

Promoting inclusivity in stores

As signatories to the National Inclusive Agreement, Pyaterochka and Perekrestok have committed to advancing projects that remove barriers to access for people with special needs. Starting from 2021, Perekrestok has been developing its Accessible Environment social programme to facilitate inclusion for customers with special needs.

As part of this initiative, as many as 360 supermarkets have already passed accessibility self-audits; over 5,000 employees have completed a training programme on supporting customers with disabilities, designed by the Everland inclusivity project; 30 stores were issued accessibility certificates; and a special website accessible to visually impaired users has been designed and launched.

In 2022, Pyaterochka launched the Talking City project, which helps visually impaired customers use the retailer's services without additional assistance. This year, Pyaterochka will conduct an accessibility audit of its stores and online channels, and will launch training for store employees and couriers on supporting people with special needs.

[Link to publication](#)