ColorADD - Color Identification System - a universal and transversal Code that enables colorblind to identify Colors. ColorADD is a universal graphic code whose mission is to enable the colorblind to identify colors.

Porto, Portugal
Miguel Neiva

Project Stage:
Scaling

- Disability
- Corporate social responsibility
- Minority rights

Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

The persons with color vision deficiency have difficulty identifying colors garments at time of purchase or when they are dressing in daily life. This Partnership is making the buy process easier for the clients of Zippy (Fashion Division). The integration of ColorADD Code in garment labels makes the colorblind daily life easier and provides them freedom and autonomy when they are picking clothes for them or for their children.

About Project

Problem: What problem is this project trying to address?

Colorblindness, or color vision deficiency, affects approximately 10% of men and 1 in 200 women - approximately 350 million people around the world. The persons with color vision deficiency have problems because they can’t distinguish the colors of clothing. The ColorADD Code in textile labels minimize and solve this problem and avoid discrimination.

Solution: What is the proposed solution? Please be specific!

Together with Zippy (Fashion Division) you have co-created textile labels that allow persons with color vision deficiency to distinguish colors garments and therefore integrate these persons without discrimination and without costs. We want the inclusion and equality in terms of color identification whenever color is a factor of choice, communication or orientation for all the people with color vision deficiency.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

ZIPPY integrate into there collections a universal and intuitive code to help the colorblind identify colours and tones. If the Children or their parents have a color vision deficiency, they now have is lives facilitate and with a greater degree of freedom whenever they are choosing the colors garments they buy or they wear. If the Children or their parents have a color vision deficiency they have now their lives facilitated and with a greater degree of freedom when they are choosing the colors garments they buy or wear.

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

We want all the people with color vision deficiency have access to the code, a truly integration, not only through Zippy (Fashion Division), we want to replicate this succeed Co-Creation in Textiles labels with Know-how to foreign Countries. We are already working with more six Portuguese Textiles Companies (Blankpage, Sorema, Graccioza, Nortada, Dkode, Boom Bap Wear and MO (Also from Fashion Division - Sonae Group). The entire pantone catalogue (textile) is already referenced with ColorADD Code, which can be used by all the textiles companies in the world in their clothing labels. The ColorADD Code implementation is easy, simple and cheap.
Sustainability

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

ColorADD is a universal and patented tool with several support and recognition of "good pratice" from Colorblind Associations and other entities from different countries.

Team

ColorADD has the best and passionate people working in this project.

About the Lead Co-Creation Partners

Organization:
Fashion Division, SA (ZIPPY)
Visit website

--LEAD SOCIAL-MISSION ORGANIZATION--

Organization Name
Miguel Neiva e Associados - Design Gráfico, Lda (ColorADD)

Type of organization (e.g. NGO, association, not-for-profit, foundation, social enterprise)
Social Enterprise

Total Number of Full-Time Employees
3

Lead Contact First Name
Miguel

Lead Contact Last Name
Neiva

Title
MsC

Country
Portugal

Twitter URL
Facebook URL
https://pt-pt.facebook.com/pages/ColorADD-sistema-de-identificaca%C3%A7%C3%A3o-

Website
www.coloradd.net

--LEAD CORPORATE PARTNER--

Organization Name
Fashion Division, SA (ZIPPY)

Total Number of Full-Time Employees
Lead Contact First Name
Ana

Lead Contact Last Name
Oliveira

Title
Dra.

Country
Portugal

Twitter URL
Facebook URL
https://pt-pt.facebook.com/zippy.pt
Basic Info

Project Starting Year
2010

Primary European Country where this Project is creating social impact
PO, Porto

Additional European countries where this Project is creating social impact

Select the category that best fits the type of your project:

New products & services: Entries in this category develop and offer essentials product and services that address needs currently unmet.

What awards or honors has the project received?
Gold Medal Award, 50th Anniversary of the Universal Declaration of Human Rights, by the Portuguese Government to Miguel Neiva

Project Summary

Co-Creation Model: Tell us about your main strategic partners and how the partnership truly create value. For each Partner please include its type (business/social/public), its name, a short description, its key motivation to participate in the co-creation project, and the key contributions it is making in the co-creation project. Please follow the format displayed below:

Type of Partner: Business
Short description sentence: Zippy offers a wide range of products for kids from ages 0-14, from clothes to childcare, to furniture and toys.
Key motivation to participate in the co-creation project: Zippy wants to make the buy process easier for their clients and with the integration of ColorADD code makes color blind daily life easier and provides them freedom and autonomy when picking their clothes.
Key contributions in the co-creation project: The ColorADD code is a system that creates added economic and social value to companies or entities, by offering their customers an innovative product with a strong social footprint.

Impact

Impact: What is the impact of the work to date? Also describe the projected future impact. Please specify using qualitative and quantitative data (e.g. # of indirect and direct beneficiaries); help us understand how this solution truly makes a difference.

Today 23 million ColorADD garments labels have been produced by our partners Zippy and MO in their Clothing (companies from Sonae Group - Zippy is present in more than 15 countries).

Sustainability

Funding: How is your project financial supported? [select all that apply]

Businesses.

Sustainability Plan: Has your project already reached financial sustainability? If not, what is this solutio’s plan to ensure financial sustainability? Do the main partners have enough stake to sustain the solution? If this project requires limited budget, how will other resources be secured to maintain or grow this work?

ColorADD code can be implemented and used through a license acquisition, licenses fees are adjusted to the partner corporate dimension, assuring an affordable cost for everyone. The ColorADD objective is to achieve double bottom results, reach financial sustentability and creating social value through full integration of colorblind people, wherever color is a factor of communication, orientation or choice.

Team

Founding Story: Share a story about the “Aha!” moment that led the Partners to get started and/or to see the potential for this to succeed.

We bring up a product that alongside with our partners results in optimized and innovative solution for its customers with color vision deficiency. Once the partners realize the potential and benefits of innovation and that they will create economic and social value, the partnership process is facilitated. There are many “Aha!” moments in this process. The first “Aha!” was the innovative idea of the ColorADD code, followed by academic accreditation and recognition by people with color vision deficiency. The ColorADD has ensuring accreditation and recognition of both academic and scientific communities, along with business and social organizations players in different areas.

About the Co-Creation

Barriers: What main barriers may you have encountered to co-create during the creation and implementation of the project and how did you try to overcome them?

The hesitation comes when there is something new and is pure innovation, but throughout the gradual process of recognition and accreditation from academic communities and by the market brought credibility and security to the new partners.
All barriers of the co-creation ZIPPY/ColorADD were quickly overtaken. ZIPPY is a competitive and innovative company and once they understood the concept and the added value for their products in a sense of being more inclusive as colors are readable for colorblind persons. Through the use of the ColorADD in its garments labels they could integrate thousands (hopefully one day millions) of persons with color vision deficiency.
Governance: What is the type of the relationship between the partners? (e.g. joint venture, contractual relationship, joint project...)

ColorADD code can be implemented and used through a license acquisition, licenses fees are adjusted to the partners corporate dimension, assuring an affordable cost for everyone. When we license the ColorADD Code we established a contractual relationship with our partners. Since we want that the code is for everyone we don’t give any exclusivity to any company or organization. We want that all the persons with color vision deficiency have access to the code without cost to them.

Interaction model: How is the project a transformative partnership? How is the interaction transforming the partnering organizations and their employees/leadership in terms of creating a new vision, new management practices, new skills and new organizational structures? Please provide for concrete examples

With co-creation ColorADD/ZIPPY, ZIPPY is more aware of the needs of colorblind segment. Before implementing the code the constraints of persons with color vision deficiency were completely unknown to ZIPPY. One of the main virtues of the project is to raise public awareness to the constraints experienced by colorblind. The Colourblindness it’s not a visible condition and is often hidden by colorblind. Here lies the main advantage of code, allows integration while keeps the privacy of colorblind.

How did you find out about this competition?

Source URL: https://www.changemakers.com/discussions/entries/coloraddcolor-identification-system-universal-and-trans#comment-0