

Abu Dhabi Excellence Award for People of Determination Inclusion – Damj Inclusive Services Award Criteria

Criterion 1: Service Design (20%)

1. Service Design Methodologies:

Applying methodologies for designing and developing the service using standards that ensure inclusive and accessible communication with POD, providing them with a usable service that meets their requirements and considers their physical, mental, psychological, and cognitive abilities — such as Universal Design standards.

2. POD Needs and Requirements:

Designing the service while taking into consideration the current and future requirements and needs of POD, ensuring their effective participation and/or the participation of their families in the service development and design process. This includes consulting their opinions, obtaining their free and informed consent, and incorporating their feedback to meet their requirements effectively.

1. Creativity and Innovation:

Incorporating creativity and innovation in designing and developing the service, and providing new and effective solutions, while ensuring the use of modern technologies to improve the quality of life for POD and making sure to get their feedback and approval.

3. Pilot Implementation:

Conducting a pilot implementation of the service while actively engaging POD to gather their feedback, insights, suggestions, and utilizing them to improve the service prior to its official launch.

Criterion 2: Access to the Service (40%)

1. Inclusive Marketing and Promotion:

Implementing a clear, inclusive and accessible requirements for marketing and promoting the service, and ensuring all marketing material are available in accessible formats (readable, audible, and written) across various media and communication channels (digital, audio, visual, and in-person).



2. **Ease of Access to Information:**

Ensuring easy and inclusive access to information related to the service in line with international standards for universal and inclusive design. By providing documents, data, and images in accessible formats such as Braille, large print, electronic or audio formats, sign language interpretation, or any other method that allows POD to understand and access the information.

3. **Effective Communication:**

Ensuring that POD has accessible and effective means to inquire, request, or provide feedback and complaints about the service. This includes a variety of channels such as call centers, text chat options, and high-quality voice and video call.

4. **Diverse Service Delivery Channels:**

Offering multiple ways to access the service, including in-person visits to service centers, home delivery of services, digital platforms, phone services, and smart applications—allowing POD to choose the method that best suits their Requirement and circumstances with ease and convenience.

5. **Inclusive Physical Environment:**

Ensuring physical accessibility to service centers and facilities, making them compliant with international standards for universal design. And cater to POD mobility needs, and provides dedicated parking spaces, accessible restrooms, appropriate signage and guidance tools (visual, auditory, tactile such as tactile ground surface indicators), along with safety and emergency measures to protect POD, especially in evacuation situations.

6. **Inclusive Digital Environment:**

Ensuring accessibility to digital and electronic services that meet universal accessibility standards by providing user interfaces that are flexible and compatible with assistive technologies. These may include screen readers, voice controls, touch panels, specialized keyboards, eye-tracking devices, and other tools that facilitate effective access to digital services and information for POD.



7. Service Delivery:

Delivering a value-added service that is easy to complete, high in quality, fast, and highly flexible. The service should meet the diverse needs and requirements of POD and include supportive services when needed, such as personal assistance and assistive devices (e.g., voice aids, magnifiers for vision, touch-control tools, wheelchairs, lifting devices). The service should meet the expectations of POD and have a clear, positive impact on their quality of life and that of their families.

Criterion 3: Service Providers' Professionalism (25%)

1. Awareness:

Raising awareness among service providers about the rights, challenges, and needs of POD, and how to interact with them with flexibility and professionalism, while responding to their requests and providing support in ways that promote a sense of equity and equality.

2. Specialized Training:

Providing a specialized and trained workforce of service providers and equipping them with the necessary knowledge and skills required to interact with POD and respond to their requirements effectively. It includes training staff to handle requests from POD, whether made via phone, electronically, or in person at service centers, (e.g., staff proficient trained in sign language, programmers developers knowledgeable about universal accessibility requirements for digital and electronic services, trained contact center staff to meet familiar with the POD needs and how to meet them).

3. Respect and Privacy:

Ensuring respectful and dignified interaction with POD while maintaining their privacy and taking into account cultural and linguistic diversity by providing support in multiple languages and formats that align with their varied cultures and abilities.



Criterion 4: Results and Impact (15%)

1. Feedback:

Collecting regular feedback from POD regarding the service through appropriate accessible tools and channels that help identify their needs and requirements, measure their satisfaction with the service, and respond to their complaints and suggestions.

2. Performance Measurement:

Measuring service performance through satisfaction surveys and performance indicators, which may include (but are not limited to): Time taken to receive the service, number of disability related training sessions for service provider, the percentage of POD accessing services, quality of the provided service, satisfaction rates of POD and/or their families, trust in the service, outcomes of complaints and suggestions handling (processing time, number and types of complaints and suggestions, resolutions, etc.), measuring the impact of the service on POD and their families

3. Continuous Improvement:

Ensuring continuous development and improvement of the service based on feedback, performance and impact results analysis, benchmarking, and exploration of advanced technologies.

