



ABSTRACT | SUMMARY

SuperMAN aimed at opening the theme of accessibility to the social level, promoting accessibility especially for cognitively disabled people. In 2007 in France, some supermarkets implemented training courses to enable their staff to deal with mentally disabled people. SuperMAN's goal was to transfer the good practice developed in France to Italy and Germany in the framework of a Leonardo transfer of innovation project running from 2011-2013.

OBJECTIVES

The word accessibility often is associated with the elimination of architectural barriers. SuperMAN dealt with the topic of accessibility from the perspective of those who are affected by cognitive disability or dementia. By training persons working in public spaces how to meet their needs is a concrete contribution to promote an inclusive society. The logo visualises this engagement.

TARGETGROUP | CONTEXT

Staff of partner supermarkets - most of them have no academic or theoretical background about social psychology of customers, but much experience in practically dealing with people of all kinds. The SuperMAN training made them aware of their capability to deliver good service to all clients and strengthened their motivation to do so.

EVALUATION

Competence evaluated: "client orientation in relation to clients with cognitive disorders". The competence development of 40 participants is assessed with the LEVEL5® method. Methodology: mix of self-evaluation (questionnaires and learning diary) and peer evaluation. External supervision of a level5 expert.

RATIONALE | BACKGROUND

Within SuperMAN the French concept was adapted to Italian and German conditions - about 100 employees of CONAD in Italy and tegut... in Germany were trained. The 60 participating markets were awarded with the symbol of social accessibility which enabled them to communicate their engagement for an inclusive society towards their clients. The future perspective is to spread the initiative to other public spaces in accordance with the European priority of promoting inclusion and equality combating discrimination based on disability.



INFORMAL LEARNING ACTIVITIES

In a theory session participants learned what difficulties these clients may have in everyday life - and how you can help them when shopping. Practical exercises completed this part. In the practice phase the participants transferred their new skills into the supermarkets. This process of sharing experiences and thus reflecting the theme of the training guaranteed the sustainability of the training.

RESULTS

Through LEVEL5 it was possible to demonstrate the great competence development of each participant involved. Many had taken the initiative to learn more about disability and dementia and shared their knowledge and experience with colleagues and others in order to contribute to an inclusive society. Their fears of interaction and alienation decreased and confidence to be able to do a good job increased.