

**Regional Society of Disabled People
"Perspektiva"**

Six Month Report

**Project Title: “Promoting the Rights of
Persons with Disabilities in Russia”**

**Reporting Period: September 16, 2012 –
March 31, 2013**

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I. EXECUTIVE SUMMARY

The purpose of this report is to present the achievements and activities of the project “**Promoting the Rights of Persons with Disabilities in Russia**”, which has been implemented by Perspektiva together with its partners from the National Coalition “Education is a Right for All” (NAC) from September 16, 2012 through March 31, 2013.

The overall goal of the project was to promote the rights of PWDs in 11 target cities of Russia. The project focused on two key areas – the rights of persons with physical disabilities and economic rights for youth. This project also included a component aimed at strengthening capacity of Perspektiva and its partners.

The three key project components are as follows:

Component 1: Promoting the rights of persons with physical disabilities, above all, wheelchair users, to independent living, and social inclusion.

Component 2: Promoting economic rights of disabled youth through enhancing employment opportunities, strengthening the capacity of disability NGOs to provide quality disability employment services, and advocating for equal access to employment for PWDs.

Component 3: To further strengthen the capacity of Perspektiva to continue to promote the full inclusion of PWDs into their communities.

Perspektiva has also implemented additional activities aimed to promote inclusion of PWDs in society.

To promote the rights of PWDs to independent living, and a barrier free environment, Perspektiva organized two trainings to educate 41 representatives of disability and parent NGOs from 8 Russian cities about universal design and accessibility issues. These trainings were provided by international experts from the U.S. and Finland. As a result of these trainings, teams of persons with different types of disabilities were formed to serve as experts in universal design/accessibility. Perspektiva jointly with the “Social Advertising Laboraroty” also produced media tools (two PSAs (1 audio and 1 TV), and a documentary film about Perspektiva’s experiences including persons with disabilities into society) for the use in public awareness campaign “Accessible City for All” (scheduled for the fall 2013).

To promote the rights of disabled children and adults to an equal and inclusive education, Perpektiva provided training for more than 1500 school teachers and parents of children with disabilities; organized and ran seven multi-regional video conferences on inclusive education issues for 570 participants from 30 regions of Russia; held the National Inclusive Education Week in 9 regions of Russia, where more than 2200 people participated, and organized disability awareness seminars for more than 1780 schoolchildren from Moscow and 5 Russian cities that were led by youth with disabilities.

A remarkable event of 2012 - the 6th International Disability Film Festival about the lives of people with disabilities, “Breaking Down Barriers”, where 86 films from 25 countries were featured held by Perspektiva. The four days of the festival were attended by over 4,000 people; the two-day children’s program of films was attended by over 500 children with and without disabilities and their parents; nearly 14, 000 people from 16 NAC regions participated in local mini-festivals as part of the “Echo of Festival” project, and viewed festival films.

In the field of employment, Perspektiva worked with both employers and job seekers. During this project, the BABD was strengthened and expanded to 36 members (nine new companies joined the BABD). Perspektiva jointly with the BABD members held IV Annual Forum “Business for Equal Opportunities”, where representatives from government, business, employers, employers/business Unions/Associations, educational institutions, and civil society discussed disability employment issues and ways to improve access to employment for young disabled people, and the sixth “Path to a Career” competition for university and vocational college students and graduates with disabilities, where more than 50 disabled youth participated, and 13 of them reached its final and attended the Final Event.

Perspektiva provided employment services to young persons with disabilities throughout the project: training, pre-employment and on-the-job support that will help them to seek, secure and retain competitive employment. Job seekers also received literature, participated in vocational and on-the-job trainings, employment support groups, internships and temporary work positions. As a result, 105 secured jobs in the open market. To raise awareness about disability employment issues, Perspektiva produced and placed all over Moscow billboards featuring successful employment of persons with disabilities.

To further strengthen its institutional capacity, Perspektiva held a strategic planning meeting on sustainable development, where all staff members participated. During this and follow up meetings, Perspektiva’s staff with assistance from experts and consultants, defined organization’s strengths, weaknesses, opportunities and threats; revised and updated existing strategy, and developed a new one aimed at improving effectiveness and accountability, professionalization, managerial capacity and financial and administrative sustainability. Perspektiva also developed and implemented a professional development program for staff – a series of trainings on fundraising and TOT trainings for Moscow and regional staff. To ensure fundraising capacity, and to develop alternative sources of funding to replace grants that are coming to an end, Perspektiva employed a fundraising manager (FM) and implemented a number of activities (website updates, donor database of 100 names created; additional sources identified; two fundraising campaigns launched, etc.). Finally, Perspektiva produced a film about the organization, its achievements, and activities to present and promote the organization and its mission.

Perspektiva continued to serve as a resource for disability and NGOs across Russia. Media tools, translated literature on universal design and accessibility, PSAs and other project products were disseminated among regional partners. Extensive media coverage - both national and local - was solicited for all activities. During this project, nearly 450 media pieces about the project activities appeared on TV, radio and in print.

Project Highlights

- Perspektiva held first National Inclusive Education Practices Award “Education for All”. More than 100 people participated in the Final Award Ceremony.
- Perspektiva held 6th International Disability Film Festival «Breaking Down Barriers». More than 4,000 people attended the Festival in Moscow, and more than 14,000 people attended “Echo of Festival” (mini-festivals) in 16 regions of Russia.
- The Business Advisory Board on Disability (BABD) was strengthened and expanded to 36 members (nine new members joined the BABD);

- Perspektiva’s employment team leader Mikhail Novikov has been included as member of the Working Group on disability employment under the Ministry of Labor and Social Affairs of the Russian Federation;
- Perspektiva’s public education campaign “Children Should Go to School Together!” won nomination “One of the best PSA in the world” in “Creative for Good project” and was presented at Cannes. It was also published by “The Russian Reporter” among “the best Russian PSAs”;
- Perspektiva produced a film about the organization, its achievements, and activities to present and promote the organization and its mission.

II. ACTIVITIES AND RESULTS

This section will provide details of activities that were carried out during the project.

Component 1: Promoting the rights of persons with physical disabilities, above all, wheelchair users, to independent living and social inclusion.

Architectural Accessibility for Persons with Disabilities

Perspektiva organized and held two trainings for disability and parent NGO staff from different regions of Russia. The goal of these trainings was to educate PWDs about universal design and accessibility issues, and how to apply them to make their cities accessible. Another goal was to train PWDs to serve as experts in the area of accessibility and universal design.

International based experts from the U.S. and Finland were invited to provide these trainings, as universal design and accessibility requirements in Europe and in the U.S. differ. In the U.S., the focus is on rigid construction standards, new technologies, and design, while in Finland design parameters are more conservative, and are oriented on comfortable and safe environment. Thus, the Russian participants were provided an opportunity to learn from international experiences and best practices, and to choose appropriate approaches for Russia.

First Training on Accessibility and Universal Design March 11-14, 2013, Moscow

Josh Safdie and Willa Crolus, consultants from the Institute for Human Centered Design (IHCD) led this training for 32 representatives of disability and parent NGOs – members of the National Coalition – from 8 Russian cities (Moscow, Syktyvkar, Rostov-on-Don, Arkhangelsk, Tomsk, Kaliningrad, Yekaterinburg, and Nizhny Novgorod).

Topics of the training included: universal design as a framework for the design of places, things, information, communication and policy; how to monitor accessibility of public and residential buildings, and transportation facilities, etc.; making web pages accessible to and usable by visitors with disabilities; tools and strategies for universal design experts, etc.

As a result of this training, the team of experts in universal design/accessibility was established. This team included persons with different types of disabilities.

The training’s practical assignment included evaluation of 2 buildings – the hotel “Izmailovo” and “The Central Artist's House” for conformance to universal design/accessibility standards. The participants split into groups, and evaluated the buildings, including hotel rooms and

exhibition halls, then prepared and gave presentations about the results of their evaluation, and, finally, developed recommendations on how to make the facilities more accessible.

As a follow up to this training, on March 15, 2013 Perspektiva organized a meeting in its office. International experts and Perspektiva's partners gathered to discuss how to promote accessibility and universal design standards in Russia. The participants included Elena Leontieva, representative of the "Free movement" from Yekaterinburg, Nikolai Krasikov and Galina Gorbatykh from "Barrier Free Society", Ulan Ude, etc.

Second Training on Accessibility and Universal Design May 24-26, 2013, Moscow

This training was held by Anja Nanttu, expert from Finland, JAMK University of Applied Sciences, School of Health and Social Studies for nine Russian participants. Topics of the training included: the concept of universal design; architectural accessibility; assessment of public buildings and schools, etc.

This seminar's practical assignment included assessment of accessibility of the Gorky Park and Inclusive School #518 in Moscow. The participants developed evaluation reports with recommendations on how to improve access to these facilities by using a universal design approach.

Public Education Campaign "Accessible City for All"

To empower NAC members to carry out public education activities that will raise awareness about a barrier-free environment and the rights of persons with disabilities, Perspektiva provided them with the media tools, materials and publications.

Perspektiva jointly with the "Social Advertising Laboraroty" produced two PSAs (1 audio and 1 TV), and a documentary film about Perspektiva's experiences including persons with disabilities into society. These media tools will be used during the public awareness campaign aimed at raising awareness of the professionals, decision makers (government officials), and the general public about architectural accessibility, universal design, and barrier-free environment scheduled for the fall of 2013.

The first PSA is an animated infographic commercial about the concept and basic principles of universal design. The second PSA is a fixation of the action that was held in one of the places of Moscow during rush hours demonstrating the problems that PWDs face every day.

Literature and materials on architectural accessibility and university design (presentations, publications, and manuals) were translated by Perspektiva, and disseminated among the participants of both trainings, and other members of the National Coalition.

Promoting Inclusive Education

Actions to promote inclusive education were held in nine National Coalition regions – Arkhangelsk, Voronezh, Vladimir, Kazan, Kaliningrad, Samara, Syktyvkar, Ulan-Ude, and Moscow.

Provide support and training for mainstream school teachers to make their schools inclusive, and educate them about Russian and international best practices in inclusive education:

Perspektiva provided training and support for mainstream teachers, other education professionals and officials, disability activists and parents of children with disabilities in Moscow and other NAC regions. During this project, more than **1500** school teachers and parents of children with disabilities acquired new knowledge and skills on an array of disability and inclusive education issues essential for developing inclusive schools.

Seminars and Trainings

On May 13-17, a seminar on inclusive education for **22 members of the multidisciplinary teams** of activists, teachers and parents of disabled children from six cities of Russia was held in Voronezh. This training was led by Paula Martinelli, special educator from the Down Syndrome Foundation (Spain, Madrid).

On May 27-29, Perspektiva organized a seminar on inclusion of children with autism and special educational needs into mainstream schools “Inclusion of Children with Autism in General Education Settings: Teaching Strategies and Technical Aids”. The participants of this training included 58 preschool and school teachers. This training was provided by Tracy Parent, special education and autism consultant from the U.S.

Video Conferences for School Teachers and Staff

From November 2012 to May 2013, Perspektiva ran **seven multi-regional video conferences** on an array of inclusive education issues. More than **570 participants** from **30 regions of Russia** attended these video conferences and gained new knowledge to promote inclusive education locally. Perspektiva invited experts in the field of inclusive education and the rights of persons with disabilities from Spain, U.S.A., Canada, Germany and Russia to provide expertise. The participants included school teachers and administrators, special educators, psychologists, government officials and parents of disabled children from the NAC regions. Select video conference sessions were filmed and made available on Perspektiva’s web-site.

National Inclusive Education Week

March 19-26, 2013

More than **2200 people** participated in various events and activities of the National Inclusive Education Week in 9 regions of Russia, and learned about the rights of children with disabilities and special educational needs to education in mainstream schools, and international and Russian experiences and best practices. More than 150 parents participated in meetings with school teachers and staff, education professionals and officials, and learned about the provisions of inclusive education in the new Federal law “On Education in the Russian Federation”, upcoming changes in the work of the Psychological, Medical and Pedagogical Commissions (PMPC), etc. More than 500 students of pedagogy, social sciences, and psychology participated in presentations and trainings on a wide array of inclusive education issues.

Disability Awareness Seminars at Schools

1780 schoolchildren from Moscow and 5 Russian cities (Voronezh, Vladimir, Khabarovsk, Kaliningrad, and Yakutsk) participated in trainings on disability awareness and the UN Convention on the Rights of Children with Disabilities (UNCRC). During these seminars, the trainers used video materials about the lives of people with disabilities, and brochures and Manuals produced by Perspektiva as part of other projects - a Disability Awareness Seminar

Trainer's Guide "*Different Opportunities-Equal Rights*") with information about the UN Convention on the Rights of the Child, description of interactive methods and techniques to lead disability awareness seminars and additional materials and literature on disability such as disability philosophy, and etiquette; the medical and social models of disability; the existing physical and psychological barriers; assistive devices; sign language; the Braille system, etc. Disability awareness seminars were held by disabled youth who were trained to lead disability awareness seminars for school children and make disability awareness presentations at mainstream schools.

Inclusive Education Practices Award

On May 30, 2013 Perspektiva jointly with the Institute for Problems of Integrative Inclusive Education (IPIIE), and with informational support from the Ministry of Education and Science of the Russian Federation held a pilot Inclusive Education Practices Award "Education for All". 120 applications from 20 regions of Russia were submitted to this competition. The goal was to assess the implementation of inclusive education in Russia, and to raise awareness of local authorities, teachers, parents and the community as a whole about inclusive education.

Inclusive Education Awards Nominations included:

- The Best School in Inclusive Education
- The Best Inclusive Education Teacher
- The Most Significant Contribution to Inclusive Education
- The Best Inclusive Education Coordinator

More than 100 representatives of schools, disability and parent NGOs, officials, and parents of disabled children from Moscow and 8 regions of Russia participated in the Final Award Ceremony in Moscow. The participants included officials from the Ministry of Education and Science of the RF, IPIIE director and staff, Children's Rights Ombudsman for Moscow, and international experts.

The VI International Breaking Down Barriers Disability Film Festival

On November 9-12, 2012, Perspektiva held the 6th International Disability Film Festival about the lives of people with disabilities, "Breaking Down Barriers". 86 films from 25 countries, including Russia, USA, Canada, Israel, France, United Kingdom, South Korea, the Netherlands, Germany, Brazil, Iran, Sweden, Norway, and Ukraine were featured. For the first time, the festival hosted films made by children with disabilities.

On November 12, 2012, the Awards Ceremony was held. At the ceremony, the awards for best films were presented to the film makers by the members of the jury, Parliamentarian Mikhail Terentiev, a Paralympic champion and General Secretary of the Russian Paralympic Committee; and Perspektiva director Denise Roza. The MCs were television star Tatiana Arno and producer/director Alexei Agranovich.

As Vladimir Menshov awarded the grand prizes, he noted the importance of the festival, which opens up a new world for filmgoers. "Over three days I watched 60 films, and each film revealed a person with an individual personality, fate, misfortune and experience overcoming that misfortune. These films change your view of humanity. Through them I realized that God is very deliberate in His choice of trials for each person. And so it is all the more wonderful to see how those trials are overcome, how people respond to their challenges. It is a lesson for all of us. We must not mourn and lament the bad things in life."

This year the jury included the director Algis Arlauskas, TV hosts Tutta Larsen and Yevgeniya Voskoboinikova, and art-maker Natasha Van Budman, who created the film festival's new logo. The four days of the festival were attended by over 4,000 people – the highest number in the whole history of the festival. The two-day children's program of films was attended by over 500 children with and without disabilities and their parents.

Perspektiva provided 16 NAC members with financial support, and Festival's films to be screened in other cities of Russia. Coalition members from 6 regions (Arkhangelsk, Yakutsk, Tomsk, Rostov-on-Don, Nizhy Novgorod, and Khabarovsk) raised additional funds from local governments to organize mini film festivals of The VI Breaking Down Barriers Disability Film Festival. In Saint-Petersburg, the films were also featured at social and medical service agencies and organizations that provide medical care and support to persons with disabilities. In Arkhangelsk and Yakutsk, NAC members included films about the lives of people with disabilities produced by local studios, thus having attracted more attention to the screenings.

In total, nearly **14,000 people** from **16 NAC regions** participated in "Echo of Festival" events and activities – film screenings, master classes, meetings and discussions, etc.

Component 2: Promoting economic rights of disabled youth through enhancing employment opportunities, strengthening the capacity of disability NGOs to provide quality disability employment services, and advocating for equal access to employment for PWDs.

During this project, Perspektiva helped 105 secure jobs in the open market, including 35 job seekers, who were provided supported employment services.

Strengthening and Expanding the BABD

Perspektiva's employment team, together with the BABD active members, consulted other members of business community to improve their capacity to be disability friendly. Information, literature, advice and support were provided on an array of disability issues, ranging from how to become a disability confident business, legalities to hiring someone with a disability, returning injured or recovering employees to work, internships and mentoring to transition people with disabilities to the workplace.

A series of individual meetings were held with each new company that has expressed interest in joining the BABD to discuss their motivation and involvement. Old BABD members shared with potential/new members success stories on employing people with disabilities, and provided to them advice and assistance on designing and implementing disability employment programs. Potential and new members were invited to attend quarterly meetings of disability employment business leadership network.

As a result, since October 2012 nine new companies have joined the BABD, including PWC, SAP, IBM, OBI, FM Logistic, WORK service, Siemens, SHL, and Novartis. During this project, the new members organized disability awareness seminars for their employees, and participated in select BABD disability employment programs, such as study tours and internships. The trainings were provided by Perspektiva's employment team.

Student Leadership Council

Perspektiva's employment team initiated the establishment of a Student Leadership Council. The goal is to improve access to employment for undergraduate students and create links between future jobseekers with disabilities and employers. This Council has been working closely with interested candidates and employers to identify innovative methods of recruiting and hiring college students with disabilities and organizing events and activities to connect employers with prospective employees. This Council established and maintains cooperation with the BABD, and disseminates information among students about existing disability employment programs and opportunities among students and graduates. This Council held a series of meetings with disability activists and the BABD member-companies. KPMG, Ernst&Young, Hleb Nasushnyi, Starbucks provided their premises for these meetings.

IV Annual Forum "Business for Equal Opportunities"

On February 21, Perspektiva jointly with the BABD members held an annual Forum for members of the business community on employment and other disability issues. This Forum took place at the office of KPMG. Representatives from government, business, employers, employers/business Unions/Associations, educational institutions, and civil society attended the event to discuss disability employment issues and ways to improve access to employment for young disabled people. Topics of the discussion included: lack of well-qualified employees; the situation of disability employment in Russia; the BABD experiences recruiting and employing PWDs; the placement of people with disabilities into the workplace; facilitating positive interaction between employees with and without disabilities in the workplace; physical access and special accommodations in the workplace; how to develop and put in place programs and policies to attract, hire and retain disabled employees, etc.

University Job Fair

On April 19, 2013, a University Job Fair "From University to Employment" was organized by Perspektiva jointly with the BABD and the Moscow City Psychological, Pedagogical University (MCPPU). 130 job seekers from 21 universities and 14 colleges of Moscow attended this Fair. More than 20 BAB members participated in the event.

At these Fairs, students learned about employment and educational opportunities, different professions, participated in mock interviews and talked to a variety of staff from different companies. Workshops on job search were organized on such topics as career planning, job search techniques, writing resumes and curriculum vitas, interview preparation and etiquette, professional attire, salary negotiations, what employers' want, etc. These workshops were facilitated by Perspektiva's employment team and the members of the BABD.

Study Tours

Perspektiva jointly with the BABD members organized study tours for disabled job seekers to BABD member companies Megafon, FM Logistic, Microsoft, Atlas Copco, IBM, Starbucks, Khleb Nasushnyi, where 65 young persons with disabilities learned firsthand about companies' business, disability policies and practices, opportunities for disabled employers and met staff and disabled employees.

These study tours also enabled the participants to learn about professional opportunities, meet with different professionals in the company and get advice on career development. Finally, high school and college students were provided opportunities to see the operations of different businesses, such as a bank, law firm, airline or shipping company.

Internships and Job Shadowing Programs

Perspektiva jointly with BABD members - Antal Russia, Atlas Copco, Clifford Chance, SAP, and Fiba Group - organized 7 internships and job shadowing programs for students and graduates of the Moscow universities. Internships provided students with an opportunity to gain exposure to an occupational area related to their training. This experience helped students identify some of the needed skills, knowledge, and preparation desired for employees. It will also help students to understand the relevancy of their academic, technical, and classroom work. Job shadowing programs provided an opportunity for disabled youth to visit business sites and observe an employee at work in their chosen field. This on-site observation helped students gain more information about an occupation or an industry, while learning the art of networking in the local business community, and seeing how skills and knowledge acquired in class are applied in the real world.

Annual “Path to a Career” Competition

Perspektiva jointly with the Business Advisory Board on Disability (BABD) members – KPMG and HeadHunter - held the sixth “Path to a Career” competition for university and vocational college students and graduates with disabilities. More than 50 disabled youth submitted their applications and essays, and took part in interviews, and participated in trainings. 13 of them were selected as finalists.

The final event of the competition was held on May 20, 2013. The students made presentations about themselves to representatives of the business community, and participated in interactive business games (defended their business plans) and interviews about their career ambitions.

The competition jury, represented by the leading Russian and international companies, including BABD members, will select the winners and award them prizes and certificates. This year, Ani Tangyan won the main competition prize - Apple iPad from “DPD Russia” company. The jury noted her bright presentation, teamwork skills, and well-structured vision of her future profession. In addition, Ani has a good command of English, and is planning to become a lawyer.

After this competition, the employers invited most of the finalists to job interviews, and offered jobs at their companies to select project participants.

Job Preparation or Orientation Trainings / Employment Support Groups (Clubs)

High school and college students (Moscow State Pedagogical University, College #40, State Specialized Institute of the Arts, etc.) - 45 young disabled people, seeking jobs, participated in a series of 8-day training courses. Topics included: job resources for people with disabilities; career planning; job hunting; interview techniques; resume writing; employment services for PWDs, including internship programs, job placement services, job coaching and mentoring programs, consulting services, etc.

Public Education Campaign “New Resource for Your Business”

Perspektiva produced and placed all over Moscow billboards featuring successful employment of persons with disabilities. PSAs on inclusive employment are aired on TV.

Changing Attitudes towards Employment of PWDs

Perspektiva's employment team leader Mikhail Novikov has been included as member of the Working Group on disability employment under the Ministry of Labor and Social Affairs of the Russian Federation. Mikhail participated in the Public Hearings, roundtables and meetings, where he gave presentations and concrete and specific recommendations for improving governmental programs on disability employment, and enhancing the motivation of employers to recruit and retain PWDs. In particular, Perspektiva advised to increase funding of job preparation programs for PWDs to ensure that disabled job seekers are more competitive in the open labor market. Another Perspektiva's recommendation is to improve disability employment legislation.

Component 3: To further strengthen the capacity of Perspektiva to continue to promote the full inclusion of PWDs into their communities.

Perspektiva conducted a staff development needs assessment (DNA), and identified training and development needs for staff as universal design, fundraising, team leadership, and TOT.

Professional Development Program for Staff

Based on the results of the staff development needs assessment, Perspektiva developed and implemented a series of trainings for its staff, where regional partners also participated.

On April 28-30, a TOT was held for 15 NAC staff from 10 regions and Perspektiva's peer support group of four parents of children with disabilities. The goal was to train participants in the skills necessary to deliver high-quality interactive training sessions for public and corporate clients in their communities. This training was led by Tatiana Burmistrova and Yulia Sheveleva.

On May 21-23, a training on fundraising was held for 26 NAC staff from 11 regions. This training was led by Tatiana Burmistrova, expert on endowment of the Donor's Forum. Topics of this training included: key principles, approaches and mechanisms of fundraising; fundraising strategy; activities for collecting donations from individuals; fundraising campaigns that include small and large events; fundraising via the Internet, via social networks, Web sites and other income generating initiatives; the role of fundraiser, and the skills required in fundraising; marketing – market analysis and products; fundraising techniques, and the sources, etc. The format used interactive activities, including group discussion, role plays, skills practice, personal and group assessment, tools, and example session designs.

On June 20-21, a TOT for 16 Perspektiva staff was held. The participants included staff, who lead trainings and seminars for PWDs and business. The participants learned how to lead trainings on the following topics: disability awareness, how to become a disability friendly business, disability friendly customer services; how to support the employment of a PWD; legalities to hiring someone with a disability; internships and mentoring to transition people with disabilities to the workplace, etc.

On June 24, a training on charging fees for services for public or corporate clients was held for Perspektiva staff. The participants learned how to develop and implement sustainable mechanisms to ensure fundraising capacity of NGOs. This training was led by Tatiana Burmistrova.

Developing a Strategy for Strengthening the Institutional Capacity

Strategic Planning Staff Retreat

On February 11-12, 2013, Perspektiva held a strategic planning meeting on sustainable development, where all staff members participated. The main goal was to define organization's strengths, weaknesses, opportunities and threats, and to develop a long-term strategy. Aleksei Kuzmin, leading expert of the Consulting Group "Process Consulting" facilitated this meeting. The participants discussed current programs, and opportunities to develop new services and expand target groups. Working groups were established to continue work on the organization's governance structure, policies, and programs with assistance from experts and consultants.

Based on the knowledge and skills acquired during the trainings and with assistance from experts /consultants Perspektiva staff revised and updated existing strategy aimed at improving effectiveness and accountability, professionalization, managerial capacity and financial and administrative sustainability.

During February–April, a series of staff meetings were held with assistance from Aleksei Kuzmin, "Process Consulting". The consultant also developed a report with recommendations for the organization on how to strengthen the institutional capacity of Perspektiva to sustain its programs.

Marc Behrendt, «Behrendt Consulting» (USA) traveled twice to Moscow, in March and May to learn from different internal stakeholders at Perspektiva, including the Director, the Finance Department staff and key program staff with responsibilities in financial management how the current financial planning, tracking and reporting systems were working and their desires for improvement. With this information, he recommended a number of tools that could improve the efficiency of these systems. Once a plan for change was agreed, he worked with the Finance Department and produced a finance tracking system, procedures and templates for existing internal, thematic and donor budgets that will allow Perspektiva staff to produce organizational and donor spending and projection reports in a timely enough manner as to be useful to managers across the organization to adjust activities, refocus thematically and manage budget gaps in a timely manner. This system was introduced to staff. Recommended follow up support would include monitoring use of these tools and targeted training for staff to address problems identified.

In December, 2012 Chris Cavanaugh, a consultant from the USA conducted an organizational development diagnosis, and developed recommendations for Perspektiva on how to increase its efficiency, economy and management systems to adapt to a leaner base of "core" funding, as Perspektiva's "core" donor, USAID, issued its last grant through May 2013. These recommendations included: to revise the system of program and financial management; to develop organization's senior management, and to develop and implement fundraising strategy aimed to diversify organization's funding sources and implement fundraising methods which will involve new audiences and techniques.

Implementing a Sustainable Fundraising Strategy

To ensure fundraising capacity, and to develop alternative sources of funding to replace grants that are coming to an end, Perspektiva employed a fundraising manager (FM) Anastasia Ermolina on a permanent basis, as the organization's key person in raising funds.

During this report, the following activities were implemented to meet this objective:

- Fundraising section Perspektiva’s webpage (<http://perspektiva-inva.ru/how-to-help-us/>) was updated and improved: new donation mechanisms were added, interface, feedback and donor appreciation were improved.
- A data base of potential donors was developed (nearly 1000 people).
- Perspektiva launched fundraising via “Dobroru” service, and website <http://www.futurra.ru> (selling souvenirs to corporate donors), and CAF program at the website blago.ru/want_to_help/donate/119/.
- Perspektiva launched a campaign to raise money to “Leadership” program. Fundraising mechanisms included social media, direct mail fundraising letters, and text message fundraising.
- Perspektiva began preparation for a Charity Auction Dinner scheduled for December 9, 2013.

Other Activities to Increase Perspektiva’s Efficiency

New PCs (10), a laptop and a processor to run video conferences and webinars were purchased. Perspektiva also decided to move to a less expensive office. The organization submitted a request for a free of charge office space to the Moscow Government, as other Russian NGOs, however, this request was denied. So, the organization found a new office space, and scheduled moving for September 15, 2013.

Perspektiva also provided financial support for 8 NAC members to strengthen their institutional capacity (to purchase office equipment, and to hire consultants on institutional development and fundraising, etc.)

A Film about Perspektiva

Perspektiva produced a film about the organization, its achievements, and activities aimed to promote independence and an improved quality of life for persons with disabilities in the Russian community. This film gives a global overview of the organization, its history, structure, staff and actions, and provides details of activities per programs: Legal support; Inclusive education; Equal Access to sports; International Film Festival “Breaking Down Barriers”, etc. Perspektiva’s employees give interviews and make comments.

This film will be used to present and promote the organization and its mission during conferences, seminars and training. It will also be made available on Perspektiva and its partners’ websites.

Additional activities

Promoting the Paralympic Movement

On May 28, 2013 Perspektiva organized and held a Paralympic Sport Festival, where more than 200 disabled and non-disabled children from 10 Moscow schools participated. This Festival attended by Ann Cody and Dan Humphreys from BlazeSports America. Rima Batalova, a deputy of the State Duma of the Russian Federation opened the Festival.

Prior to the Festival, Ann Cody and Dan Humphreys led a training on adaptive sports for coaches and adaptive sports professionals. The participants were awarded international BlazeSports certificates.

Tatiana Letuchaya, training participant, chair of the Board of the National Shuffleboard Association shared her opinion about this training:

“Such trainings are very useful. We learned how to teach disabled children play a game, and we learned to do it quickly, as there were so many children, 30 per each team... Children helped each other, many of them learned about some sports for the first time in their lives. I also did not know about goalball, and was happy to play it. We learned how to make games and sports accessible for all”.

Later that day, a reception in honor of Ann Cody and Dan Humphreys was held at Spaso House, the American Ambassador's Residence. Duma Deputies Rima Batalova and Mikhail Terentiev attended the event.

The Public Education Campaign “Children Should Go to School Together”

Perspektiva and its partners continued to develop and lead simultaneous public activities aimed to educate members of their communities about inclusive education and to promote new policies and a more favorable legislation to support disabled children in inclusive settings.

Thanks to the cooperation with the “Rus Outdoor” company, the number of PSAs has increased. 150 billboards featuring disabled and non-disabled children going to school together were placed in the streets of Moscow. The “Children Should Go to School Together!” PSAs were also placed in the newspapers and magazines, and were aired on TV.

Perspektiva’s public education campaign “Children Should Go to School Together!” won nomination “One of the best PSA in the world” in “Creative for Good project” and was presented at Cannes. It was also published by “The Russian Reporter” among “the best Russian PSAs”.

Rosdostup

A new online resource for civic action “Rosdostup” was launched on October 3. Rosdostup allows people with disabilities to upload photos of areas that create problems with mobility anywhere in the country. The Social Technology Incubator provides free services to non-commercial organizations and civil activists. Perspektiva has been testing and promoting this service among PWDs and the general public.

Media Coverage of Project Activities

During this project, Perspektiva strengthened collaboration with TV channels, radio and printed media, and jointly organized and held a series of roundtables and programs. During this project, nearly 450 media pieces about the project activities appeared on TV, radio and in print.

III. PROJECT OUTPUTS:

Component 1: Promoting the rights of persons with physical disabilities, above all, wheelchair users, to independent living, and social inclusion.

- Two trainings on universal design and accessibility were held for **41 representatives of disability and parent NGOs** from **8 Russian cities**. These trainings were provided by international experts from the U.S. and Finland.
- Teams of persons with different types of disabilities were formed to serve as experts in universal design/accessibility.
- **Media tools** (two PSAs (1 audio and 1 TV), and a documentary film about Perspektiva’s experiences including persons with disabilities into society) were produced for the use in to public awareness campaign on barrier-free environment.
- More than **1500 school teachers and parents** of children with disabilities participated in trainings on an array of disability and inclusive education issues.
- **Seven multi-regional video conferences** on inclusive education issues were run for more than **570 participants** from **30 regions of Russia**.
- More than **2200 people** participated in various events and activities of the National Inclusive Education Week in 9 regions of Russia.
- **1780 schoolchildren** from **Moscow** and **5 Russian cities** participated in trainings on disability awareness and the UNCRDP.
- Perspektiva held first National Inclusive Education Practices Award “Education for All”. More than **100 people** participated in the Final Award Ceremony.
- Perspektiva held **6th International Disability Film Festival «Breaking Down Barriers»**. More than **4,000 people** attended the Festival **in Moscow**, and more than **14,000 people** attended “Echo of Festival” (mini-festivals) in **16 regions of Russia**.

Component 2: Promoting economic rights of disabled youth through enhancing employment opportunities, strengthening the capacity of disability NGOs to provide quality disability employment services, and advocating for equal access to employment for PWDs.

- Perspektiva helped **105 secure jobs in the open labor market**, including 35 job seekers, who were provided supported employment services.
- A **Student Leadership Council** was established to improve access to employment for undergraduate students and create links between future jobseekers with disabilities and employers;
- The BABD was strengthened and **expanded to 36 members** (nine new companies joined the BABD during this project);
- Perspektiva jointly with the BABD members held **IV Annual Forum “Business for Equal Opportunities”**;
- **50 university and vocational college students and graduates with disabilities** participated in the sixth “Path to a Career” competition and **13 of them reached its final**, and attended the Final Event.
- **45 young disabled people**, seeking jobs, participated in a series of 8-day training courses (Employment Support Groups (Clubs));
- **130 job seekers** from **21 universities** and **14 colleges** of Moscow, and more than **20 BAB members** participated in the **University Job Fair “From University to Employment”** organized by Perspektiva jointly with the BABD and the MCPPU;
- **65 young persons with disabilities** participated in study tours to **7 companies** BABD member companies;
- **Billboards** featuring successful employment of persons with disabilities were produced and placed all over Moscow;

Component 3: To further strengthen the capacity of Perspektiva to continue to promote the full inclusion of PWDs into their communities.

- **A strategic planning meeting** on sustainable development, where all staff members participated, was held;
- Perspektiva's staff with assistance from experts and consultants **developed a strategy** aimed at improving effectiveness and accountability, professionalization, managerial capacity and financial and administrative sustainability;
- **A series of trainings on fundraising and TOT** was held for Perspektiva and regional partners' staff from 10 NAC regions;
- Perspektiva employed a fundraising manager (FM) and **implemented a number of activities to ensure fundraising capacity**, and to develop alternative sources of funding (website updates, donor database of 100 names created; additional sources identified; two fundraising campaigns launched, etc.)
- Perspektiva produced **a film** about the organization, its achievements, and activities to present and promote the organization and its mission.