

How can social business improve employment chances? Dynamo Fahrradservice Munich presents a model for a successful social bicycle business within an urban community.

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Please fill in wether	<input type="checkbox"/>	<input checked="" type="checkbox"/>	workshop

Dynamo Fahrradservice is a social business in Munich. It is a member of the Munich local authority employment programme which started in 1986. The project stands for social integration through employment and targets disadvantaged groups and individuals (long-term unemployed, disabled, the low-skilled or people with mental health problems). Key objectives of Dynamo are employment, qualification, stabilisation of the individual and integration into the labour market. Dynamo produces and sells used bicycles.

The presentation for Velo-city will focus on the following issues:

- The successful business model of Dynamo Fahrradservice: a win-win-situation for disadvantaged individuals, the community and the environment. Background information: unemployed people mostly need qualifying and support in order to develop a positive perspective for their lives. Finding a job after a period of qualification and support enables them to become independent of state benefits.
- How to develop productive and peaceful coexistence between mainstream and social business. Background information: Dynamo is member of a German network of bicycle shops and cooperates with local bicycle dealers. This makes it easier to find jobs for people when leaving Dynamo after the qualifying period.
- How can the approach of a “social bicycle business” become a model for other countries and continents? Background information: Dynamo will show how it supported the “RAD” bicycle initiative in Kabul/Afghanistan.

Focal theme:

chances on the employment market - the economic factor “bicycle”.