



East London Inclusive Enterprise Zone (ELIEZ)

**The inclusive
innovation movement**

ELIEZ is an accessible, specially designed, community for entrepreneurs, business leaders and design thinkers who are disabled or whose work focuses on disabled people.

We help accelerate the development of products and services that address unmet needs, from idea stage through to global deployment.

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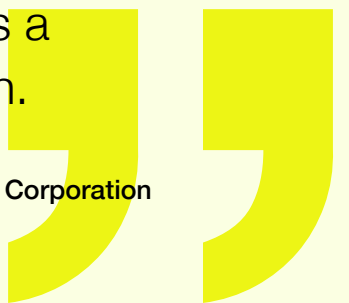
UCL is delighted to have delivered a remarkable inclusive innovation Zone in East London, helping new startups and sectors grow. This exciting project is a significant step forward in creating opportunities for disabled entrepreneurs and ventures with a focus on accessibility. I would like to take this opportunity to congratulate the ELIEZ cohort and thank partners, who have exemplified the sort of sustainable, inclusive growth we might aim for in the future. The challenge now is to continue to build on our success and ensure innovation is accessible to all.

Professor David Price, Vice-Provost (Research), UCL

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London Legacy Development Corporation (LLDC) is pleased to be a principal partner in the ELIEZ project. ELIEZ is a great example of the sort of programmes that result in public, private academic and community partners coming together to work on innovation challenges. This partnership model and initiatives like ELIEZ form a key part of the inclusive innovation district that is rapidly developing at Queen Elizabeth Olympic Park. The diversity of our networks, talent, organisations and thought is an essential success factor fuelling this innovation district and we see Queen Elizabeth Olympic Park emerging as a global hub for disability led, inclusive design.



Lyn Garner, Chief Executive at London Legacy Development Corporation

The ELIEZ logo is a white rectangle with a black border containing the word "ELIEZ" in bold, black, uppercase letters.

ELIEZ

Accessible Inclusive Innovation

13 partners

formed the ELIEZ consortium

30 entrepreneurs

participated in the ELIEZ programme giving them unlimited support from the ELIEZ network and full access to benefits

18 accessible workshops

were delivered, where a total of 547 people attended events open to the public. Workshops included accessible communications, data driven design, funding and social media strategy

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We are a principal member of ELIEZ which promotes the idea that better outcomes are achieved when lived experience drives innovation. Creating a future for all members of society is at its heart. The voice and lived experience of disabled people has driven changes to the built environment and supported the change in culture. The two go hand in hand to create spaces that foster creativity and innovation while removing the barriers that disable.

We look forward to creative solutions and thinking in the coming years as more disabled people bring their talents to this space.

Kamran Mallick CEO of Disability of Rights UK

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The desire for ‘accessible inclusive innovation’ was at the heart of UCL and its partners being inspired by the Paralympic legacy to create the East London Inclusion Enterprise Zone (ELIEZ).

After much research, consultation, and deliberation across grassroots and global experts, the consortium created an initiative that sought to address a pressing need to reduce barriers in two main areas – enabling opportunities for inclusive innovation ventures, and making available more inclusive physical spaces in which these innovations can flourish and grow.

ELIEZ set out to develop an accessible programme that showcases best practice, ensuring innovation is accessible to all. It would transform the business of accessible innovation from a cottage industry into a fledgling business sector capable of driving UK productivity and inclusivity.

We recognised that just opening the door to inclusive innovation ventures would not be enough. This group had often been prevented from accessing the kind of advice open to non-disabled people that would help their businesses to thrive. We therefore made a commitment to coordinate the delivery of a multi-disciplinary, multi-institutional programme of world-leading accessible innovation education, training, and events with around 30 entrepreneurial individuals or start-ups who shared our desire for inclusive innovation.





The Olympic Park. An enduring legacy

We made it our goal to update East London's business offer in order to provide a shining example of inclusive innovation for the rest of the world to follow. The Queen Elizabeth Olympic Park provided the ideal, best-in-class environment for an East London-centred inclusive innovation movement to grow. There is an active desire to build a novel, progressive, vision of what can be achieved through the collaborative mindset of many well-informed minds and organisations working together.

The ELIEZ partners also sought to convert an existing high-specification innovation space in the heart of this East London area into one that is truly accessible for disabled entrepreneurs and businesses that are looking for inclusive spaces, as well as those focused on filling the huge gap in the market for supporting the disabled community.

“Inclusive enterprise is at the core of UCL's mission and we at GDI Hub are proud to be a part of bringing that to life in East London; driving a lasting legacy from London 2012 Paralympic Games. The Queen Elizabeth Park partnership for disability innovation includes universities, corporates, start-ups and social change organisations – like ours - working with and for disabled people for a fairer future. ELIEZ has contributed to this agenda significantly over the last year.”

Vicki Austin, Chair of ELIEZ, CEO of Global Disability Innovation Hub (GDI)



Plexal

Optimising workspace for accessibility

Plexal is an innovation centre and coworking space that believes in the power of collaboration.

Based at Here East, its aim was to create a diverse ecosystem to tackle some of the biggest challenges facing society, starting with cybersecurity, mobility and inclusion. Plexal is the home for ELIEZ members for the duration of the programme.

Being a founding partner of ELIEZ has helped Plexal fulfil its ambition as a purpose-led innovation centre.

Within the physical space at Plexal, our partnership with ELIEZ has supported our investment in becoming not just a compliant solution for those with accessible needs, but one who sets the benchmark.

In our Innovation Services team, ELIEZ has supported our efforts in disability-led innovation where we support large organisations and public sector bodies to design for the extreme use case in order to include all.



Andrew Roughan, Managing Director of Plexal





Plexal collaborated with Disability Rights UK and a number of ELIEZ partners to identify areas of its 79,920 sqft. space that can be adapted to make their environment more inclusive. Several changes were made which included:

- New 'quiet' pods have been installed, featuring tables that can be easily moved to different heights and people in a wheelchair can use with one hand
- 32 new accessible hot desk and fixed desk locations with powered variable height tables
- Meeting rooms feature an oval table instead of a rectangular one, making it easier for deaf people to see everyone and read their lips
- In several places, plug sockets have been moved to the edges of tables to be easier to reach for anyone in a wheelchair
- Magnetic latches added to the main doors to remove the need for anyone in a wheelchair to have to hold the door open

ELIEZ is now a thriving community of disruptive start-ups, innovators, and disabled entrepreneurs developing products and services that are addressing previously unmet needs.

Together, we are endeavouring to radically change inclusive innovation and accessibility sectors. They are a hugely ambitious cohort deploying groundbreaking ideas at various stages in their development, with support from idea stage through to global deployment. The ELIEZ cohort have been emboldened and empowered by a range of benefits by being part of our accelerator programme, such as desk space at Plexal, accessible workshops, access to ELIEZ partner networks and mentoring.



ELIEZ

Meet the ELIEZ Cohort

The following businesses participated in the ELIEZ programme:



Weatherflare

Founded by Dave Richtor, Weatherflare is a user-friendly app for people with chronic pain, helping track flare ups that might be triggered by the weather.



GiveVision

Inspired by developments in augmented and virtual technology, founders Stan Karpenko and Elodie Draperi set out to create a device, so everyone in the world can see.



NEXUS

Co-founded by Farouk Deen and Mark Sarfo-Kantanka, Nexus scales entrepreneurs within the Creative and Digital Industries. With authenticity and accessibility at the heart of their decision making, it is a home to a global network of members, providing business support and workspace facilities.



The Ability People (TAP)

A unique consultancy on a mission to close the disability employment gap, powered by a team living with disabilities. Co Founded by Paralympian Liz Johnson and Steve Carter.

ELIEZ

Meet the ELIEZ Cohort



RESET

An adaptive clothing line, founded by London College of Fashion alumna, Monika Dugar and Usha Baid. The clothing design aids Parkinson's.



Mumbli

A hearing wellness platform, founded by Marion Marincat. It's aim is to transform social spaces so everyone can hear and be heard.



Patchwork Hub

A remote-working platform, leading the culture change in work and accessibility. Founded by Beth Kume-Holland.



huru

Co-founded by Richard Wheatley, Ed Shelton and Josh Eggleston, huru's mission is to unlock the opportunities of healthy independent living. A digital platform that allows families that no longer live together to communicate, collaborate and look out for each other.

Our members work across a wide range of sectors. They have been working within an innovative community and workspace, which is fuelled by an inclusive, collaborative environment.

Chat-e-Cycle

A design of a tandem e-bicycle linked to a community scheme allowing residents to unite for transport. Run by UCL/ GDI Hub alumna, Kate Mattick.

I Exist Clothing

An adaptive clothing company founded by Marcia Antony.

Building A Virtual Community

Tiny Man Digital was born out of the pandemic, and seeing the need to help diverse businesses adapt to the changing digital-first world. ELIEZ got me right into the heart of a community of like minded entities, and provided the support and resources to help me flourish during turbulent times. Huge thanks to all the partners involved in developing such an innovative and forward thinking programme.

Dom Hyams, Founder of Tiny Man Digital, ELIEZ member



While the rest of the world came to terms with virtual meetings, we implemented best practice initiatives for inclusive online meetings.

This included guidelines for the optimal deployment of British Sign Language (BSL) interpreters; adapting presentations and presenting styles to benefit people with visual impairments; following advice on how to chair meetings to better support neurodivergent attendees; and a recommended inclusive code of conduct for all participants to follow.

Our intention had been to offer our innovators industry leading mentoring, training, and workshops in our workspace, but now we were able to achieve this using online platforms without members needing to leave their homes. This also meant that the experts themselves were not restricted by location, thus opening up opportunities for our members to benefit from the experience of business leaders around the country.

ELIEZ

Meet the ELIEZ Cohort

Featured participant:



Lapapo

An online marketplace featuring products, services and support for children with Cerebral Palsy, Autism, Down Syndrome, Vision Impairment and more. Founded by school teacher Anike Mlemchukwu.

“Being a part of ELIEZ has been amazing! It has been a privilege to have a workspace at Plexal and attend workshops with like minded people in the industry. One of the major benefits of being part of ELIEZ was getting a mentor. He has been great. He is an expert in marketing and really challenged me to re-evaluate the preconceptions about Lapapo through market research. The ELIEZ team has been great in sharing knowledge and making connections. I am very grateful to have been a part of this programme.”

Anike Mlemchukwu, Founder of Lapapo



The ELIEZ logo is displayed in a white rectangular box with a black border, set against a yellow background with a pattern of small dots. The word "ELIEZ" is written in a bold, black, sans-serif font.

Meet the ELIEZ Cohort

Featured participant:



More Human

Striving to create real, strong communities, by re-distributing the power away from faceless technology so that connection is driven by people rather than profit.

Founded by Emma Lawton, Mel Nurse and Duncan Lindsey.

“ELIEZ has helped us make crucial connections with potential partners and customers, and keep accessibility front of mind. Having a space to call our own, and being part of a cohort, has given us a lot of confidence as a young business.”

Emma Lawton, Duncan Lindsey and Mel Nurse, Co Founders of More Human



ELIEZ

Meet the ELIEZ Cohort

Featured participant:



EmPact

Founded by East Londoners, Stella and Liz, Empact prepares underrepresented groups for the workplace, with a focus on young people with hidden disabilities.

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EmPact are extremely passionate about empowering as many black and black neurodivergent people as possible to get the careers they deserve.

Being on ELIEZ has enabled us to validate and redefine our USP which has been pivotal in maximising our impact.

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Liz Bastin and Stella Ezeogu, Co Founders of EmPact



Expansion through collaboration

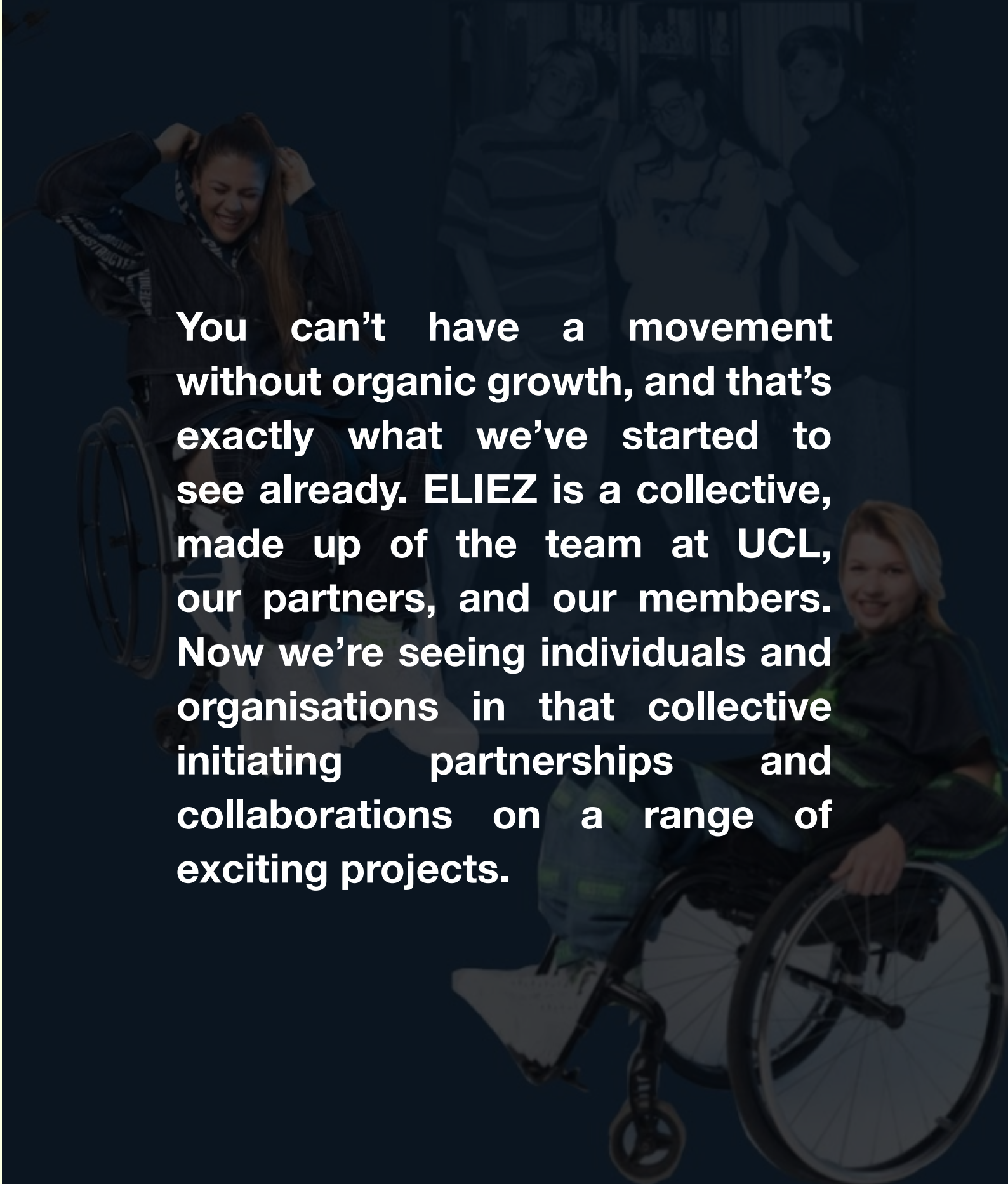
“The student response to the Collaborative Challenge was exceptional, fuelled by the inspiration and support of the ELIEZ team throughout.

The partnership with ELIEZ really motivated the students to research and produce work that made them consider new areas of their practice - an awareness of accessibility, inclusivity and adaptive fashion that will have a life-long impact on their work.

Andy Lee, London College of Fashion



You can't have a movement without organic growth, and that's exactly what we've started to see already. ELIEZ is a collective, made up of the team at UCL, our partners, and our members. Now we're seeing individuals and organisations in that collective initiating partnerships and collaborations on a range of exciting projects.



Case Study, Collaborative Challenge

Partners: London College of Fashion,
Disability Rights UK, UCL
and Barclays Eagle Lab

Members: Monika Dugar (RESET)
and Dom Hyams (Tiny
Man Digital)

Image credit: Jiangshan Leng and Nanquin Huang

Postgraduate students from London College of Fashion worked with the ELIEZ network on the Collaborative Challenge. The Challenge is a unique opportunity for students to collaborate across disciplines to address challenges, provocations and concepts affecting the fashion landscape by engaging with current research and technologies, industry partners, alumnus and academic partners.

For this challenge, students were tasked with developing an adaptive fashion item, keeping inclusive innovation at the heart of the project. Participants were asked to produce concepts for wheelchair users, creating and promoting accessible fashion for all. They were able to draw on expertise from ELIEZ through bi-weekly consultations, virtual presentations and Q&A with ELIEZ members.

Students who took part in this challenge became part of the ELIEZ community gaining an opportunity to accelerate the development of their idea with a range of ecosystem partners.



ELIEZ highlights

The ELIEZ programme exceeded our expectations in all areas from the educational sessions to the introductions & connections. As an early stage business we had little experience of fundraising and the support from ELIEZ helped us shape our proposition and presentation to the point we have received a funding offer before the programme has completed!

The network of other similar stage businesses has been both informative and inspiring and I have no doubt many of these entrepreneurs will make a huge impact on society.

Steve Carter and Liz Johnson, Founders of The Ability People



It's not possible to list all our accomplishments, so here are some highlights from our first year:

- In partnership with SociAbility, we produced 14 episodes of The Inclusive Innovators Podcast, a series featuring ELIEZ members, partners, entrepreneurs and changemakers that has attracted over 8000 + streams thus far.
- Our ELIEZ cohort presented 31 unique pitches, demonstrating new technology, programmes on the future of work, and businesses championing inclusion.
- By bringing together ELIEZ innovators with our core partners from business and academia we have facilitated new collaborations, business developments and new innovation funding pathways for most of the cohort.
- Our Accessible Social Communications guide, developed in collaboration with Bravand, is now able to be used by anyone involved in the commissioning, creation, production, and distribution of communications to help businesses and marketers produce accessible content.

Wider impact

Through our partnership with Plexal and UCL we're working with a variety of organisations and startups developing assistive technologies and we are delighted to support the East London Inclusive Enterprise Zone and further develop some of these exciting businesses by providing them with access to Eagle Labs' dedicated growth programmes, experts and our wider network.

Jon Hope, Barclays Eagle Labs

We have already begun to demonstrate how incremental changes can accumulate to make a real difference, and we now know a much wider impact can be achieved by offering up this location as a best-in-class example of what's possible. The Queen Elizabeth Olympic Park and East London are becoming a leading light and others want to follow.

Unlimited potential

In a year's time we want to have a launched product that has a growing user base. We will scale out from our minimum viable product, and be the tool of choice for older adults and families to bring them closer together to solve those day-to-day challenges. ELIEZ can help us get there through the excellent community of founders challenging each other to always consider inclusion and accessibility, and the outstanding programme of support to raise our skills and knowledge.”

Richard Wheatley, Co-Founder of huru, ELIEZ member



ELIEZ

Our Partners



Barclays Eagle Labs



Capital Enterprise



Disability Rights UK

FORD MOBILITY

Ford Mobility



Global Disability Innovation Hub

**GREATER
LONDON
AUTHORITY**

Greater London Authority



Hackney Council



Here East

ELIEZ

Our Partners

**Inclusion
London**

Supporting London's Deaf and
Disabled People's Organisations

Inclusion London

ual: london college
of fashion

**London College of Fashion/
University of Arts**

LONDON LEGACY
DEVELOPMENT
CORPORATION

**London Legacy Development
Corporation**



**Loughborough
University
London**

**Loughborough University
London**



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Plexal



UCL

Photo credits:

- Barclays Eagle Labs
- Here East
- London Legacy Development Corporation
- Plexal
- UCL

ELIEZ

Collaborators

The ELIEZ consortium would like to thank the following collaborators for helping to deliver the programme and working with our ELIEZ community.

The logo for Bravand, featuring the word "Bravand." in a bold, blue, sans-serif font.

Bravand



Love Language



ICAEW



SociAbility



Social Tech Trust



FFWD London



Tiny Man Digital

- Claire Hill
- Disability Rights UK panel
- Francesca Evans
- Jordan Prince
- Lotta Olsson
- Paul Sturrock
- Richard Mathewson
- Sarah Teichler



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