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Multi-stakeholder partnerships for socio-laboral inclusion in Mexico: A literature review

Alianzas multiactor para la inclusión sociolaboral en México: una revisión de la literatura

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Abstract

In Mexico, six million people have a disability and only 38.5 % in a working age have a job. The present literature review examines the main factors in companies for hiring and rejecting people with disabilities, as well as the main business initiatives that have been developed for the benefit of social and labor inclusion in recent years in Mexico. In our findings, we noticed differing opinions about not hiring people with disabilities, such as inexperience, fear of facing costs and legal matters. Multi-stakeholder partnerships in Mexico that promote hiring people with disabilities might be a channel for employment and information for business that intends to promote socio-laboral inclusion in their companies.

Keywords: inclusion, employment, disability, multi-stakeholder partnerships, collaboration.

Introduction

Since 2010, companies around the world have increased their interest in the subject of inclusion (Fundación ONCE and the ILO Global Business and Disability Network, 2019). Hiring people with disabilities is a priority topic in social responsibility areas and human resources in order to understand the reasons to hire a person with disabilities and promote it (Lindsay *et al.*, 2018). International Labor Organization studies suggest “having people with disabilities in the companies is directly involved with innovation in the process and leads to better products and services” (Fundación ONCE and the ILO Global Business and Disability Network, 2019). Nevertheless, the debate and understanding in the companies about hiring people with disabilities is noted, due to the possible risks they might have and lack of knowledge (Unger, 2002).

Despite this, there are several businesses with initiatives together promoting the benefits of hiring people with disabilities. Business initiatives in promoting social and laboral inclusion of people with disabilities are also considered as multi-stakeholder initiatives due to the characteristics of their members (Brouwer *et al.*, 2015).

The main objective of this study is to examine business partnerships for hiring people with disabilities in Mexico. There are three main multi-stakeholder partnerships or business initiatives working for socio-laboral inclusion in the country: Juntos, Movimiento Congruencia and Éntrale. Indeed, it is relevant to know what they promote about hiring people with disabilities as a network.

Socio-laboral inclusion of people with disabilities

First, the definition of disability includes people who have long-term physical, mental, intellectual, or sensory deficiencies that in interaction with various barriers, can hinder their full and effective participation in society. Additionally, to understand functioning level, disability and health in a person, the International Classification of Functioning, Disability and Health (CIF), published in 2001 a classification framework, which provides a common language framework

describing the level of functioning of an individual with a specific state (WHO, 2021a).

Around the world there is an estimate of one billion people with disabilities. However, inclusion in recent years has become more important due to the economic and social implications for people with disabilities and the implications in living implications (WHO, 2021b).

Indeed, recent studies show that businesses do not hire people with disabilities because of ignorance around the disability, fear of legal implications or cost around disability access adaptations in the business place (Unger, 2002). Notwithstanding, with a different statement, some research presents inclusion benefits employers and employees with disabilities and companies having better profits, loyal employees and improving their corporate image (Lindsay *et al.*, 2018).

Also, Latin America has around 70 million people with disabilities and the diversity and discrimination are enhanced according to the characteristics of the region where they are located. The needs and rights of people have been visible, however crises like COVID-19 permeate groups like this one (Meresman & Ullmann, 2020).

For example, in Mexico, there are around six million people with disabilities and only 38.5 % have a job (INEGI, 2018). The National Institute of Statistics and Geography, INEGI defines them as “a person with a disability is one who has some physical or mental limitation to carry out activities at home, school, or work, such as walking, dressing, bathing, reading, writing, listening, etc.” (INEGI, 2021). The classification of disabilities in Mexico are sensory and communication, motor, mental, multiple, and other disabilities.

Within the measures that the country has carried out in favor of the labor inclusion of people with disabilities, Mexico ratified the Declaration of Persons with Disabilities of the United Nations, where it promised to offer decent employment and social and labor inclusion in 2006 (CNDH, 2020). Part of the agencies that oversee regulating good practices are the Ministry of Labor and Social Prevention within the non-discrimination regulations that were executed in 2018 as the General Law for the Inclusion of Persons with Disabilities.



For instance, as a tax benefit in business, companies benefit with deduction of income tax for facilities adaptation involving disabilities access in the business place (González-Moreno *et al.*, 2018). Mexican government has implemented, but not with enough approaches, a series of strategies encouraging companies to employ people with disabilities and promote inclusion in their business plan.

Socio-laboral inclusion in Mexican companies

Hiring people with disabilities in business can be implemented for different reasons in the companies, and this might modify ethical standards, values, and corporate image. Initially, hiring people with disabilities might be a Corporate Social Responsibility cause to follow local or international standards such as the Global Compact, Socially Responsible Company, or in Mexico the CEMEFI model (Kowszyk *et al.*, 2019). This concerns with the conceptualization of GVC (Global Value Chains) or Global Supply Chains (GSCs) and their sustainability standards, are changing dynamics around the business world (Carroll, 2015).

In addition, in Mexico, decent work statistics might set labor rights for people with disabilities. The International Trade Organization mentions Mexico as a country which enables labor rights and promotes, by laws and ratifications, factors which enables labor inclusion in the country. Hiring people with disabilities might also improve corporate image and reflect a shared value picture of the company to the clients. Stakeholders might commit with the companies, social objectives and ideals and consider *creating shared value* together (Carroll, 2015).

Another perspective, loyalty in people with disabilities is mentioned in some research. Dedication, punctuality, and loyalty is perceived in studies and in business; it can be a reason to promote inclusion in companies. Research has found that employers found not many opportunities and value added in the opportunities their given to have a work and an independent life (Lindsay *et al.*, 2018).

Finally, receiving better profits can be a third reason, companies are not nonprofits. Some studies demonstrate hiring people with disabilities might result into employees exceeding expectations (Lindsay

et al., 2018). Also, diversity in the company could generate innovation in VUCA (volatile, uncertain, complex, and ambiguous) environments, which organizations operate today (Schoemaker *et al.*, 2018).

Multi-stakeholder partnerships for inclusion in Mexico

Around the world, multi-stakeholder partnerships have increased to solve social, economic, and environmental problems in the community, involving different sectors such as nongovernmental organizations, government, universities, and business (Gray & Purdy, 2018). Therefore, there is no clear definition for multi-stakeholder partnerships, but for this research we understand multi-stakeholder partnership as “an overarching concept which highlights the idea that different groups can share a common problem or aspiration, while nonetheless having different interests or ‘stakes’” (Brouwer *et al.*, 2015).

For the interest of this research, in Mexico, there are several business partnerships, which can suit in the category of multi-stakeholder partnership aspiring to promote inclusion in their companies; for this reason, we look to understand more about these networks and their work inside the community.

Juntos

Juntos is a nonprofit organization funded in 2008 with the mission to “empower people with disabilities and facilitate the construction of environments that improve their quality of life, ensure their full participation and the exercise of their rights through social impact programs” (Juntos, 2021). They provide training, social assistance programs and links between business and people with disabilities to decent jobs. The organization includes organizations as General Motors, Bosch, 3M, Cummins, Aceros Industriales Potosí, and Goodyear.

Movimiento Congruencia

Movimiento Congruencia is a nonprofit organization funded in 2004 in Nuevo Leon with the purpose of “promote, sensitize and facilitate the socio and labor inclusion of people with disabilities” (Movimiento Congruencia, 2021). In Mexico they are leading representant of the Global Business and Disa-

bility Network with the International Labor Organization, ILO. Inside the network there are 46 members until 2021.

Éntrale

Éntrale is an Alliance for the labor inclusion of people with disabilities funded in 2016 by the Mexican Business Council, with the purpose to link and connect business with people with disabilities and change paradigms to favor the labor inclusion in Mexico; and the mission to establish a strategic network of partners

and service providers for the labor inclusion of people with disabilities (Éntrale, 2021).

In Movimiento Congruencia and Éntrale, we can have similar members. To understand cross-sector collaboration, the number of organizations involved and the number of businesses of the automotive sector we present a comparative analysis of the three business initiatives (Table 1).

Table 1

Business Initiative	Type of member organizations	Number of organizations
Juntos	Business	111
	NGOs	
	Government	
	Universities	
	Chambers of Commerce	
	Councils	
	International Agencies	
Movimiento Congruencia	Business	46
	Government	
	NGOs	
	Universities	
	Chambers of Commerce	
	Councils	
	International Agencies	
Éntrale	Business	116
	NGOs	
	Government	
	Universities	
	Chambers of Commerce	
	Councils	
	International Agencies	



Conclusions

In conclusion, there are contrary arguments about hiring people with disabilities. Research presents a lack of knowledge about disability and fear of facing costs and legal matters can be one of the strongest reasons not to hire people with disabilities (Unger, 2002). However, they might ignore the opportunities of having and hiring people with disabilities, such as improving the corporate image, improving work performance and creating an independent life for people with disabilities (Lindsay *et al.*, 2018).

Also, social and labor inclusion in Mexico and the work of collaboration can be extensive. In Mexico, there are several business initiatives classified as multi-stakeholder partnerships that promote laboral inclusion such as Juntos, Movimiento Congruencia and Échale. These business initiatives are working with enterprises, social organizations, universities, government, and international organizations.

Clearly, multi-stakeholder initiatives in Mexico working in socio-laboral inclusion are a channel for employment, as well as sources of information for member companies, with the aim of knowing and learning about disabilities and including more people in their companies. Also, as a network the initiatives empower people with disabilities, promote enterprises to hire people with disabilities and sensitize the community.

This research was carried out in Mexico, with three multi-sectoral partnerships, however, it may be relevant in future research to analyze more collaborations in the country, more countries in Latin America and more collaboration around disabilities and business networks around the world in favor of social and labor inclusion of people with disabilities.

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