

PurpleSpace

POSITIVELY
PURPLE

2026

SUPPORT PACK

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2026

A GLOBAL MOVEMENT

In order to support disabled employees to build their inner confidence, we are on a mission to cascade a universal definition of inner confidence: **A strong expectation of a positive outcome.**

#PositivelyPurple:

CELEBRATES and draws attention to the contribution of employees with disabilities around the world.

CONNECTS disability ERGs/Networks around the world – building disability confidence from the inside out and driving a movement for change

Is our **MARK OF RESPECT** to the UN International Day for Persons with Disabilities (IDPwD) held annually on 3rd December.

2025 CAMPAIGN IMPACT.



- **Global launch events** in Sydney, Bangalore, London, Washington DC and Toronto
- Online Building Inner Confidence course completed by **over 10,000 disabled employees** in first three months
- Users accessing Inner Confidence content in **over 62 countries**
- **75% of surveyed users** now feel confident enough to ask for an adjustment
- Social Media campaign reach of over **1.8 million** people around the world
- **'The Colour of Confidence'** by The Blind Poet, written about the #PositivelyPurple movement featured on Channel 4

#POSITIVELYPURPLE 2026

Celebrating the contribution of disabled employees around the world

Building the confidence of every disabled person by creating:



#PositivelyPurple Planning Sessions

PurpleSpace members will have an opportunity to book a 1:1 planning session with the #PositivelyPurple Team.

Sponsorship from Bupa and Tesco will enable us to meet with members to create an impactful campaign, building in metrics to measure reach and impact of your activities.

Sessions take place in August and September 2026.



#PositivelyPurple Impact Report

Members will be able to access an Impact Report template, which has been designed to evidence the impact of participating in the #PositivelyPurple campaign.

The template will be available on 3 December 2026.



Building Inner Confidence Pathway

Created using our Six Fundamentals and Six Hurdles of Confident Conversations, developed with thousands of disabled employees over the last ten years, our Confidence Learning Pathway tool will create a personalised learning pathway to enable disabled employees to develop the skills to thrive at work.

Available on 5 November.

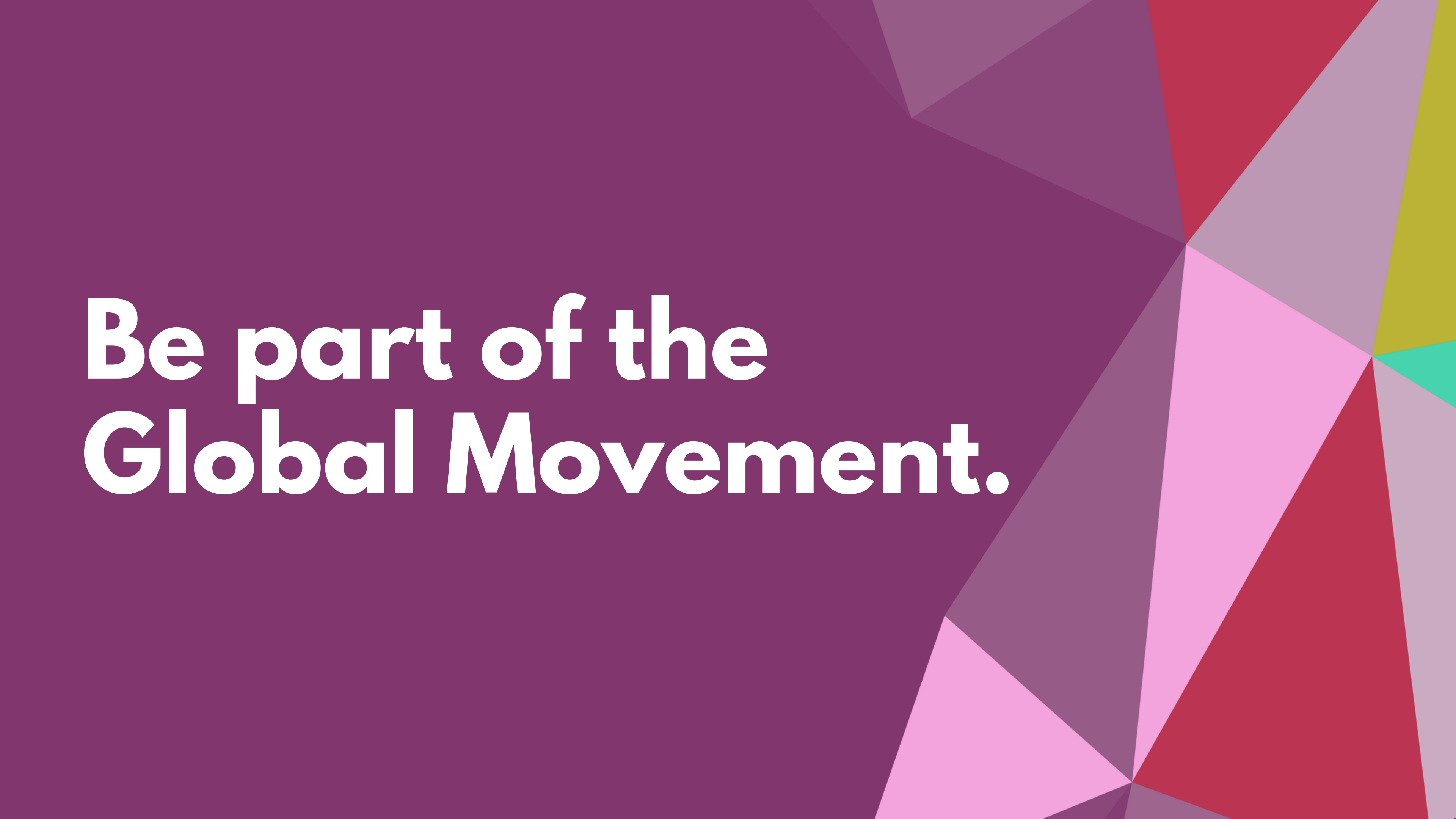


#PositivelyPurple Social Campaign

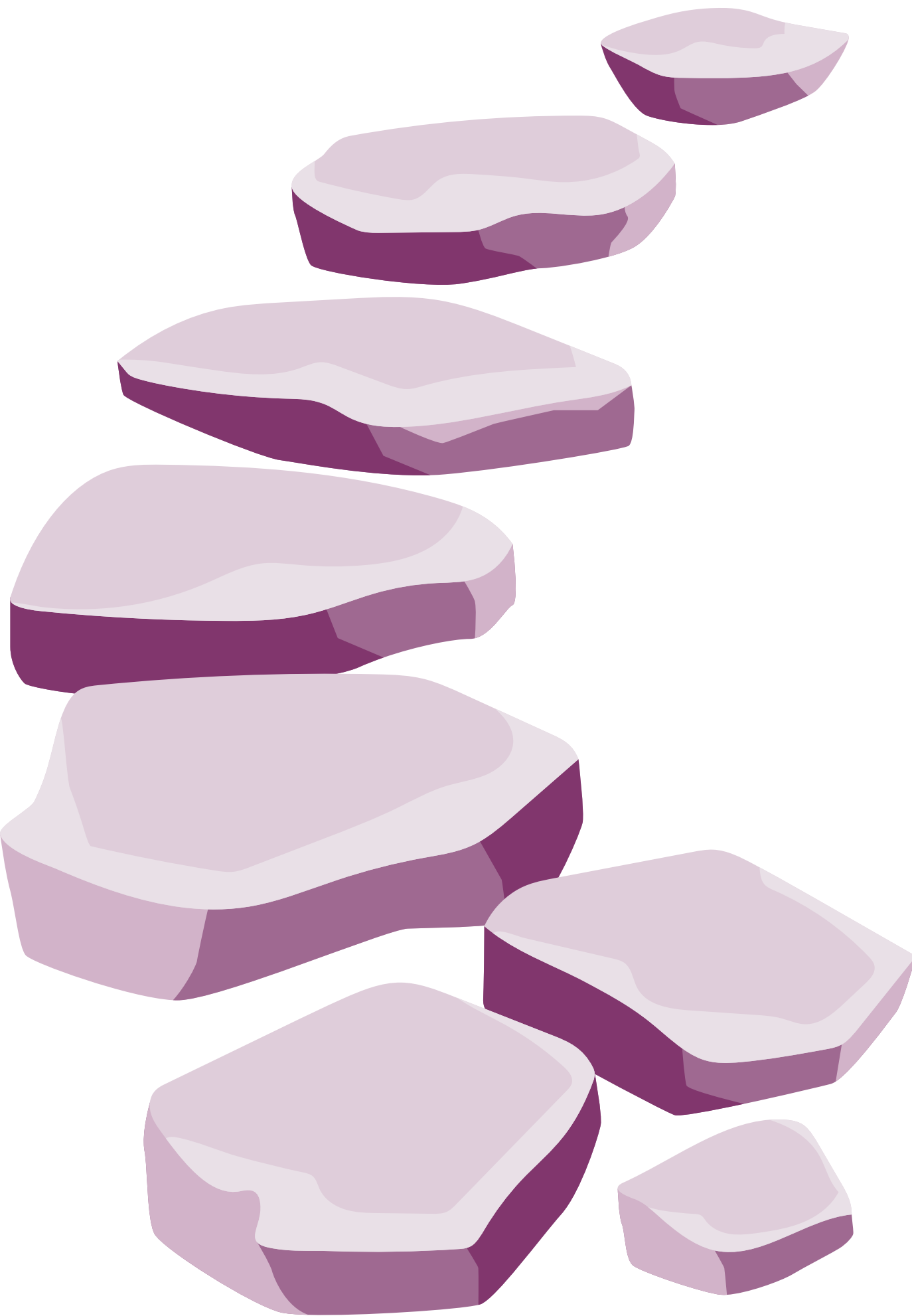
Building Inner Confidence Pathway will go live on 5 November as a 4 week countdown to #IDPwD.

Users will be encouraged to participate in a social campaign to extend the reach of the tool.

We will provide social cards and suggested post content and hashtags to increase social engagement.



**Be part of the
Global Movement.**



Cascade Building Inner Confidence Pathways

To enable **every disabled employee** around the world to build inner confidence, we will launch our new learning pathway tool, based on the fundamentals and hurdles of building inner confidence.

Building Inner Confidence Pathways will be **free** and available to any employee within PurpleSpace member organisation via a single link – no registration or sign in required.

This new tool generates an individualised learning and reflection pathway to:

- Enable disabled employees to **build the confidence** to request the workplace adjustments/accommodations they need to thrive.
- Help to cascade **a universal definition of inner confidence** as a strong expectation of a positive outcome.

We **invite our community** to amplify the reach and impact of the content, by cascading with employees and linking to the tool via your own platforms.

Create an Impact Report using our Template

Delivering an impactful **#PositivelyPurple** starts with planning and specifically considering your ERG/Network's purpose and desired impact.

Participating in #PositivelyPurple can impact your organisation as well as your ERG/Network in many ways. For example, you may see growth in the number of employees sharing that they have a disability or long-term condition. You may see a growth in ERG/Network membership or increased investment in your ERG/Network from the organization.

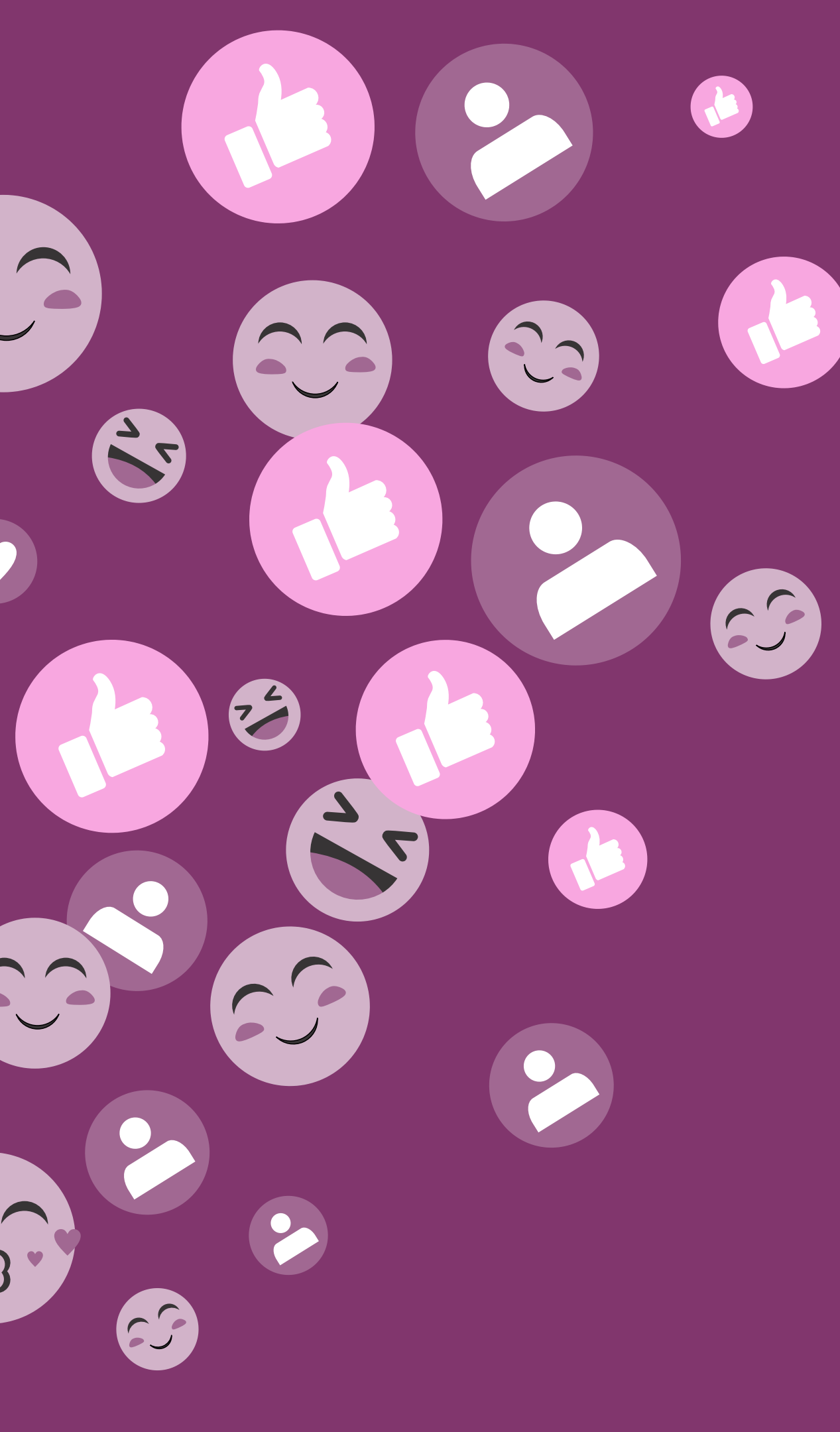
The impact report is dual purpose – firstly, for organisations to share with PurpleSpace in order for us to ascertain the global impact of the movement. And secondly, for you to demonstrate the impact for your ERG/Network, within your organisations, within society and for disabled employees around the world.

Ahead of our template being published on 3 December, think about:

- **What do you want to achieve by participating in #PositivelyPurple?**
- **How can you set clear, measurable objectives to include in your Impact Report?**
- **Who do you need to present your Impact Report to?**

And once you have created your Impact Report, how can you share your learnings further; maybe you could create an Impact Case Study for other PurpleSpace members.





Participate in our social media campaign

We're calling on everyone to participate in an action-orientated social media movement that will celebrate employees with disabilities around the world.

To create greatest impact and social reach, we invite your ERG/Network members, leaders and champions to hold an individual action to flood the social media airwaves on the 3rd of December 2026.

Individuals are encouraged to:

- **Share Building inner Confidence Pathways** with your ERG/Network members
- Talk about **what you wish they had known** earlier in their career
- **Tell people** what you are going to do differently as a result of completing the learning

If you are interested in supporting us to amplify the campaign through your channels, please contact **kirstie@purplespace.org**

Engaging with your colleagues

#PositivelyPurple provides an extraordinary opportunity to engage your employees and promote your ERG/Network.

Here are some examples of how you could engage with the wider organisation:

- **Run a series of events** over a week or a month, focusing on a specific condition or theme per session (e.g. energy limiting conditions, neurodivergence, caring for others).
- **Virtual Purple Bake Off** – an organisation-wide competition for the most striking purple baked goods.
- **Use #PositivelyPurple backgrounds** with a QR code to your intranet page.
- **Start a purple themed virtual coffee break** where employees can discuss their own journey.
- **Host a short webinar or virtual 'lunch and learn'** session inviting disabled employees to share their lived experience.

With all of these suggestions, you can follow up with a link to our Purple Pathways Tool, alongside information on the internal support, adjustments and toolkits that are on offer from the ERG/Network and the organisation.



Access our 'Out of Office' case study series for more ideas of how other organisations increase the reach and impact of their disability ERG/Network.



Branding & Templates



#PositivelyPurple Social Cards

On 3 December, you are invited to share one, or more of these templates with your custom quote and optional image.

The three templates are [available here, via Canva](#)

If you have any issues accessing the templates, please email kirstie@purplespace.org



Choose the template from Canva



Add your own quote and upload your photo



Save on your device and create a post on your preferred social media platform...

#PositivelyPurple Social Post Copy

We have created some suggested copy below, which you are encouraged to use:

I am #PositivelyPurple 💜

Every 3 December, thousands of us mark the UN International Day for Persons with Disabilities by celebrating the contribution of disabled employees around the world.

This is a celebration of the people showing up, leading networks, and building workplaces where colleagues with disability, neurodivergence, mental health conditions, and long-term health conditions can bring their full selves to work.

So here's mine 🙌 (see the attached – **include alt text**)

Your turn: what would you add? Tag someone whose confidence journey deserves a shoutout today.
#PositivelyPurple

Please tag PurpleSpace and use the following hashtags so that together we create a movement:

#PositivelyPurple #InnerConfidence #PurplePathways



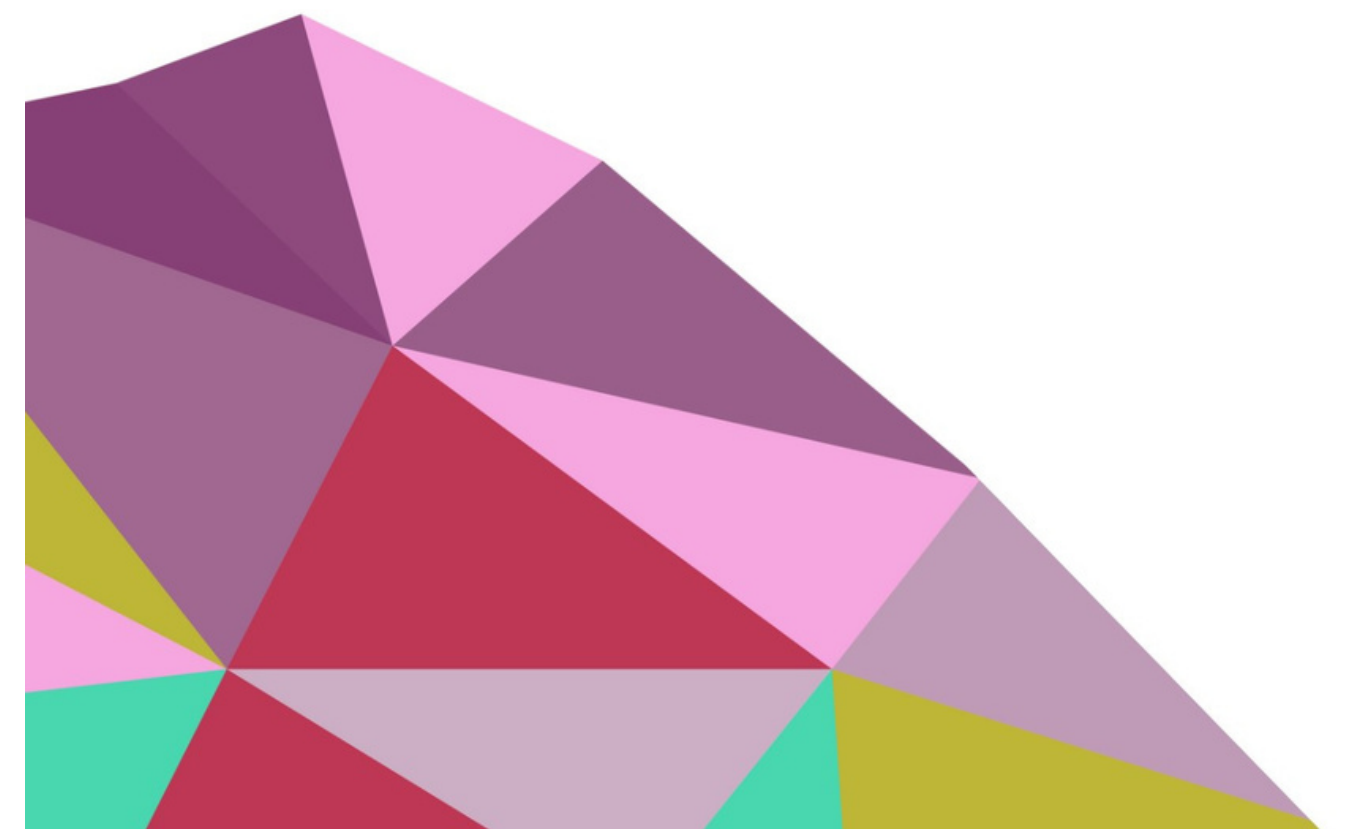
#PositivelyPurple Graphic Elements

Interconnecting triangles represent the PurpleSpace global strategy to build the confidence of disabled employees around the world.

All #PositivelyPurple branding assets are available to download via the PurpleSpace SharePoint, [here](#)

If you have any issues accessing these, please email kirstie@purplespace.org

POSITIVELY
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#PositivelyPurple Brand Colours

CORE TEXT:



#81366D Core Purple



#FFFFFF Core White



#FFFFFF Core Black

GRAPHICS:



#A16892



#C09AB6



#DFCDDA



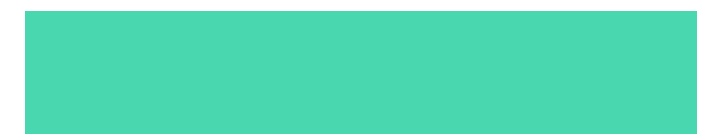
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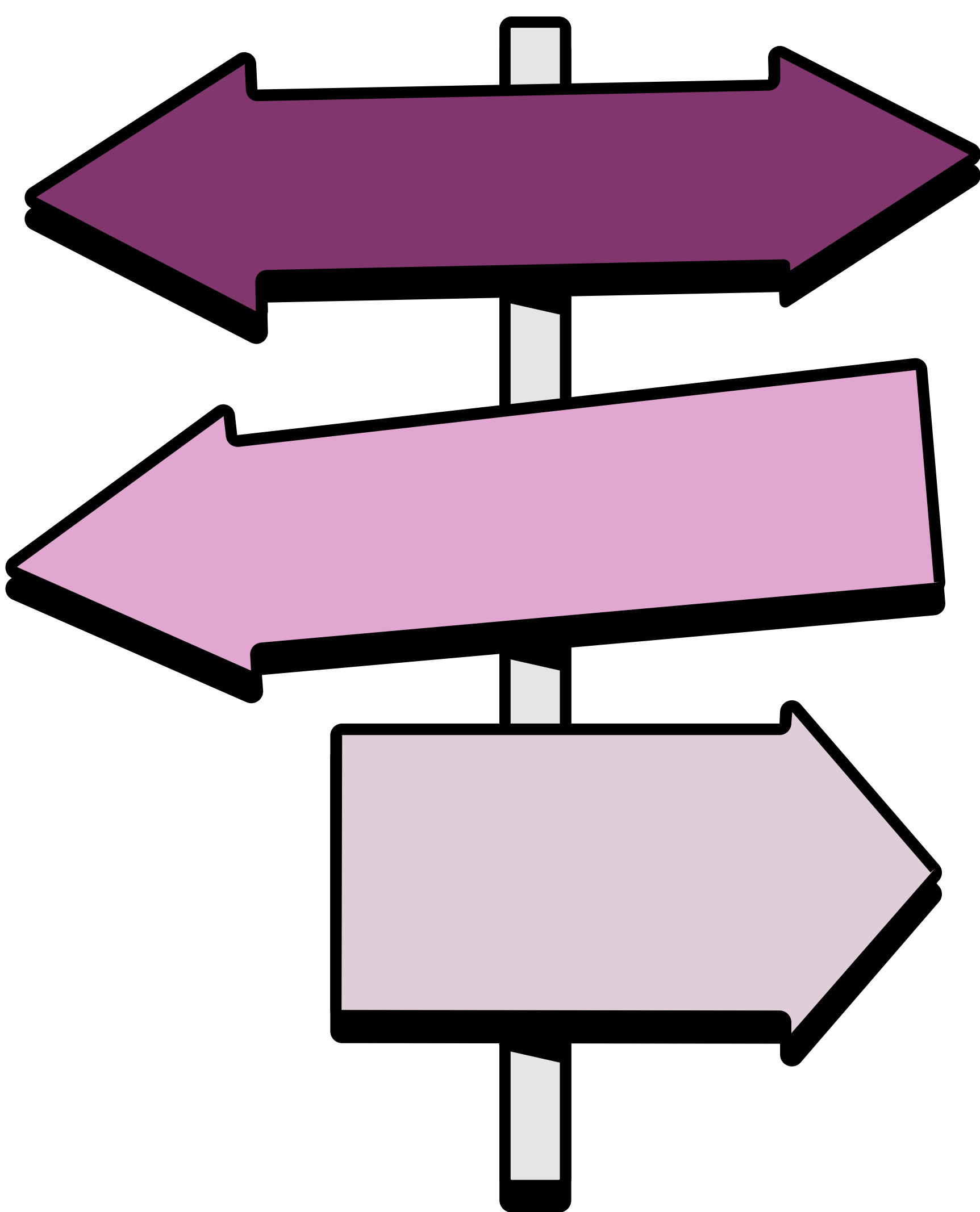
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PurpleSpace Support

As a PurpleSpace member you have full access to several resources that can support your #PositivelyPurple Planning

- Our Member Zone is a fantastic tool connecting you with other PurpleSpace members who are participating in #PositivelyPurple and have the opportunity to share ideas
- You have full access to our #PositivelyPurple Strategic Forums to hear updates from PurpleSpace and speakers from our global community.
- Connect with your PurpleSpace Member Coach if you need any additional signposting for #PositivelyPurple planning
- Futurist members are offered a strategic planning session specifically for #PositivelyPurple

About PurpleSpace

PurpleSpace is a unique leadership development membership hub for disability ERG/Network leaders, champions, and allies around the world. Our 5,000+ members across 160+ employer brands employ over 1.5 million employees with disability between them.

Members join to increase the effectiveness of their disability ERG/Networks, develop their leadership skills, and learn how to help their organisations to become disability confident from the inside out. We call it Networkology and it is having a powerful worldwide impact on driving the next phase of cultural change within many different types of organisations.

The introduction of rights-based legislation is what we call the first phase of change. In some parts of the world that is still on the move. The second phase is the process where employers tap into the enabling products and services that help them to create better policy, practice, and procedure. That phase continues.

Meanwhile, the third phase of change has begun.

Where employees with disability build inner confidence, lean into their careers, and create meaningful conversation about how to get ahead at work. High performing disability ERGs and Networks are at the vanguard of this change. This is the new modern approach to sustaining culture change. It's what we do. Find the space to think Networkology.

PurpleSpace Registered Office: 2nd Floor, Here East Press Centre, 14 East Bay Lane, London, E15 2GW
Company number 09764245

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For more information, contact: kirstie@purplespace.org



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