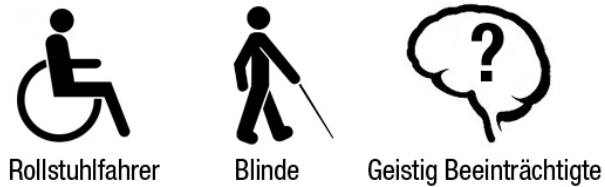


# 1/9 (Update: english version available!!!) Wie barrierefrei ist Berlin wirklich?

Disabled people and SPK Berlin uncover the real barriers in the city.



+ Sparkasse Berlin (als Vermittler)



*Brennpunkte, Lösungsvorschläge*



*Ortsbegehungen mit Verantwortlichen und Besprechen des weiteren Vorgehens zur Problemlösung*

## Solution

SPK Berlin attends people with different disabilities. Together they check local places and institutions for accessibility. The results will be classified for the kind of barrier and their difficulty (of access and to remove). Detailed ideas for improvement will be discussed with persons in charge. On top, SPK starts an barrier-free advertising campaign for the given topic.

Guerilla: flashmob, demonstrative mass-failing at selected barriers. With direct link to Facebook, Youtube and Twitter.

Status: 17.06.2018

2/9

## **(Update: english version available!!!) Wie barrierefrei ist Berlin wirklich?**

Disabled people and SPK Berlin uncover the real barriers in the city.

Please describe your idea in one sentence.

How far is it with a barrier-free Berlin? SPK Berlin asks relevant people – and attends them (people with different disabilities) on a tour throughout Berlin. All conspicuous barriers will be documented, classified for the kind of barrier and their difficulty. So there will be a most complete list of larger barriers for all different disabled people.

Status: 17.06.2018

3/9

## **(Update: english version available!!!) Wie barrierefrei ist Berlin wirklich?**

Disabled people and SPK Berlin uncover the real barriers in the city.

Who will benefit from your idea, hence whom is your idea directed towards?

People with disabilities of all kinds, their families – and of course people who are able / willing to dismantle barriers in their surroundings.

4/9

## **(Update: english version available!!!) Wie barrierefrei ist Berlin wirklich?**

Disabled people and SPK Berlin uncover the real barriers in the city.

Why is your idea “good for Berlin”?

How far is it with a barrier-free Berlin? Just ask some people with different disabilities. They can tell why this idea is good for Berlin ...

But not only the barriers of Berlin should be displayed – also the best barrier-free places f. e. on a list or a map.

5/9

## **(Update: english version available!!!) Wie barrierefrei ist Berlin wirklich?**

Disabled people and SPK Berlin uncover the real barriers in the city.

How many people do you think will benefit from your idea?

All people with disabilities in Berlin (around 350.000 – thanx KLAR ;D), their families, staff of SPK Berlin (because loads of positive PR to be dued).

6/9

## **(Update: english version available!!!) Wie barrierefrei ist Berlin wirklich?**

Disabled people and SPK Berlin uncover the real barriers in the city.

In what way does the Berliner Sparkasse gain visibility through your idea?

In all SPK branches, on all used media (print, maybe radio), Auf allen genutzten Medien, on the road with disabled people the staff is "branded".

7/9

## **(Update: english version available!!!) Wie barrierefrei ist Berlin wirklich?**

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Which kind of people and how many of them will take notice of your campaign?

Maybe whole Berlin, maybe whole Germany. And not only involved – disabled – people.

8/9 **(Update: english version available!!!) Wie barrierefrei ist Berlin wirklich?**

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How much do you estimate the annual budget for the implementation of your idea to be?

For advertisement not more than € 50.000. The change can be used to dismantle barriers (SPK Berlin-branded when possible).



9/9

## (Update: english version available!!!) Wie barrierefrei ist Berlin wirklich?

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Creative's profile



**FACTORY** PRO  
Designer

Creative's top 5 skills

Graphic Design, Illustration, Mobile Apps, Photography, User Experience

Status: 17.06.2018