Between yesterday and tomorrow

Jos Vandikkelen
VELO
Managing director

This project has received funding from the European Union’s seventh Framework Programme for research, technological development and demonstration under grant agreement no 613500
VELO - Some facts and figures

Venture - legal structure: nonprofit

Recognized as social economy by the Flemish government

Active in social economy, labour, welfare and education

120 employees/workers (80 in training- or coaching program)

- 25%: stay as long as it takes (longest distance to labour market)
- 20%: max. 5 years (longer)
- 55%: max. 6 months (long)

Budget: € 2.700.000 (70% income from own turnover)

Active on 5 locations in the east part of Vlaams-Brabant (region Leuven)
VELO - business

Recycling discarded bikes into second hand bikes to be rented to students (long term renting; > 5000/year)

Leasing and maintaining business bikes – commuting (> 4500)

Providing services in 3 bike points (railway stations)

Repair of private bikes (>17.000/year)

A lot of smaller bike related products and services

Training programs

Coaching programs
VELO – jobs jobs jobs

Training with the objective of sustainable employment in the mainstream economy:

Generic skills + technical skills (bike mounting/repair, stockkeeping, administration, costumer service, ...)

Job coaching

Follow-up
VELO – challenges

Flemish policy: work for everybody
- At once
- By internship
- No detour through social economy workfloor

Our business model
- Important own workfloors
- Customer related (quality, diversity, velocity)

Result: less
- manpower
- subsidies
- business

Survive through innovation
VELO – innovation

By paying attention to the needs of society and the developments within the society.

- Sharing economy: the new definition of possessing is sharing
  - What about ‘labour’ in the sharing economy?

VELO?
VELO – innovation

VOS - veloopschool.be
VELO – innovation
VELO – innovation

VELO fix stations
VELO fix air
VELO – innovation

Artist in residence:
Ief Spincemaille – Hacking Velo

Damian Hirst

Ellsworth Kelly
Between yesterday and tomorrow

Jos Vandikkelen - VELO
0496/690258
jos.vandikkelen@velo.be
Hollestraat 1 – 3001 Leuven