2016
ANNUAL RESULTS & SOCIAL IMPACT
OUR MISSION

The mission of «Dialogue in the Dark» is to facilitate social inclusion of blind and visually impaired people on a global basis.

Our goals are

- to raise awareness about persons with disabilities, their needs, their potential and their contribution, leading to an inclusive behaviour.
- to improve the social economic condition of blind and visually impaired people.

To achieve our goal we operate exhibitions, workshops and events worldwide.

«Break barriers, open doors: for an inclusive society for all.» (Slogan of the Day of Disability 2013)
BACKGROUND & MOTIVATION

DISABILITY IS A SOCIAL ISSUE

- Negative imagery and stereotypes affect the lives of persons with disability around the world.

- Disability is not the impairment itself, but attitudes and environmental barriers that «disable» people and hinder their full participation in society. (Source: UNICEF)

- Inclusion matters for the individual but also for the society as a whole because «social exclusion [...] can lead to lower social standing, often accompanied by lower outcomes in terms of income, human capital endowments, access to employment and services, and voice in both national and local decision making.»

(Source: Worldbank – Inclusion matters)

DISABILITY IS A RISING ISSUE

Worldwide...

- 285 million people are visually impaired.

- 39 million of them are blind.

- More than 1 billion people live with some form of disability.

- The number of people with disability is growing due to aging populations and an increase in chronic illnesses related to higher life expectancies.

(Source: World Health Organisation)
WHAT IS DIALOGUE IN THE DARK (DID)?

- Exhibition and workshops in total darkness where blind facilitators guide and /or moderate sessions on caring, sharing, daring, communication, empathy, trust and teamwork
- A transformative experience for visitors and guides, where deficits turn into potentials
- A proofed concept, based on 29 years experience in more than 40 countries
- A net of 25 partners, and 35 permanent or temporary sites across the globe in 2016
- A catalyst for change with consistent impact across all cultures
- Evidence through millions of participants, media coverage, research, awards and copy cats
DIALOGUE IN THE DARK SOCIAL VALUE CHAIN

THE OUTPUT
A platform of encounters and experiential learning
An employment opportunity for blind and visually impaired 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.
714,191 visitors**

** Total visitor number including exhibitions, workshops, and events.
### Key Output 2016

<table>
<thead>
<tr>
<th>35 Sites</th>
<th>25 Exhibitions in total</th>
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<tbody>
<tr>
<td></td>
<td>20 Permanent and 5 Temporary</td>
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<tr>
<td></td>
<td>10 Workshop Centres</td>
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<tr>
<td></td>
<td>9 Permanent and 1 Temporary</td>
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<td>5 New Exhibition Openings</td>
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</table>

| 534 Visually Impaired Employees | 172 Newly Trained Guides and Facilitators |

<table>
<thead>
<tr>
<th>714 191 Visitors Total</th>
<th>Almost 600 000 Exhibition Visitors</th>
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<tbody>
<tr>
<td></td>
<td>More than 34 000 Workshop Participants</td>
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<tr>
<td></td>
<td>About 83 000 Additional Dinner &amp; Events Participants</td>
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</tbody>
</table>
**OPENING DAYS**

- 5195 days of operation

**EXHIBITION VISITORS ONLY**

- 596919 exhibition visitors*

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

**temporary exhibitions**
**VISITOR TYPE** (% of total)

- Children (school): 31%
- Adults (priv): 25%
- Adults (corp): 15%
- Children (priv): 11%
- Reduced prices**: 17%

**EDUCATIONAL FOCUS:**

> 40% of the visitors worldwide are children

> About one third of the visitors across the world are school children

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* Data not available for Shanghai, Shenzhen, Shaoxing, Hangzhou and Bangkok

** Reduced prices: Seniors, students, visitors with disabilities, other discounted tickets
Workshops are offered by 23 of 35 sites

WS PARTICIPANTS

WS SESSIONS

34,566 WS participants

988 WS sessions

Vilnius: 1 participant
Chennai: 19 participants
Chengdu: 4 participants
Bangalore: 10 participants
Hanoi: N.A.
Hyderabad: 25 participants
Sofia: 20 participants
Milan: 18 participants
Buenos Aires: 13 participants
Genova: 12 participants
DSE: 22 participants
Holon: 35 participants
Monterrey: 30 participants
Vienna: 39 participants
Ahmedabad: 28 participants
Frankfurt: 24 participants
Singapore: 67 participants
Tokyo: 52 participants
Moscow: 60 participants
Taipei: 87 participants
Shanghai: N.A.
Kuala Lumpur: 18 participants
Hong Kong: 13 participants
Hamburg: 39 participants

Workshops are offered by 23 of 35 sites:

- 1-3 hrs
- 3+ hrs
PARTICIPANTS TYPE* (% of total)

FOCUS:

> Almost 15,000 come from businesses
> Nearly 13,000 of the participants worldwide are pupils
> About 3,000 come from private groups

* Data not available for Kigali, Shanghai and Hanoi, therefore no information about 3,000 participants
EVENTS & DINNERS - VISITORS

83 287 participants of events & dinners worldwide

FOCUS:

> 53 814 dinner participants
> About 5 500 attendances at concerts in the Dark
> Nearly 24 000 participants of other events in the Dark

OTHER EVENTS:

Halloween party, Birthday party, Christmas in the Dark, Aperitivo in the dark with music, Happy hour in the Dark, Invisible friend, Museum night, Café in the Dark, Dialogue in families, Play in the Dark, Treasure hunt in the Dark, Comedy in the Dark, Wine tasting in the dark, Love in the Dark, Whisky tasting in the dark, Family Entertainment programs, Mini Black Box Tour, ...
In 2016...

> 879 employees in total
> 61% of employees at Dialogue in the Dark worldwide are blind or visually impaired (VI)
> In 20% of the venues, there is VI in managing positions
> In total 172 new guides and trainers joined DiD
> 29 visually impaired employees left Dialogue in the Dark for a new occupation and 21 found a new job right after working for DiD, 9 within 6 months
> At least 6 venues benefited from Pro Bono services
> About 400 volunteers involved worldwide

*The numbers include all employees at the exhibitions, WS centres, and DSE, fully employed, part-time as well as freelancers*
TOTAL DID SITES 2008 - 2016

- **Sites**
- **Longterm exhibitions (18 months +)**
- **Temporaray exhibitions (1-17 months)**
- **Workshop Centres**
### 7 YEARS TREND

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<tbody>
<tr>
<td><strong>DID SITES</strong></td>
<td>17 Sites, 15 Exhibitions, 2 WS centres</td>
<td>21 Sites, 18 Exhibitions, 3 WS centres</td>
<td>22 Sites, 17 Exhibitions, 5 WS centres</td>
<td>24 Sites, 19 Exhibitions, 5 WS centres</td>
<td>24 Sites, 19 Exhibitions, 5 WS centres</td>
<td>29 Sites, 20 Exhibitions, 9 WS centres</td>
<td>35 Sites, 25 Exhibitions, 10 WS centres</td>
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<tr>
<td><strong>TOTAL VISITORS</strong></td>
<td>540 898, +33%</td>
<td>699 772, +29%</td>
<td>635 986, -9%</td>
<td>548 654, -14%</td>
<td>607 589, +10,7%</td>
<td>679 427, +11,8%</td>
<td>714 191, +5,2%</td>
</tr>
<tr>
<td><strong>EXHIBITION VISITORS</strong></td>
<td>489 733, +21%</td>
<td>609 603, +25%</td>
<td>538 673, -11%</td>
<td>475 296, -12%</td>
<td>523 137, +10,1%</td>
<td>604 138, +15,4%</td>
<td>596 919, -1,2%</td>
</tr>
<tr>
<td><strong>WS PARTICIPANTS</strong></td>
<td>9 278, +271%</td>
<td>13 560, +46%</td>
<td>19 576, +44%</td>
<td>25 687, +31%</td>
<td>26 826, +4,4%</td>
<td>29 407, +9,6%</td>
<td>34 566, +17,5%</td>
</tr>
<tr>
<td><strong>VI EMPLOYEES</strong></td>
<td>368</td>
<td>392</td>
<td>427</td>
<td>437</td>
<td>443</td>
<td>482</td>
<td>534</td>
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The decrease of number of visitors is related to the termination of DID Atlanta (2012) and DID New York City (2013)
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