combining training and digital accessibility



Develop best practice resources for organisations across the UK



Advocate with government, employers, and professional bodies to drive systemic change

“This connection is more than just a partnership; it’s a shared journey. By collaborating, we can drive greater social change than we could alone.”

**Anne-Marie Asgari,
Toucan Diversity**

“Together, we are offering something neither of us could deliver alone: a full-spectrum approach to inclusion that’s practical, powerful, and rooted in lived experience.”

**Thiago Carmo,
Passion4Social**



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