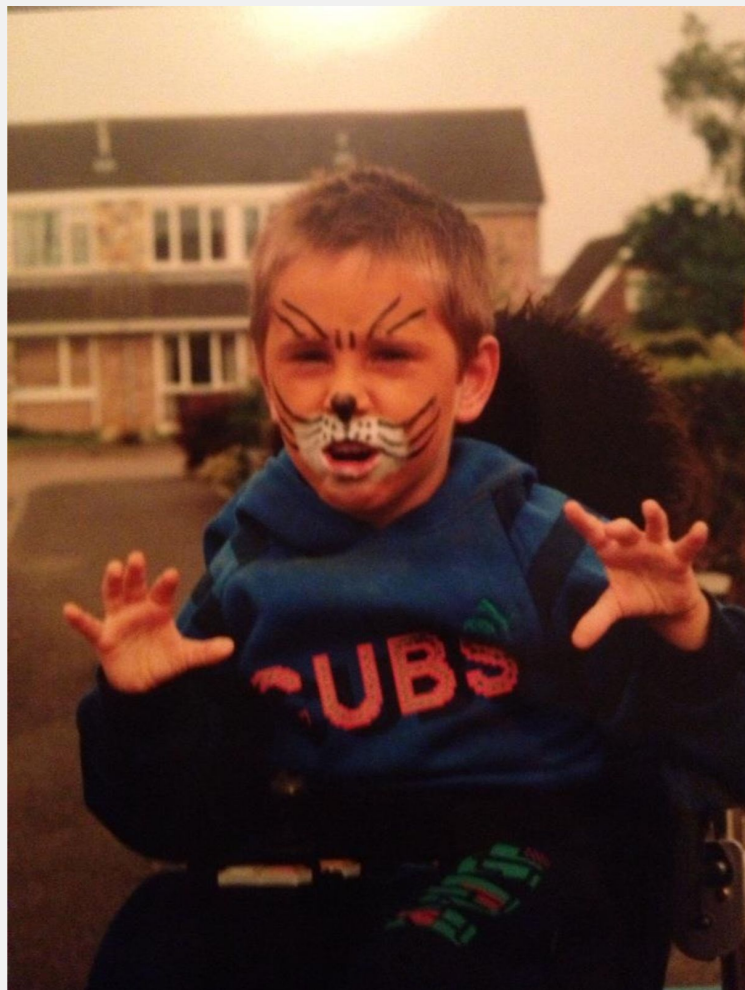


HOW TO CHANGE THE WORLD

MARTYN SIBLEY

GROWING UP WITH A DISABILITY



INDEPENDENCE AND FREEDOM



INDEPENDENCE AND FREEDOM

- **Care**
- **Equipment**
- **Housing**
- **Transport**

KEYS FOR INCLUSION

- **Social Model Barriers**
- **Self Esteem and Confidence**
- **Skills and Knowledge**

THE WORLD IS OUR OYSTER



SKIING IN CATALONIA



ADVENTURE FOR ALL



GIVING BACK

- **My Blog: martynsibley.com**
- **Disability Horizons Magazine**
- **Accomable (sold to Airbnb)**
- **Consultant to Governments, Businesses and Charities**
- **Voted regularly in Britain's Top 5 Most Influential Disabled people**
- **My latest venture, Purple Goat Agency**

**FAMILIES OF DISABLED PEOPLE IN
THE UK SPEND AN ESTIMATED
£249 BILLION A YEAR**

**Globally they spend an
estimated
\$8 trillion a year**

WHY ARE BRANDS SO AFRAID OF US?

Charity model

Political rights activism

Lack of awareness (past segregation)

Fear of unknown and doing the wrong thing

Anyone can become Disabled (ignoring a scary fact)

**SO WHAT DO
PEOPLE LIVING
WITH DISABILITIES
NEED FROM BRANDS?**

- **TO BE ACKNOWLEDGED**
- **TO BE HEARD & UNDERSTOOD**
- **TO HAVE A VOICE**
- **TO BE INCLUDED**
- **TO BE REPRESENTED**

REMOVING THE FEAR, REDUCING THE RISK

Get 'sign off' from the community

Ask them what they want

Use professionals from the community

Test the creative, get feedback

ACCESSIBLE TOURISM SOLUTIONS

- **Physical Accessibility**
- **Efficient Information Provision**
- **Customer Service For All**
- **Top Down Commitment: Inclusion Policy**

IT'S TIME TO JOIN
THE HERD 

**PURPLE
GOAT**

Nothing about us, without us

Martyn Sibley

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Co-Founder