# CONTENT

<table>
<thead>
<tr>
<th>Our Mission</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Value Chain</td>
<td>4</td>
</tr>
<tr>
<td>Dialogue at the Core</td>
<td>5</td>
</tr>
<tr>
<td>Design and Methodology</td>
<td>8</td>
</tr>
<tr>
<td>Key Results</td>
<td>10</td>
</tr>
<tr>
<td>Highlights</td>
<td>14</td>
</tr>
<tr>
<td>Output</td>
<td>17</td>
</tr>
<tr>
<td>Dialogue in the Dark</td>
<td>18</td>
</tr>
<tr>
<td>Dialogue in Silence</td>
<td>35</td>
</tr>
<tr>
<td>Dialogue with Time</td>
<td>41</td>
</tr>
<tr>
<td>Outcome</td>
<td>47</td>
</tr>
<tr>
<td>Impact</td>
<td>56</td>
</tr>
<tr>
<td>Trends &amp; Main Findings</td>
<td>60</td>
</tr>
<tr>
<td>Analyse and Development</td>
<td>64</td>
</tr>
</tbody>
</table>
OUR MISSION

The mission of Dialogue Social Enterprise is to facilitate social inclusion of disabled, disadvantaged and elderly people on a global basis.

Our goals are

- to raise awareness of the contribution to society of people with disabilities and elderly people, leading to an inclusive behavior.

- to improve the social economic condition of people with disabilities, especially blind, visually and hearing impaired people.

To achieve these goals we operate exhibitions, workshops and events worldwide. We developed a social franchise system and work with local partners and organizations globally.
DIALOGUE SOCIAL ENTERPRISE SOCIAL VALUE CHAIN

THE OUTPUT
A platform of encounters and experiential learning
An employment opportunity for blind, visually impaired, deaf, hearing impaired and elderly people

THE OUTCOME
A transformative experience for the visitor
A professional context that empowers the guides

THE IMPACT
An impulse of diversity and inclusion for a wide range of social spheres through a community of multipliers ambassadors and committed people.
DIALOGUE AT THE CORE

Dialogue Exhibitions’ design has one purpose: To foster communication between the visitors and the tour guide. To ensure this objective it was important to set common reference points and bridge two opposing worlds—those of the blind and the sighted, the deaf and the hearing, the old and the young. The surroundings in Dialogue Exhibitions might be seen as stressful as visitors walk in the dark, remain silent, or anticipate their own aging. Our task was to accommodate the visitors so as to leave a lasting, positive impression. Despite the unfamiliar setting, people would need to feel safe enough to open their minds and senses, feeling empowered to discover their own images (in the dark), find their own expression (in the silence) or become aware of their own concept (of old age). Hence, the exhibitions had to anticipate visitors’ reactions in specific stages of the tour, and respond by providing entry points for open-minded conversations with the guide or the fellow visitors.

We used these features to reach an authentic dialogue:

- Positioning the guides as experts
- Preparing the guides
- Structuring the exhibition tour

POSITIONING THE GUIDES AS EXPERTS

Positioning the guides as experts allows valuable exchanges among members of different backgrounds. By highlighting the distinctive capabilities of blind, deaf and old people, the exhibitions place them in a position of respect in the mind of the visitor. Blind people can see in the dark and transmit the beauty of a non-visual perception. Deaf people can talk in silence and demonstrate how communication expands far beyond verbal expression. People in their late stage of life can offer experience-based knowledge and wisdom as well as a different perspective on the value of time. On the flip side, all guides are disadvantaged in mainstream society and face stigmatization in their daily lives. To gain autonomy and an optimistic attitude towards life, guides are often resilient, persistent and quick to learn. Dialogue guides have a high degree of authenticity, offering expertise in their own field with competence, credibility and seriousness. Visitors quickly develop confidence and receptiveness towards the guides, keen to ask questions and hear their stories. Within Dialogue Exhibitions the guides are the main component of the entire exhibition tour, and no visitor can experience a Dialogue Exhibition without the help of a blind, deaf or old person. This is clearly communicated throughout all media, and one of the unique value propositions of Dialogue Exhibitions.
PREPARING THE GUIDES

However, it is not enough to be blind, deaf or old to work as a Dialogue guide. The complex position requires a set of additional competencies and skills. A positive attitude towards one’s own personal life is a must, as the mission is to highlight the potential rather than the deficits resulting from a disability or advanced age. Dialogue Exhibitions guides may not express their personal frustrations, self-pity, egocentricity, complaints or laments to visitors. Rather, guides act as role-models, demonstrating that even under the hardest conditions a life can be filled with joy, meaning and self-fulfilment. Through their actions and words, the guides communicate that blind people have a vision, deaf people have a voice and old people have perspectives.

To guarantee the dialogue, candidates are put through a multistage screening process. Those who can demonstrate their capabilities in the interviews are invited to a 2 week training to acquire needed knowledge and skills, such as active listening, the capacity to ask questions and stimulate dialogue, the ability to frame the exhibition tour in terms of time and content, the self-control to stay focused, flexible and adaptive. Guides need to engage teenagers who show little initial attentiveness, as well as respond to people who ask challenging and personal questions. Therefore all Dialogue guides must have excellent communication skills, a high degree of self-awareness and capacity for empathy.
STRUCTURING THE EXHIBITION TOUR

To ensure a lasting impression and mitigate social distancing due to prejudice, Dialogue Exhibitions follow a clear structure over the course of the tour. It starts with basic information people offered in the exhibition’s website or promotional materials: all exhibition visits will be guided by blind, deaf or old people. Single visitors will join larger groups. The tour will be a personal encounter with a representative of a stigmatized community, lasting over an hour or an hour and a half.

After arrival on site, visitors are introduced to the topics, and equipped mentally and technically. A welcome host explains the rationale of the exhibitions and gives safety instructions (especially for moving in the dark). Visitors receive a white cane (Dialogue in the Dark), a sound absorbing headset (Dialogue in Silence), or a necklace with a timer (Dialogue with Time). Next, the guide is introduced, and their expertise in darkness, silence or age is emphasized. This can be seen as an opening ritual to bring people closer together and position the guide properly.

The scenario of the Dialogue Exhibitions follows a dramaturgy. It begins comfortably, with visitors entering a pleasant surrounding of a park in the dark, doing some exercises with the hands in silence or watching a video with an aging face in fast motion.

This first phase of the exhibition helps the visitors to arrive, get connected to the guide, and adapt to the topic. Afterwards it becomes more demanding. In the dark a street must be crossed while it is noisy and busy; the competence of facial expressions must be examined in silence; or the mental, sensorial and physical limitations of old age visitors must be experienced. This phase, while somewhat stressful, demonstrates the shortcomings and difficulties that blind, deaf or old people may face. Consequently, guides gain greater respect and appreciation.

The final phase moves visitors from the emotional to the cognitive level by initiating a real dialogue. Visitors and blind guides sit together in the dark Café and reflect upon the recent experience, talk about everyday life of blind people or discuss the personal experiences of the guide. In Dialogue in Silence, visitors may take off their headsets in the last phase and communicate with the deaf guide through a sign language interpreter. In Dialogue with Time, the final station is called Future of Aging, where visitors talk with the guide about their notion of aging.
DIALOGUE EXHIBITIONS – DESIGN METHODOLOGY I

The set up and flow of Dialogue Exhibitions are based on the transformative learning theory. The layout, scenario, and interactions are done in a way that visitors experience disorienting dilemmas that trigger them to move on and explore further. The joyful and playful situations in small groups produce self-reflection and critical assessment without the feeling of danger. The authentic encounter with the members of different communities, and the dialogue among the peers help the visitors to leave their reference frame and to explore new ways of thinking, acting, and being.

TRANSFORMATIVE LEARNING THEORY

1. Experiencing a disorienting dilemma
2. Critically assessing assumptions
3. Acquiring and implementing new knowledge
4. Exploring options for new roles and relationships
The ultimate goal of Dialogue Exhibitions is to build cohesion among visitors and to close the gap between different groups of our society. A platform is provided for debate, dialogue, understanding the beauty of diversity, and necessity of inclusion. These values are offered without any moral appeal or handling instruction. Visitors do not need any precise knowledge. Space is offered to the public to transform their understanding after an emotional experience with real-life exchange with other individuals and foremost important: With joy.
DIALOGUE SOCIAL ENTERPRISE
KEY RESULTS 2018
DSE SOCIAL VALUE CHAIN

**INPUT**
- 977 employees*
- 215 volunteer
- 17,989,646 € input**

**ACTIVITIES**
- Exhibitions
- Workshops
- Dinners & others activities

**OUTPUT**
- 32 Dialogue locations
- 500 VIs employees*
- 72 Hearing Impaired employees
- 101 employees >70 years old
- 784 393 people reached worldwide

**OUTCOME**
- Changes in the visitors ability to deal with their emotions
- Developing empathy and compassion
- A professional context that empowers guides

**IMPACT**
- Visitors taking actions for a more inclusive and accessible world
- Companies understanding the potential of people with disabilities and recruiting more.
- Changes in the way of addressing the topics of disability and aging.

> 803 visitors per employee
> An investment of approx. 23€ per visitor

*Calculation based on the answers from 36 out of 37 sites
**Calculation based on the answers from 26 out of 37 sites
DIALOGUE SITES 2018

784,393 visitors**

29 Exhibitions (incl. 20 offering workshops)
8 Workshop centres
For 37 sites

Opened in 2018
Ongoing in 2018
Closed in 2018

* Workshop centers
** Total visitor number including exhibitions, workshops, and events. Data missing for DiS Shanghai
KEY OUTPUT 2018

37 Sites
29 Exhibitions in total
25 Permanent and 4 temporary
8 Permanent workshops centres
4 New exhibition opening

673 employees with disabilities or over 70 years old*
140 Newly trained guides and facilitators

784.393 Total visitors
More than 680,000 Exhibition visitors
27,866 Workshops participants
More than 71,000 additional dinners & events participants

*Calculation based on the answers from 36 out of 37 sites
**Calculation based on the answers from 26 out of 37 sites

KEY INPUT 2018

The input is the total from all resources mobilized und invested in order to design, implement and operate Dialogue exhibitions. Worldwide, we have two types of data of input available: Human resources & costs.

977 Employees in total*
And about 215 Volunteers

~ 17,989,646€ costs**
DIALOGUE SOCIAL ENTERPRISE HIGHLIGHTS
DSE Brings Dialogue to Dalai Lama Summit
In October 2018, Andreas Heinecke and Orna Cohen (DSE CEO and CCO) were part of the selected group who met His Holiness Dalai Lama in Dharamsala, India. The heart of the summit was how to foster universal ethics and compassion through museums.

Dialogue in Dark International meeting in Vienna
The 22nd DID international meeting was hosted by our Austrian partners in Vienna from November 14 to 17, 2018. This year 29 DID founders, share-holders and top executives from 12 countries and 4 continents gathered together to share the best of the Dialogue Family around the world, get inspired, discuss and work on the future of Dialogue in the Dark.

The article Dialogue Exhibitions, Putting Transformative Learning Theory into Practice, published in the prestigious Curator, The Museum Journal, was one of the journal’s top downloaded 2018 papers!
In this article, Orna Cohen & Andreas Heinecke explain the Theory of Transformative Learning and how it is applied to Dialogue Exhibitions to facilitate change of mind set.
Indeed, Dialogue Exhibitions aim to shift patterns in interpersonal relationships and understanding between “us” and “them.” This objective of changing attitudes and shifting perspectives is accomplished with a clear design methodology based on the Theory of Transformative Learning (Mezirow 1978, 1991, 2000).
Dialogue with Time opening in Hamburg
In May 2018, Dialogue with Time opened as the 3rd permanent Dialogue Exhibition at the DialogHaus in Hamburg, Germany, showcasing all three Dialogue exhibitions on a permanent basis.

Dialogue in the Dark exhibition Trier
In December 2018, the DiD Verein opened a new Dialogue in the Dark exhibition in Trier, Germany. The exhibition space is inside a profaned church.

Workshops in Mauritius
In September 2018 DSE conducted two Dialogue in the Dark workshops for Routes Advisory near Port-Louis in Mauritius. It was the first time DiD was going to this country, after almost 10 years of cooking time. For this project, 5 blinds and partially sighted facilitators were involved. They hosted a total of 46 participants.
DIALOGUE SOCIAL ENTERPRISE OUTPUT
DID KEY OUTPUT 2018

28 SITES
21 EXHIBITIONS IN TOTAL
19 PERMANENT AND 2 TEMPORARY EXHIBITIONS
7 PERMANENT WORKSHOP CENTERS
2 NEW EXHIBITION OPENINGS

500 VISUALLY IMPAIRED EMPLOYEES
72 NEWLY TRAINED GUIDES AND FACILITATORS

651.292 VISITORS TOTAL
MORE THAN 500 000 EXHIBITION VISITORS
27 405 WORKSHOP PARTICIPANTS
MORE THAN 71 000 ADDITIONAL DINNER & EVENT PARTICIPANTS
DID VISITORS STREAM 2018

85% of the visitors are experiencing the exhibition.

- Exhibition: 85%
- Workshop: 6%
- Dinners: 5%
- Others: 4%
EXHIBITION
5.969 total opening days

**OPENING DAYS**

- Trier: 619
- DSE: 635
- Kuala Lumpur: 706
- Osaka: 2820
- Shanghai: 4731
- Shenzhen: 5741
- Chengdu: 9003
- Chennai: 9127
- Melbourne: 12085
- Hyderabad: 14579
- Singapore: 16896
- Bangkok: 16922
- Genova: 17322
- Monterrey: 32258
- Istanbul: 32500
- Vienna: 33964
- Hong Kong: 39687
- Milan: 48735
- Frankfurt: 51894
- Seoul: 61834
- Hamburg: 63468
- Holon: 77352

**DID EXHIBITION VISITORS**

*only exhibition visitors, without participants of other DiD activities (workshops, dinners, events etc.)*
ACCOMPLISHMENTS AND SUCCESSES

In the exhibitions in 2018
What was/were your main success(es) regarding the exhibition in 2018?

“Creating the new format “Open Space” during the water damage”
DiD Hamburg

“We offered our customers the possibility to visit just 2 room experiences instead of 4 so that we don’t loose the customers who can’t pay the full price or do not have the one hour time”
DiD Hyderabad

“VI/Blind Guides’ performances”
DiD Istanbul

“We won a second place Price on inclusión competition called “premios incluye” by movimiento congruencia.”
DiD Monterrey

“We were ranked in the TOP 5 of Korea’s famous exhibition ranking for five consecutive years. It is very rare in Korea that a exhibition contents consistently rank within TOP”
DiD Seoul

“Increased investment of social media for promotion and engagement.”
DiD Hong Kong

“Seeing more referrals from past visitors & increase in public reviews (i.e. Google, Facebook)”
DiD Singapore

“Visitors’ engagements & School groups.”
DiD Istanbul

“We had more individual customers”
DiD Shenzhen

“Our schools program grew extensively with more schools booking in more people. We have also successfully implemented our tour as part of a few training programs for corporate groups”
DiD Melbourne

“50% more visitors in total and 35% of total revenue increase”
DiD Chengdu

“The exhibition was prolonged for six more months”
DiD Monterrey

“All three exhibitions have profit.”
DiD China

“Keeping an ongoing successful exhibition”
DiD Holon

“New cooperations.”
DiD Vienna

Sustainability

Growing recognition

Content & Quality

Attraction of more visitors
WORKSHOPS (WS)
Workshops are offered by 24 of 28 sites

<table>
<thead>
<tr>
<th>City</th>
<th>WS Sessions</th>
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<tbody>
<tr>
<td>Chennai</td>
<td>1</td>
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<tr>
<td>Hyderabad</td>
<td>3</td>
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<tr>
<td>Chengdu</td>
<td>6</td>
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<tr>
<td>Buenos Aires</td>
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<tr>
<td>Ahmedabad</td>
<td>7</td>
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<td>Bangkok</td>
<td>19</td>
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<td>Genoa</td>
<td>31</td>
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<tr>
<td>Holon</td>
<td>25</td>
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<td>Vilnius</td>
<td>19</td>
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<tr>
<td>Kuala Lumpur</td>
<td>57</td>
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<td>Monterrey</td>
<td>42</td>
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<tr>
<td>Frankfurt</td>
<td>47</td>
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<td>DSE</td>
<td>26</td>
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<tr>
<td>Shenzhen</td>
<td>28</td>
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<tr>
<td>Vienna</td>
<td>33</td>
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<tr>
<td>Singapore</td>
<td>44</td>
</tr>
<tr>
<td>Melbourne</td>
<td>71</td>
</tr>
<tr>
<td>Hamburg</td>
<td>43</td>
</tr>
<tr>
<td>Sao Paolo</td>
<td>23</td>
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<tr>
<td>Moscow</td>
<td>16</td>
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<tr>
<td>Hong Kong</td>
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<tr>
<td>Milan</td>
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<td>Shanghai</td>
<td>85</td>
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<td>Taipei</td>
<td>85</td>
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<tr>
<td>Tokyo</td>
<td>114</td>
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27,405 WS participants

1233 WS sessions

* Number of workshops' sessions missing
ACCOMPLISHMENTS AND SUCCESSES
In the workshops & events in 2018
What was/were your main success(es) regarding the workshops in 2018?

**Successful programs**

*“Our Dinner in the Dark” DiD Milan*

*“Team Building Leadership” DiD Moscow*

*“Increasing the number of workshops” – DiD Holon*

*“We organized one concert in the dark where blind guides performed and 390 persons attended.” – DiD Monterrey*

*“We did a series of 6 to 8 short workshops in the dark for companies, which were cheaper than a regular workshop. We also did 3 events out of the city.” – DiD Monterrey*

*“Innovating different activities” – DiD Singapore*

*“The Christmas reading and the Paganini in the dark workshop was very appreciated” – DiD Genova*

**Awareness**

*“Raise of awareness about social integration, generated in the corporate participants” – DiD Buenos Aires*

*“Integrating into a university leadership program at RMIT. They are our biggest client” – DiD Melbourne*

**Sales**

*“Successfully explored engaged different business sectors” – DiD Hong Kong*

*“Solid clients [bank, television]” – DiD Vilnius*

*“Exceed customer expectation to achieve the workshop objective. Good reputation to win referral lead” – DiD Taipei*

*“Securing workshops from corporate group such as Microsoft, IBM, Uber, Daimler” – DiD Singapore*

*“Diversity and Inclusion topics for the corporate that are working in these matters” – DiD Holon*

*“We created 3 workshops in the light for the general public about empathy, braille & technology and senses and mobility” – DiD Monterrey*
DINNERS & EVENTS
DINNERS & EVENTS - VISITORS

71,009 participants of dinners & events worldwide

FOCUS:

> Dinners in the Dark are still popular but we observe a considerable increase of the other events participation (=+14%)

> More than 41,000 Dinner in the Dark participants

> Nearly 30,000 participants of other events in the Dark

OTHER EVENTS INCLUDE:

Concert in the Dark, Breakfast tours (tour with a brunch in the Dark on Saturday morning), Long Night of the Museums, Coffee in the Dark, Race in the Dark (like treasure hunt), Birthday party in the Dark, City festival. Appetizer in the Dark, Monster Festival, Mini format of the exhibition outdoors, Drinking Chinese Tea in the Dark, Theatre in the Dark, Empathy Challenge, Dating in the dark, Blind Passagier, Haptik Award, Invisible Friend Diploma, Szenenwechsel im Museumsraum, Recitation in the Dark, Discovery-Tour, Agent training, ...
INNOVATIONS

In 2018, several partners developed and implemented new types of specials D-events. The objective is most of the time to fulfil the market’s expectations and reach a more broader public. These events are always the result of creativity and partnerships with local partners/events. Here are some of them:

The Night of Culture
DiD Vilnius

Every year, DiD Vilnius is actively participating in big city festivals. In 2018, for the Night of Culture, they organized a special exhibition and program in the dark: Photographs of the guides were taken and displayed outside. The photographer also printed tactile photographs. The visitor could touch & feel a portrait and had to guess which guide it was.

Drinking Chinese Tea in the Dark
DiD Taipei

Problematic: "Our program is too long for visitors to stay in the dark and the activity temple is fast. We need to create excitement and dialogue with the groups."

Solution: A program of under 90 minutes, using the Chinese tea as the medium that everybody is familiar with. Emphasis on the senses to develop. Target: General public & age above 12. Show time: 75 minutes

The results: Already 12 sessions in 2018, hosting a total of 300 customers.

Perspective: In 2019, there will be a public session every month to promote this program.
COLLABORATIONS

WITH EXTERNAL PARTNERS
Arte da toccare

DiD Genova took part, together with other local partners, into a program called Arte da toccare (“The Art of touching”). A 3D exhibition which allowed to touch and feel particular details from different masterpieces exposed at the Real Palace Museum. The visit of DiD was included into the whole program of this event.

WITHIN THE D-NETWORK
Concert in the Dark

In October 2018, Dialogue in the Dark Malaysia organized a Concert in the Dark and invited amazing performers from Dialogue in the Dark Taiwan who have set a successful performance in the dark in place.

This musical performance in the dark, “a journey following the sound”, highlighted some of the DiD values meanwhile touching emotions and memories of the participants.

They had 5 performances. Each of them lasted about 120 minutes and received around 150 visitors.

Some Malaysian celebrities also joined the Taiwanese performers on the dark stage!
POSTERS FOR DINNERS & EVENTS FROM AROUND THE WORLD

DiD Taipei

DiD Monterrey

DiD Frankfurt

DiD Shanghai

DiD Hyderabad

DiD Seoul

DiD Singapore
EMPLOYEES
EMPLOYEES WORLDWIDE*

- Blind & partially sighted employees: 64%
- Blind & partially sighted - Part time / freelancers: 41%
- Blind & partially sighted - Full time: 23%
- Other employees: 35%
- Deaf or Hearing impaired employees: 1%
- Employees with other disabilities: 1%
- Other employees: 35%

In 2018...

> 500 employees in total
> 64% of employees at Dialogue in the Dark worldwide are blind or visually impaired (VI)
> In almost 30% of the venues, there is a VI person in a managing position
> 72 new guides and facilitators joined DiD
> 20 visually impaired employees left DiD for a new occupation and 6 found a new job right after working for DiD, 5 within 6 months.
> About 215 volunteers involved worldwide
> 2% of employees with other disabilities within Dialogue in the Dark

*The numbers include all employees at the exhibitions, WS centres, and DSE, fully employed, part-time as well as freelancers
DID ASSET – THE DEVOTED TEAMS

DID Tokyo (Japan)

DID Melbourne (Australia)

DID Shanghai (China)

DID Seoul (Korea)

DID Monterrey (Mexico)

DID Sao Paulo (Brasil)
DIS KEY OUTPUT 2018

5 SITES | 4 EXHIBITIONS
3 PERMANENT & 1 TEMPORARY EXHIBITIONS
1 WORKSHOP CENTRE

70 HEARING IMPAIRED EMPLOYEES | 11 NEWLY TRAINED GUIDES AND FACILITATORS

87 266 VISITORS TOTAL* | MORE THAN 86 000 EXHIBITION VISITORS
MORE THAN 400 WORKSHOP PARTICIPANTS

* Data not available for Shanghai. Total visitor number including exhibitions and workshops.
EXHIBITION VISITORS

OPENING DAYS

991 opening days*

345

312

314

Tokyo 2018

4500

Istanbul 2018

16500

Hamburg 2018

28438

Holon 2018

37367

DIS EXHIBITION VISITORS

86,805 total exhibition visitors*

* Data not available for Shanghai
HEARING IMPAIRED EMPLOYEES

Number of hearing impaired employees per site

- Holon 2018: 27 (Part time/freelancers) + 1 (Full time)
- Tokyo 2018: 22 (Part time/freelancers) + 1 (Full time)
- Hamburg 2018: 8 (Part time/freelancers) + 1 (Full time)
- Istanbul 2018: 6 (Part time/freelancers) + 6 (Full time)
- Shanghai 2018: 5 (Part time/freelancers) + 5 (Full time)
ACCOMPLISHMENTS AND SUCCESES
What were your main successes in 2018?

"Keeping an ongoing successful exhibition."
DiS Holon

"A big new client, R+V Insurances, booked the business workshop on two occasions: in Stuttgart and in Wiesbaden. In total there were more than 200 participants."
DiS Hamburg

"Increasing the number of workshops."
DiS Holon

"We hired a new team and this had a positive effect to the result."
DiS Istanbul

"Due to the water damage in the DiD exhibition, the DiS was able to prove its worth during the summer months while dealing with the repercussions of new (re-)bookings. Thus, there was also a rising number of tourists as visitors in the exhibition."
DiS Hamburg

"Awareness was increased compared to the previous year."
DiS Istanbul

Restructuration

Sales

Awareness about the exhibition
DIS ASSET – THE DEVOTED TEAMS

DIS Hamburg (Germany)

DIS & DID Istanbul (Turkey)

DIS Holon (Israel)

DIS Tokyo (Japan)
## DWT KEY OUTPUT 2018

<table>
<thead>
<tr>
<th>4 SITES</th>
<th>3 PERMANENT EXHIBITIONS</th>
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<tbody>
<tr>
<td>101 SENIOR EMPLOYEES</td>
<td>1 TEMPORARY EXHIBITION</td>
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<tr>
<td>57 NEWLY TRAINED SENIOR EMPLOYEES</td>
<td></td>
</tr>
<tr>
<td>45 835 VISITORS TOTAL</td>
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</tbody>
</table>
EXHIBITION VISITORS

898 opening days

OPENING DAYS

DWT EXHIBITION VISITORS

Sao Paulo 2018: 4,000
Hamburg 2018: 8,458
Holon 2018: 16,301
Singapore (DwT) 2018: 17,076

45,835 total exhibition visitors
EMPLOYEES

Number of > 70 year old employees per site

- Hamburg 2018
- Singapore (DwT) 2018
- Holon 2018
- Sao Paulo 2018

Legend:
- Part time/Freelancers >70 yo employees
- Full time >70 yo employees
- Total
ACCOMPLISHMENTS AND SUCCESSES
What were your main successes in 2018?

"Being able to change mindset of those who attended the tour."
DwT Singapore

"Number of school visitors"
DwT Sao Paulo

"Keeping an ongoing successful exhibition."
DwT Holon
DwT ASSET – THE SENIOR GUIDES
DIALOGUE SOCIAL ENTERPRISE OUTCOME
OUTCOME

- A transformative experience for the visitor
- A professional context that empowers guides

The outcome can be evaluated through:

- Questionnaires & evaluation forms
- Follow-up phone calls
- Face-to-face feedback, guestbooks
- Collection of team feedback
- Employees’ skills assessment
- Business school case study
- Master Thesis, articles

The Data available to report on the outcome are:

- The local or global recognition through awards won
- Anecdotal and qualitative quotes from guest books and direct observation and/or discussions
OUR PARTNERS’ AWARDS

- Running in the Dark won the Grand prize for “Sports for good” sponsored by Deutsche Bank
  DiD Shanghai

- Regional Winner of Spirit of Humanity Awards
  DiD Hyderabad

- An appreciation award given to DiD Singapore for employing Vis given by the Singapore Association for the Visually-Handicapped.
  DiD Singapore

- Digital Impact Award-Gold Award (Turkcell)
  & TİDE Farkındalık Ödülü
  DiD Istanbul

- Best Socially Relevant Brand & Innovative Concept 2018 by Express Avenue Mall
  Best Themed Restaurant By Aval
  Vikadan Leading Tamil Magazine
  DiD Chennai

- Nominated and selected as a finalist for a Melbourne Award
  DiD Melbourne

- Premios incluye 2018 by Congruencia
  DiD Monterrey
DiD Hyderabad

“After having visited DiD Hyderabad, one visitor was inspired. He desired to recruit a group of volunteers who work nearby the mall next to which DiD Exhibition is, and who would help the guides with a carpool system. Unfortunately, since the plan included developing an app that would organize drivers, the project fell through due to financial constraints. The team at DiD Hyderabad was nevertheless impressed to see the extent of empathy of this visitor and how it led him to think of creative ways of helping out. His empathy was the driving force behind his thinking and, irrespective of the fragile fate of the app project, empathy remains.”

DiD Shanghai

“One blind runner, who turned blind after 50 years of age, had never gone out of home since the blindness for years. She came to the running program, learned to go to the subway station by herself, now she comes twice a week to our events and she said she hadn’t used her medicine for heart disease for the entire winter.”
DiS Istanbul

“At first, the visitors are afraid to speak with sign language because of the fear of doing something ‘wrong’; but our deaf guide encourages the person to speak in sign language. Then, a dialogue begins.

Emre, the barista, reflects: ‘One day, a visitor came to the cafe and spoke to me. I showed him my deaf card. He looked at me in surprise and then tried to explain something with exaggerated movements. I figured he wanted to drink coffee, but which coffee? Then I showed the menu, he pointed to the coffee he wanted. Firstly, I taught him the sign language of coffee then he imitated me. We were both very happy.’
DwT Holon

“One of the families who came for a visit at “Dialogue with time” - Israel, exhibition, told us that they were so impressed and moved by the tour, that they decided to volunteer in a nursing home for elderly people. The most amazing thing is that every member of the family chose a special day during the week for volunteering. One of the children’s said: “there’s more to life than just T.V and games. I’m having so much fun with my new grandmother and grandfather. They tell me interesting stories that I never heard before”.”

DwT Sao Paulo

“For some of the guides, it was the best experience they ever had. The communicating with the public and passing their live stories was what they really loved.”
STORIES OF SOCIAL CHANGES

“An outstanding experience that touched me on many levels”
Visitor's quote

“I was thrown completely out of my comfort zone and was forced to respond in a way that was true to myself rather than reacting to social cues/authority/self-consciousness. I learnt that I can deal with the unknown and that I shouldn’t hide behind insecurities.”
Visitor’s quote – Workshop at ASL

“One child with claustrophobia dared to let go of his grandma’s hand halfway into the exhibition and freely participated.”
DiD Holon

“A wonderful, unique, touching experience that will always be remembered.”
DiD Melbourne
STORIES OF SOCIAL CHANGES

“The parents of a boy with disability, after talking to guides, decided to enable him to make friends on his own.”
DID Vienna

“Some visitors became friend with a guide (Cynthia) and decided to go dancing together, which they did several time now already.”
DID Monterrey

“Visitor from 2012 remembered vividly visiting DiD: in 2018 he made DiD appear at the elite event.”
DiD Chennai

“I met my today's partner at the museum. For our wedding, we decided to write our wedding invitation in Braille, although no one in the family or in the circle of friends is blind.”
DiD Frankfurt

“The daily encounter between blind guides and taxi drivers created a truly inclusive behavior from taxi drivers.”
DiD Monterrey

“A 11-year old keeps coming back to volunteer.”
DiD Shenzen

“A tango teacher decided to give tango lessons to Visually-Impaired and Hearing-Impaired people dancing together. A big show was organized at the end of the lessons.”
DiD Istanbul
STORIES OF SOCIAL CHANGES

“Through DiD, web accessibility test engineer, barista and other jobs for the blind were created.”
DiD Korea

“We observed more companies offering jobs for people over 50 years old”
DwT Sao Paulo

“2 guides were hired by visitors who offered them jobs.”
DiD Monterrey

“After visiting DiD, clients inquire to hire visually impaired employees.”
DiD Shanghai

“Post visit to Dialogue in the dark, an IT company had taken guides to test if their software are accessible and studied what job roles can be done by a VI person.”
DiD Hyderabad

Creating wider change: Employment
» DIALOGUE SOCIAL ENTERPRISE IMPACT
WHAT IS THE IMPACT OF DIALOGUE IN THE DARK ON THE SOCIETY?

As we could, this transformative experience has an impact on the society on several levels:

- **An important emotional impact**
  A lot of the visitors are expressing their **gratitude** toward the transformative learning experience which they just made. The experience is a catalyst for their emotion and allows them to **overcome** the negative emotions which can first arise when stepping in the dark. Moreover, feedback shows that working for DwT made change in the life of senior guides. When social connection was missing, it gave them the opportunity to be a part of new social network.

- **Leading to take action**
  After their visit, a considerable number of visitors are taking actions toward the topic of inclusion. Indeed, it **brings people together** and some friendships can be created. Moreover, it creates **empathy which leads to action** as some visitors are making sure their services (Uber, IT) are also accessible, some created **new activities** who can be accessible, etc. We observe also some visitors actually giving their time and **volunteering**.

- **Leading changes in recruitment**
  A lot of testimonies are showing how the visit to DiD made visitors or companies **understand the potential** of people with disabilities and over 70 years old and lead to actual **recruitments**.

- **Changes in the way of addressing the topics of disability and aging**
  More than a third of the visitors are visiting the exhibition as part of their **educational program** (school or trainee groups), introducing **experiential learning as a new way to address the topic** of disability and aging. Moreover, organization in the **care sector** are starting to **introduce the topic of empathy** to their caretakers by bringing exhibitions or workshops to their education, as it was the case in Germany.
TAKING ACTION – THE CHANGES OBSERVED BY THE NETWORK

> What type of changes did you observe?*

- Companies hiring Visually and/or Hearing impaired, or >70 years old people: 69%
- Development of public accessibility (streets, public buildings, transportations): 69%
- Development of IT accessibility: 31%
- Creation of offers for Visually and/or Hearing impaired and >70 years old people: 54%

As we observed in the stories of social changes, a majority of the changes were visible in the recruitment of local companies. We also observed an important change in the development of public accessibility, as well as more inclusive offers for activities although these changes are always slower.

*On the changes observed for 13 upon 37 sites
More than one answers possible
CASE STUDY: DIALOGHAUS HAMBURG
Visitors survey 2017

> The visitors of Dialogue exhibitions understand the objective of the exhibitions and can articulate it

What do you think the developer of the exhibition wanted to create here?*

<table>
<thead>
<tr>
<th>Objective</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Create understanding &amp; empathy</td>
<td>66%</td>
</tr>
<tr>
<td>2. Raise awareness about difficulties</td>
<td>12%</td>
</tr>
<tr>
<td>3. Give appreciation &amp; respect</td>
<td>24%</td>
</tr>
<tr>
<td>4. Foster appreciation for diversity</td>
<td>12%</td>
</tr>
<tr>
<td>5. To discover and appreciate our senses</td>
<td>8%</td>
</tr>
<tr>
<td>Uncategorized</td>
<td>5%</td>
</tr>
</tbody>
</table>

In which way or what is the impact that will be generated?*

<table>
<thead>
<tr>
<th>Impact</th>
<th>DiD</th>
<th>DiS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Creating awareness</td>
<td>19%</td>
<td>6%</td>
</tr>
<tr>
<td>2. Developing Empathy &amp; Understanding</td>
<td>32%</td>
<td>6%</td>
</tr>
<tr>
<td>3. Closing the gap between people with and without disability</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>4. Bring appreciation and respect for blind and deaf people</td>
<td>0%</td>
<td>6%</td>
</tr>
<tr>
<td>5. Generate Thoughtfulness &amp; readiness to help</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>6. Answers that are sceptical</td>
<td>4%</td>
<td>0%</td>
</tr>
</tbody>
</table>

*More than one answers possible

In July 2017, a visitor survey was conducted at Dialog Haus Hamburg to understand better who are the visitors and what is their visit experience. A total of 152 people were interviewed after their visits, among which 110 had visited DiD and 42 had visited DiS.

Do you think that the experiences affect the community in any way?

- Yes: 88%
- No: 4%
- No idea: 8%
DIALOGUE SOCIAL ENTERPRISE TRENDS & MAIN FINDINGS
The decrease in the number of sites in 2017 is related to the closure of DiD Athens, DiD Kuala Lumpur exhibition, and DiD Bangalore, as well as the end of the DwT touring exhibition.
DIALOGUE VISITORS PER YEAR*

Total number of visitors per year

*Decline in visitor numbers in 2017 mainly due to the closure of two highly successful temporary exhibitions.
DIALOGUE GUIDES AND FACILITATORS*

Total number of employees per year (full time + part time)

*The number of DiD guides decreased in 2017 due to the closing of two successful temporary exhibitions. The trend shows a growing interest in DiS and DwT which are therefore taking an increasing share of employees.
ANALYSIS OF VISITOR DEVELOPMENT

2017

688,913
Total visitors & participants

LOSS OF VISITORS

Number of visitors declined in 9 venues*

- 23,278
(-3%)

GAIN OF VISITORS

+ 118,758
(+17%)

Number of visitors increased for 20 venues*

2018

784,393
Total visitors & participants

*A venue can host one to three sites (a DiD site and a DiS site for example)
ANALYSIS OF VISITOR DEVELOPMENT

DSE observed additional 95,480 visitors overall in 2018 compared to the year before.

All three programs gained visitors. The majority of this gain is coming from exhibition visitors, which makes sense, as a majority of the people are visiting the exhibitions. An important gain of visitors comes also from other D-events. Most of the loss of visitors is coming from Dialogue in the Dark dinners and workshops.

Development stream 2017/2018
ANALYSIS OF VISITOR DEVELOPMENT

Overall, a bit more than half of the venues are stable, with 13 venues having a difference of less than 2,000 visitors in 2018 compared to 2017. We can also observe 12 venues had a difference of between 2,000 and 10,000 visitors in 2017 compared to 2018. Finally, 4 venues gained 10,000 visitors in 2018.

Some trends can be found to explain the reasons of these changes:

**Gain of visitors**

The increase in *exhibition visitor* numbers are due to:
- New openings (2 DiD and 2 DwT)
- More *opening days* (e.g. some venues had opened only mid-2017, some operated longer hours)
- More *marketing action* (partnerships with other venues in the city for the entrance fees)
- More *word to mouth*
- The announcement of the closure of a venue (Frankfurt).
- The closing of another exhibition within the same venue.

The number of *event* participants raised up thanks to the *diversification* of the offers, *better adapted to the market* (Tea in the Dark, Concert in the Dark, participation to some City Events, ...)

Some venues also welcomed slightly more *workshops* participants, due to
- More marketing efforts
- Good references
- Larger group of participants

**Loss of visitors**

The decrease of *workshop* and *dinner* participants is due to:
- Instable local economy (e.g. Argentina, Russia or Turkey)
- *Tighter budget* from companies and schools, which are therefore less willing to invest in a D-activity
- The *location* (when the location is further away from the city centers or is not an attractive location – e.g. A Mall)
- *Competition* and *copycats* (especially for the Dinners) – due to budget constraint, companies are booking cheaper activities.
- A *focus of the resources* (especially marketing) on the opening of a new format and not on workshop development.

Some venues lost also visitors in the exhibition for two main reasons:
- *Closing the exhibition* for more than one month (water damage, school holidays)
- The *drop down of visitors to the Mall* where DiD is located (e.g. less „passing-by” visitors)
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