

## DIALOGUE SOCIAL ENTERPRISE 2018 ANNUAL RESULTS & SOCIAL IMPACT

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## 1. 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.

## 2. DIALOGUE IN THE DARK 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

### 3. 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.

#### 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.

#### DIALOGUE EXHIBITIONS – DESIGN METHODOLOGY II

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.

#### 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

## 4. KEY RESULTS 2018

What goes in

#### INPUT

- 977 employees\*

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

- 215 volunteer
- 17.989.646 € input\*\*

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

#### ACTIVITIES

- Exhibitions
- Workshops
- Dinners & others activities

What comes out/results

## OUTPUT

- 32 Dialogue locations
  - 500 VIs employees\*
- \*Calculation based on the answers from 36 out of 37 sites
- 72 Hearing Impaired employees
  - 101 employees >70 years old
  - 784 393 people reached worldwide
- ➔ 803 visitors per employee
- ➔ An investment of approx. 23€ per visitor

## 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 people with disabilities and recruiting more.
- Changes in the way of addressing the topics of disability and aging.

## DIALOGUE SITES 2018

784.393 visitors (total visitor number including exhibitions, business workshops, and events)

29 Exhibitions & WS centres

8 Workshop centres\*

For 37 sites

### ▪ new openings in 2018

DiD Kuala Lumpur, Malaysia

DiD Trier, Germany

DwT Sao Paulo

DwT Hamburg

### ▪ Closed in 2018

DiD Frankfurt, Germany

### ▪ Ongoing in 2018

DiD, DiS Hamburg, Germany

DiD Genova, Italy

DiD Milan, Italy

DiD Vienna, Austria

DiD, DiS Istanbul, Turkey

DiD, DiS, DwT Holon, Israel

DiD Amhedabad (workshop centre), Hyderabad and Chennai, India

DiD Melbourne, Australia

DiD Moscow, Russia (workshop center)

DiD Singapore, Singapore  
DwT Singapore, Singapore  
DiD Kuala Lumpur, Malaysia  
DiD Bangkok, Thailand  
DiD Chengdu, Shanghai, Shenzhen and DiS Shanghai, China  
DiD Hong Kong, China  
DiD Osaka  
DiD and DiS Tokyo, Japan  
DiD Sao Paulo (workshop center)  
DiD Seoul, South Korea  
DiD Taipei, Taiwan (workshop center)  
DiD Monterrey, Mexico  
DiD Buenos Aires, Argentina (workshop center)  
DiD Vilnius (workshop center)

## KEY OUTPUT 2018

### 37 SITES:

- 29 exhibitions in total
- 25 permanent and 4 temporary exhibitions
- 8 permanent workshop centres
- 4 new exhibition openings

### 673 EMPLOYEES WITH DISABILITIES OR OVER 70 YEARS OLD\*

- 140 newly trained guides and facilitators
- \* Calculation based on the answers from 36 out of 37 sites

### 784.393 VISITORS TOTAL:

- More than 680 000 exhibition visitors
- 27 866 workshop participants
- More than 71 000 additional dinner & events participants

## 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 (answers from 36 out of 37 sites)

And about 215 Volunteer

~ 17.989.646€ costs [(Calculation based on the answers from 26 out of 37 sites)]

## 5. 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 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 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.

## 6. 2018 OUTPUT

### a. Dialogue in the Dark

#### KEY DiD OUTPUT 2018

#### 28 SITES:

- 21 exhibitions in total
- 19 permanent and 2 temporary exhibitions
- 7 permanent workshop centres
- 2 new exhibition openings

#### 500 EMPLOYEES WITH DISABILITIES OR OVER 70 YEARS OLD\*

- 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 & events participants

85% of the visitors is experiencing the exhibition

Exhibition 85%

Workshop 4%

Dinners 6%

Others 5%

## Exhibition

### EXHIBITION VISITORS & OPEN DAYS

EXHIBITION VISITORS ONLY: only exhibition visitors, without participants of other DiD activities (business workshops, dinners, events etc.)

5 969 days of operation

552 878 exhibitions visitors

#### Location – Opening days – Exhibition visitors only

Holon 2018	332	77352
Hamburg 2018	316	63468
Seoul 2018	304	61834
Frankfurt 2018	303	51894
Milan 2018	297	48735
Hong Kong 2018	362	39687
Vienna 2018	273	33964
Istanbul 2018	345	32500
Monterrey 2018	300	32258
Genova 2018	336	17322
Bangkok 2018	365	16922
Singapore (DiD) 2018	230	16896
Hyderabad 2018	364	14579
Melbourne 2018	327	12085
Chennai 2018	361	9127
Chengdu 2018	307	9003
Shenzhen 2018	300	5741
Shanghai 2018	290	4731
Osaka 2018	168	2820
Kuala Lumpur 2018	61	706
DSE 2018	4	635
Trier 2018	24	619

## DID ACCOMPLISHMENTS AND SUCCESSES

In the exhibitions in 2018

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

- Content & quality

*"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 lose 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*

*"Visitors' engagements & School groups." - DiD Istanbul*

- Growing recognition

*"We won a second place Price on inclusión competition called "premios incluye" by movimiento congruencia." - DiD Monterrey*

*"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*

*"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*

- Attraction of more visitors

*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*

- Sustainability

*"The exhibition was prolonged for six more months" - DiD Monterrey*

*All three exhibitions have profit." - DiD China*

*"New cooperations." - DiD Vienna*

*Keeping an ongoing successful exhibition" - DiD Holon*

## WORKSHOP (WS) – PARTICIPANTS & SESSIONS

WORKSHOPS ARE OFFERED BY 24 OF 28 SITES

1233 WS sessions

27405 WS participants

**Location – Workshop participants – Workshop sessions 1 to 3 hours – Workshop sessions +3hours**

Tokyo 2018	4040	114	99
Taipei 2018	3775	40	74
Shanghai 2018	3338	85	28
Milan 2018	2194	85	31
Hong Kong 2018	2150	6	95



Moscow 2018	1191	38	0	
Sao Paulo 2018	1181	16	0	
Hamburg 2018	1150	43	23	
Melbourne 2018	948	71	0	
Singapore (DiD) 2018	931	37	0	
Vienna 2018	872	44	0	
Shenzhen 2018	857	28	3	
DSE 2018	749	26	0	
Frankfurt 2018	729	47	0	
Monterrey 2018	580	42	0	
Kuala Lumpur 2018	552	57	0	
Vilnius 2018	496	25	0	
Holon 2018	450	31	0	
Genova 2018	304	19	0	
Bangkok 2018	251	0	0	
Ahmedabad 2018	248	7	0	
Buenos Aires 2018	191	8	0	
Chengdu 2018	187	6	1	
Hyderabad 2018	31	3	0	
Chennai 2018	10	1	0	

## DID ACCOMPLISHMENTS AND SUCCESSES

In the workshops & events in 2018

What was/were your main success(es) regarding the workshops in 2018?

- Successful programs

*"Increasing the number of workshops" – DiD Holon*

*"We organized one concert in the dark where blind guides performed and 390 persons attended." - DiD Monterrey*

*"Our Dinner in the Dark" - DiD Milan*

*"Team Building Leadership" - DiD Moscow*

*"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*

- Innovation

*"Innovating different activities" - DiD Singapore*

*"Diversity and Inclusion topics for the corporate that are working in these matters" - DiD Sao Paulo*

*"We created 3 workshops in the light for the general public about empathy, braille & technology and senses and mobility" - DiD Monterrey*

*"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*

- Sales

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



*Successfully explored engaged different business sectors” - DiD Hong Kong*

*“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*

*“Solid clients (bank, television)” - DiD Vilnius*

## DINNER & EVENTS – VISITORS

71 009 participants of events & dinners worldwide

- 59 % Dinner
- 41 % Other

### 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:

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 festival.

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 tempo 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 master pieces 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!

## EMPLOYEES WORLDWIDE

The numbers include all employees at the exhibitions, WS centres, and DSE fully employed, part-time as well as freelancers

- 35 other employees
- 64 VI employees in total, within which 41 part time / freelance and 23 % full time
- 1% Deaf or Hearing Impaired
- 1% Employees with other disabilities

In 2018...

- > 716 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

## b. Dialogue in Silence

DIS KEY OUTPUT 2018

5 SITES

4 exhibitions, 3 permanent & 1 temporary

1 workshop centre

70 HEARING IMPAIRED EMPLOYEES

11 newly trained guides and facilitators

87 266 VISITORS TOTAL (Data not available for Shanghai. Total visitor number including exhibitions and workshops.)

More than 86 000 exhibition visitors

More than 400 workshop participants

DIALOGUE IN SILENCE RESULTS 2018

City / Country: Holon, Israel

Exhibition visitors: 37.367  
Capacity utilization: 47%  
Opening days: 314  
Workshop participants: 226  
Hearing impaired employees: 28  
Full time: 1  
Part-time/freelancers: 27  
Newly trained guides: 4

City / Country: Hamburg, Germany  
Exhibition visitors: 28.438  
Capacity utilization: 29%  
Opening days: 312  
Workshop participants: 235  
Hearing impaired employees: 9  
Full time: 1  
Part-time/freelancers: 8  
Newly trained guides: 4

City / Country: Istanbul, Turkey  
Exhibition visitors: 16.500  
Capacity utilization: 31%  
Opening days: 345  
Hearing impaired employees: 6 (all full time)  
Newly trained guides: 3

City / Country: Tokyo, Japan  
Exhibition visitors: 4.500  
Opening days: 20 (all part-time/freelancers)  
Hearing impaired employees: 22

City / Country: Shanghai, China  
Hearing impaired employees: 5 (all part-time/freelancers)

Total  
Exhibition visitors: 86.805  
Opening days: 971  
Workshop participants: 461  
Hearing impaired employees: 70  
Newly trained guides: 11

## DIS ACCOMPLISHMENTS AND SUCCESSES

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

- Sales

*"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*

- Awareness about the exhibition

*"Awareness was increased compared to the previous year.", 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*

- Restructuration

*"We hired almost a new team and this had an effective impact to the result.", DiS Istanbul*

## DIS ASSET – THE DEVOTED TEAMS

### c. Dialogue with Time

DWT KEY OUTPUT 2018

4 SITES

3 permanent exhibitions

1 temporary exhibition

101 SENIOR EMPLOYEES

57 newly trained guides and facilitators

45 835 VISITORS TOTAL

### DIALOGUE WITH TIME RESULTS 2018

City / Country: Holon, Israel

Duration: Ongoing since August 2012

Exhibition visitors: 16.301

Opening days: 290

Seniors employees: 24

Newly trained guides: 4

City / Country: Singapore, Singapore

Duration: Prospectively 5 years from November 2017

Exhibition visitors: 17.076

Opening days: 313

Seniors employees: 26

Newly trained guides: 6

City / Country: Sao Paulo, Brasil

Duration: April – December 2018

Exhibition visitors: 4.000

Opening days: 323

Seniors employees: 14

Newly trained guides: 14

City / Country: Hamburg, Germany

Duration: Ongoing since May 2018

Exhibition visitors: 8.458

Opening days: 53

Seniors employees: 37

Newly trained guides: 37

Total

Exhibition visitors: 45.835

Seniors employees: 101

Newly trained guides: 57

## DWT ACCOMPLISHMENTS AND SUCCESSES

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

- Increasing impact

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

*"The number of school visitors", DwT Sao Paulo*

*"Keeping an ongoing successful exhibition.", DwT Holon*

## 7. 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

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

Premios incluye 2018 by Congruencia DiD Monterrey

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

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

## STORIES OF SOCIAL CHANGES HIGHLIGHTS

### 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: Dialogue Café – a deaf Barista

*"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: An entire family volunteering in a nursing home!

*"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 guide, it was the best experience they ever had. The communicating with the public and passing their live stories was what they really loved."*  
*"We observed more companies offering jobs for people over 50 years old"*

## STORIES OF SOCIAL CHANGES

### → Emotional impact

"An outstanding experience that touched me on many levels" - Visitor's quote

“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

“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

#### → Leading to action

“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

“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

“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

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

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

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

#### → Creating wider change: Employment

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

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

“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

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

## 8. IMPACT

### WHAT IS THE IMPACT OF DIALOGUE IN THE DARK ON THE SOCIETY?

As we could observe while reading the stories of social changes, this transformative experience has an impact on the society on three 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 DID NETWORK

> What type of changes did you observe?

On the changes observed for 13 upon 37 sites. More than one answers possible

Companies hiring VI's	69%
Development of public accessibility (streets, public buildings, transportations)	69%
Development of IT accessibility	31%
Creation of offers for the blind	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.

## CASE STUDY: DIALOGHAUS HAMBURG

### Visitors survey 2017

In July 2017, a visitor survey was conducted at DialogHaus 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

> The visitors of Dialogue exhibitions understand the objective of the exhibitions and are able to articulate it

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

1. Create understanding & empathy	66%
2. Raise awareness about difficulties	12%
3. Give appreciation & respect	24%
4. Foster appreciation for diversity	12%
5. To discover and appreciate our senses	8%
Uncategorized	5%

> 88% of the visitors are convinced that DiD and DiS has an impact on the community.

### In which way or what is the impact that will be generated? - DiD

1. Creating awareness DiD	33%
1. Creating awareness DiS	35%
2. Developing empathy and understanding DiD	37%
2. Developing empathy and understanding DiS	32%
3. Closing the gap between people with and without disabilities DiD	15%
3. Closing the gap between people with and without disabilities DiS	55%
4. Bring appreciation and respect for blind and deaf people DiD	19%
4. Bring appreciation and respect for blind and deaf people DiS	0%
5. Generate thoughtfulness & readiness to help DiD	18%
5. Generate thoughtfulness & readiness to help DiS	6%
6. Answers that are skeptical DiD	12%
6. Answers that are skeptical DiS	6%
Uncategorized DiD	4%
Uncategorized DiS	0%

## 9. TREND & MAIN FINDINGS

### TOTAL DSE SITES 2010 – 2018

2010: 19 DSE sites / 17 DiD sites / 2 DiS sites

2011: 23 DSE sites / 21 DiD sites / 2 DiS sites

2012: 25 DSE sites / 22 DiD sites / 2 DiS sites / 1 DwT site

2013: 26 DSE sites / 24 DiD sites / 1 DiS site / 1 DwT site



2014: 29 DSE sites / 24 DiD sites / 3 DiS sites / 2 DwT sites

2015: 36 DSE sites / 29 DiD sites / 3 DiS sites / 4 DwT sites

2016: 42 DSE sites / 35 DiD sites / 3 DiS sites / 4 DwT sites

2017: 36 DSE sites / 29 DiD sites / 5 DiS sites / 2 DwT sites

2018: 37 DSE sites / 28 DiD sites / 5 DiS sites / 4 DwT sites

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.

#### TOTAL NUMBER OF VISITORS PER YEAR

Year	DiD	DiS	DwT	Grand Total
2009	283337	47799	0	331136
2010	443277	51859	0	495136
2011	490521	59349	0	549870
2012	561045	39814	7754	608613
2013	552268	35229	19677	607174
2014	594439	34584	14585	643608
2015	644114	60663	18812	723589
2016	704485	71837	29589	805911
2017	594545	75193	19175	688913
2018	651292	87266	45835	784393

\*Decline in visitor numbers in 2017 mainly due to the closure of two highly successful temporary exhibitions.

#### TOTAL NUMBER OF EMPLOYEES PER YEAR

Year	Blind and visually impaired	Hearing impaired	> 70 year old
2009	186	33	0
2010	257	46	0
2011	322	63	0
2012	349	41	38
2013	445	36	32
2014	414	56	32
2015	485	55	28
2016	539	39	57
2017	487	73	60
2018	500	72	101

## 10. ANALYSIS OF VISITOR DEVELOPMENT

In 2017 the number of total visitors was 688913

In 2018 the number of total visitors was 784393 (+14%)

The loss of visitors involves:

-23278 visitors (-3%) due to the number of visitors declining in 9 venues\*

The gain of visitors involves:

+118758 (+17%) due to the number of visitors increasing in 20 venues\*

\*A venue can host one to three sites (a DiD site and a DiS site for example)

→ DSE observed additional 95 480 visitors overall in 2018 compare to the year before.

All three programs gained visitors.

The majority of this gain is coming from exhibition visitors (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 streams 2017/2018

Exhibition: +89453

Workshops: -2646

Dinners: - 7881

Other events: +16554

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 than 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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