



## **Integraciclo, publicity on wheels to help teenagers with disabilities to find a job**

**LOCATION:** Cordova

**LENGTH:** 1'28"

**SUMMARY:** 'Integraciclo' is a Cordovan initiative that, through advertising, allows young people with intellectual disabilities to join the job market and allows advertisers to give an added value to their messages. These teenagers pedal through the city on bikes as a form of eco-friendly advertising, and it is an example of social engagement that involves supporting their integration in the professional world. The advertiser can choose from five routes to spread their message and see its effect in real time, always checking where their advertisement is and how many people are looking at it.

### **VTR:**

Good advertising runs on wheels. That is the slogan of 'Integraciclo', a Cordovan initiative that helps young people with intellectual disabilities to enter the job market on bikes that spread the advertisements of businesses and institutions throughout the city.

**ÁLVARO CASTELLANOS**  
**Responsible for hiring at APROSUB**

*"Getting a job in the most normal work environment possible represents a very important step to achieve full personal autonomy."*

This project proves to the job market that these teenagers are able to carry out a job and, in addition, incorporates technology to offer a better service.

**ALFONSO DE CABO**  
**'Integraciclo' promoter**

*"This initiative uses a type of technological innovation whereby, using a device, we can manage to measure the Wi-Fi signals that people emit and also a GPS allows us to geolocate the bike at any moment and the advertiser will always be able to see how many people are around the bike looking at the advertisement."*

And so, this project offers two opportunities to the advertiser: an eco-friendly way of promoting their business, thanks to the bikes, and the social value of helping these young people join the job market.

**ESTHER CASADO**  
**Advertising agent**

*"When people know the background of this project, they buy more easily, because it has a social component that interests the customer."*

And there is yet another reason to choose 'Integraciclo': 6% of the budget of each advertising campaign goes directly to a number of NGOs.

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