



USES: 1) Transportation.

2) Carbon emission reduction device.

3) A way for mentally disabled individuals in Germany to enjoy an independent, productive living by repairing and selling bikes. With help from a local SIFE team, the shop improved its advertising and marketing to better reach young people hungry for inexpensive transportation. The results of this effort were more bikes being sold and a jump in the repair business of 400%. Using what was thought of as useless, productive fulfilling lives and opportunities for all.

This is the positive power of business.