Nothing is impossible to the one who walks within his head...
Because nowadays one in five people faces disability, forming the largest minority in the world, because we live in a globalised world where moving from one place to another is a real need, and because transportation deficiencies only increase, we must mobilize.

Support to different projects, awareness campaign...
Wheeling Around the World intends to be a key player in the area.

Seize the opportunity to take part to this incredibly rewarding adventure...

Alexandre Bodart Pinto
CONTENTS

1. Disabilities in a word  p.4  
   - The different types of disabilities  p.4  
   - What is a Person with Reduced Mobility? (PRM)  p.5  
   - A few figures  p.6  
   - What is « accessibility »?  p.6  

2. The Wheeling Around the World Foundation (WAW)  p.6  
   - Alexandre Bodart Pinto, President-Founder  p.6  
     - On a personal basis  p.6  
     - On a professional basis  p.8  
   - Setting up of the Foundation  p.10  
     - Main findings  p.10  
     - Response  p.10  
     - Aims  p.10  
   - They support the Foundation  p.11  

3. The area of disability, a growing market  p.12  

4. Development strategy  p.14  
   - Launching of the Foundation  p.14  
   - First mission  p.16  
   - Development:  p.16  
     - The Crowdfunding  p.16  
     - Artists get involved  p.16  
     - Become a Member  p.16  
     - Tax deduction  p.16  
     - Executive Board  p.17  
     - Corporate donations and subsidies  p.17  

5. The Foundation’s actions  p.18  
   - Holiday trip assistance: "I'm Freee!!" Traveling  p.18  
   - Access to seas and oceans: Wellabled  p.19  
   - Cultural immersion in Vietnam: The Maison Chance Centre  p.20  
   - Accessible historic sites for PRM: Almagic asbl  p.21  

6. In the press  p.22  

7. Conclusion  p.23  

8. How to support us?  p.24  
   - Donation  p.24  
   - Subsidies et sponsoring  p.24  
   - How to buy a work of art  p.24  

9. Contacts  p.25  

1. Disabilities in a word

• The different types of disabilities

The term "disability" broadly describes an impairment in a person's ability to function, caused by changes in various subsystems of the body, or to mental health. The degree of disability may range from mild to moderate, severe, or profound and involves moral stress, social, intellectual or physical problems.

The term ‘disability’ also refers to the difficulties encountered by the person with reduced mobility facing access, expression, understanding or perception of his or her surroundings. It is both a social and a medical term. These activity limitations and participations restrictions can vary according to social or national contexts.

Here are the six broad categories of disabilities, it is worth noting that most of them involve mobility problems.

**Physical impairment:** any impairment which partly or fully limits the physical function of lower and/or upper limbs (difficulties to move, maintain or change position, take and handle things, carry out some movements).

**Vision impairment:** refers to blind people, but also, in most cases, partially sighted people.

**Hearing impairment:** total hearing loss is a rare occurrence, most hearing-impaired persons have « residual audition » which can really be enhanced by hearing aid. From case to case, that impairment can involve a difficulty to speak.

**Mental health and emotional disabilities:** stems from mental disorder or mental illness, neurosis, psychosis, breakdown, addiction...It involves a personality dysfunction, without necessarily undermining intellectual capabilities.

**Intellectual disability:** it impairs understanding and limits the speed of mental functions in terms of understanding, knowledge and cognition.

**Disabling disabilities:** all respiratory, digestive, parasitic, infectious diseases (diabetes, hemophilia, AIDS, cancer, hyperthyroidism...). They can be temporary, permanent or progressive.
What is a Person with Reduced Mobility? (PMR)

First, the « PRM » abbreviation goes for « Persons with Reduced Mobility ». A Person with Reduced Mobility is any person whose mobility when using transport is reduced and requires special attention to overcome obstacles that he or she can hardly face alone.

Around a third of the population is regarded as belonging to the PRM category.

Mobility difficulties can be linked to age, disease, a temporary health condition (a pregnant woman, a shopper with heavy packages or merely carrying luggage), as well as to a temporary or permanent impairment (disease, blindness, persons using wheelchairs or crutches).

In a nutshell, anything that can reduce the mobility of every citizen at some point in their life. Thus these difficulties impair the autonomy of the person, limit his or her moves and overall his or her ability to social integration.

Mobility difficulties can be visible as well as invisible:

- Wheelchair,
- Plaster, walking stick, crutches, prothesis or tribune,
- Person with baby buggy or stroller,
- tall or short stature,
- Obesity,
- Heart or breathing difficulties (including allergies),
- Rheumatism and arthritis,
- limited visual acuity (the visually impaired) or loss of visual acuity (the blind),
- limited hearing acuity (the hearing impaired) or loss of hearing acuity (the deaf)...

For these persons, moving can become an obstacle course: going to the post-office, using public transport, or going shopping are some of everyday actions which are often difficult to achieve.
• A few figures

> Over a billion people with a reduced mobility around the world → the largest minority in the world.

> Around 200 million people with a severe disability in the world.

> In the countries where life expectancy is beyond 70, each individual will spend between 8 and 12 years with a disability on average.

> In Europe, 80 million people are with a disability and around 250 million are regarded as persons with reduced mobility.

> 80% of PRM who don’t travel do not do it because of a lack of information or fear of the unknown.

• What is accessibility?

Accessibility involves the implementation of complimentary elements, necessary to any person with a permanent or temporary disability to move and have a free and secure access to the living conditions, as well as all the places, services, products, and activities. Within that accessibility framework, Society also improves the life quality of all its members.

Thus technical means and human resources must be deployed to help any person with a disability to move more freely, and to get the chance to participate fully in collective life.

2. The Wheeling Around the World Foundation (WAW)

• Alexandre Bodart Pinto, President-Founder

> On a personal basis

Alexandre has always been a thrill seeker, attracted by speed and adrenaline. At 16, he borrowed a powerful motorbike, which he was not allowed to ride, in order to reach 200km/h (125mph); he lost control and hit a wall in frontal impact.

That youthful error would leave him quadriplegic…
A few months after his accident, after severe health concerns linked to his disability, Alexandre decided to end it all, thinking at that time that he would be a burden for all his friends and family; as he did not know anything about what disability was all about, he thought that there was no future for him in his situation.

A few days before turning 17, in his hospital bed, he swallowed more than thirty sleeping pills and stabbed himself 28 times in his stomach. He was found almost dead 6 hours later and underwent emergency surgery...

When he woke up, he got aware that what he had done was selfish and he promised himself he would prove to his family that in spite of his disability he would achieve great things and would even be more active than any able-bodied person.

After struggling to recover the use of his arms at the most, and be able to be thus completely autonomous, he left the rehabilitation centre after spending 1 year and a half there.

Then he started pursuing higher education and his career in events management (See the next point).

Alexandre has always been fond of traveling and his disability would not prevent him from crossing oceans, in order to discover new cultures...

Freefall at 250km/h  
Hong Kong  
Egypt
Morocco  
New York
Carribean  
Vietnam
Hollywood
> **On a professional basis**

After completing high school in hospital, Alexandre started advanced Marketing/Communication Studies, and graduated with honours in 2004.

In 2005, he achieved his dream of the time by creating a night club in the Brussels region which he would sell in 2008 in order to create the VIP BELGIUM company specializing in the organization of prestigious events and Belgian representation abroad.

Since 2008, Alexandre has organized, inter alia, no less than 20 events during the Cannes Film Festival in prestigious places such as the Majestic Hotel, the Martinez Hotel, the Palm Beach, private villas or onboard splendid 45m-yachts mooring just next to the Palais des Festivals.

In 2010, Alexandre also welcomed Jean Claude Van Damme’s press and sales office onboard the VIP BELGIUM Yacht, on which events took place every night throughout the Cannes Film Festival.

VIP BELGIUM also represents several international licenses in the events field for the Belgian market.

Thanks to his activities, Alexandre got the chance to meet more than 200 personalities, among whom numerous international stars.

VIP BELGIUM also lends its full address book and skills on a voluntary basis to the benefit of the Wheeling Around the World Foundation.
On both a personal and a professional level, Alexandre showed great tenacity and perseverance. A true lesson in life for all those who tend to give up when a difficulty occurs.

Many an adventure stemmed from his courage and determination. An exciting and unique journey that Alexandre decided to tell in a biography, published by Prisma Editions in October 2015.
• Setting up of the Foundation

> Main findings

Traveling or moving when you have disabilities can quickly become a nightmare if the means made available do not meet the necessary requirements of accessibility (accommodation, means of transport, visit to the tourist sites...).

Even if Alexandre usually manages to think of something to achieve his aims, he is aware that a lot of people with reduced mobility are stranded by a lack of information allowing them to prepare their movements in the best way.

Indeed, it is very difficult to find the right information about the accessibility of numerous cities and countries, as well as adequate housing and transport. Preparing a trip can take numerous hours on the web to find information here and there, and often these are false or contradictory.

At the present time, there are lots of associations which are doing a fine job, but they do not always co-operate with one another, do not exchange data, and do not have the baselines and marketing support to find recognition with the general public.

> Response

Alexandre has been dreaming of one thing for many years: to make it easier for persons with reduced mobility to move and establish a large community of travelers.

At the end of 2012, Alexandre talked about his plan to the authorities competent in the matter and the latter decided to help him to launch his plan by granting him a subsidy which would enable the creation of the Foundation in a formal manner and a first website which would help to describe the current projects.

After that, Alexandre got in touch with Nikos Aliagas (TF1 Channel star presenter) and outlined his aims to him. He was attracted by the idea and agreed to become the patron of the Foundation, which would open the door to strong media coverage.

In March 2013, Wheeling Around the World was formally launched during gala à Brussels...

> Aims

The Wheeling Around the World Foundation intends to be the privileged spokesperson of people with reduced mobility regarding their movements in the broadest sense. Traveling, getting access to the oceans and seas, moving with one’s family, experiencing a cultural immersion...The point is to change mentalities, to keep working in order to raise a genuine awareness with tourism companies and institutions about the importance to ensure that public places, transports and housing are accessible to as many people as possible.

The Foundation intends to shift position lines, by promoting projects, by supporting associations, by taking part to one-off projects, by carrying out missions throughout the world, or by taking the floor in widely advertised actions.
• They support the Foundation

Damien Birambeau
Head of Jaccede.com

Bruno de Stabenrath
Writer and filmmaker who became quadriplegic

Philippe Croison
Athlete, amputated of four limbs, he linked the 5 continents by swimming

Philippe Pozzo di Borgo
True story of the film « Intouchables »

Philippe Streiff
Former Formula 1 racing driver who became quadriplegic after a race in Brazil

Nikos Aliagas
Patron of the Foundation
3. The area of disability, a growing market

Tourism is usually a very important market in the economies of numerous countries, since people need to travel and rest.

This need had not really been acknowledged for persons with reduced mobility until recently, and that is why this part of the population seldom traveled, because of inaccessible structures.

Today, demand in this tourism sector has grown rapidly, both the number of persons with reduced mobility who wish to travel and the number of suitable facilities have increased.

We can say that tourism for persons with reduced mobility has become a market which keeps growing because it is based on a growing demand and it attracts tourism industry due to several factors:

> The number or persons with reduced mobility, hence potential customers, is huge;
> Massive surge of the over-60s thanks to the increase in life expectancy.
> Disabled people usually travel with a friend, family or a social worker and the number of potential customers can be doubled;
> Persons with reduced mobility represent loyal and stable customers if they are satisfied with the services proposed.
> Persons with reduced mobility are more informed and can organize their holiday more easily thanks to technology information;
> The tourist trade has changed a lot; Young people are not the only ones to travel, and elderly people travel more and more;
> Persons with reduced mobility or elderly people can travel even during the low season, which help balancing demand throughout the year; tourism operators work towards that.
> These customers usually enjoy early booking, which provides certainty for the tourism industry.
> Transports are more binding, so the stay length for people with reduced mobility is often longer than usual.
Persons with reduced mobility seek maximum inclusion (accommodation, common leisure, cultural or sporting activities.)

They are highly dependent on the reliability of the information which is given about the accessibility of the places, they fear movements.

It is thus essential to meet this demand, which confirms the need to create a full portal, as aspired by the Wheeling Around the World Foundation.

Therefore the Foundation’s partners will get high visibility on a market so often left behind in the past, which however represents a new significant turnover!

In Europe, of the 80 million de people with a disability (remember the difference between the population with a disability and the population with reduced mobility that is estimated at 250 million), there are 36 million people with the capacity to move, of whom only 5 million already travel.

The fact remains that pent-up demand means:

- More than 293 million nights
- 117 million excursions
- That’s an additional consideration of 33 billion euros.
4. Development Strategy

• Launching of the Foundation

> Launching Gala in Brussels in March 2013

The Wheeling Around the World Foundation was officially launched in Belgium during a Gala organized in the sumptuous room of the BIP, with a dozen personalities, ministers, writers, artists, athletes and donors.

Nikos Aliagas, Patron of the Foundation, played a key role for the success and media coverage of this gala.

The aim of this event was to get media coverage for the Foundation in order to publicize its aims to the public, which was a success since no less than 3 tv reports, some fifteen press releases and several dozen web articles came out.
Launching Gala in Cannes in May 2013

After the success of the Gala in Brussels, the Foundation decided to organize its international launching in the Grand Salon of the Majestic Hotel in Cannes, during the Film Festival, the second most publicized event in the world (after the Olympic Games).

That Gala was also a great success since 200 people gathered for a 4-service menu in order to attend the speeches of various participants, among whom Alexandre Bodart Pinto. Several musical attractions took place and the event also got a lot of publicity.
• **First mission**

As explained earlier, one of Alexandre’s aims when he created the Foundation was also to carry out missions throughout the world in order to go in search of disability, raise awareness among local public authorities, and help to develop certain projects.

Indeed Alexandre carried out a 5-month voluntary mission within the Association Maison Chance in Vietnam.

Besides offering help to improve the Centre marketing and strategic approach, Alexandre raised funds and enabled the creation of 6 guestrooms and an apartment fully adapted.

Alexandre came back more convinced than ever of the usefulness of the Foundation and of the importance to broaden the scope of action. Getting the opportunity to live such an experience on the far side of the world reminded him how badly easy moves and trips are needed everywhere for everyone.

• **Development**

> **Crowdfunding in « grant » form**

Thanks to this participatory financing system in grant form, the Wheeling Around the World Foundation aims to enable each one to contribute to the improvement of the living conditions of persons with reduced mobility.

We often wonder how we can get involved in concrete projects which really matter on our small level. Crowdfunding appears to be one of the perfect answers to raise part of the necessary funds for achieving missions carried out by the Wheeling Around the World Foundation.

> **Artists get involved**

When it comes to defending a noble cause artists are always at the forefront. Thanks to Alexandre’s numerous contacts in the artistic world over the past few years, the Wheeling Around the World Foundation is happy to be able to appeal to the generosity and artistic sensibility of everyone.

By offering their works of art for sale and returning the funds, artists also play a key role in the achievement of the Foundation’s aims.

> **Become a Member**

By becoming a member of the Foundation, you get a membership card and benefit from a whole host of advantages and privileges.

Go on a trip to Vietnam to discover the Centre Maison Chance and live a unique cultural immersion experience, get a discount for the different prestigious events (galas, evenings...) organized by the Foundation...and many more.

> **Tax deduction**

The Wheeling Around the World intends to offer tax deduction for all the natural or legal persons who show some generosity to the Foundation.

The file creation to get that tax deduction is still open.
Executive Board

The Wheeling Around the World Foundation intends to involve several influential persons in its Executive Board in order to convince a maximum of partners and provide full transparency on the Foundation’s activities.

We intend to involve persons linked to the area of disability, but also renowned business leaders and patrons.

We are delighted to have the agreement of Philippe Pozzo di Borgo, who will hence be one of the first members of the Executive Board. To our mind, he is an ideal member not only as directly concerned by disability, but also because he is a great leader and businessman.

Corporate donations and subsidies

In order to achieve its aims, the Foundation obviously needs sufficient capitals to be able to develop its activities, which represents a major workload.

It is also necessary to hire a team of specialists, whose tasks will be to get in touch with a maximum of foreign organizations to propose a partnership, to convince institutions and governments of the need to adopt the proposed strategy...

This team’s mission will also be to manage communication throughout the world in order to reach the greatest possible number of persons with reduced mobility.

It goes without saying that Alexandre will not manage to achieve all his aims alone, but together we will succeed!
5. The Foundation’s actions

• Holiday trip assistance: "I'm Freee!!" Traveling

> Genesis

To go on a holiday when you are a person with reduced mobility is not a small issue. You can be alone, with your family or friends but once your trip is booked, things often get tricky on the spot.

Transfers, housing, can be adapted, but constant vigilance and effort are required. However, the idea was to go on a holiday to forget about the hassle of everyday life. Responses already exist, like group travel for persons with reduced mobility. But this option does not meet the needs and desires of everyone.

"I'm Freee!!" Traveling got the idea of managing all the logistics to enable persons with reduced mobility and their friends to enjoy their dream vacation without limitations and unpleasant surprises!

> Aims

« I’m Freee !! » Traveling hence proposes “all-inclusive” packages. Not only housing and facilities on the spot are ensured to be adapted and accessible, but also, and it is a great revolution, personal assistance is provided from morning to evening.

That personal assistance is really the guideline of the “I’m Freee!!” Traveling concept.

> Action plan

Currently, "I'm Freee!!" Traveling offers holiday in the Agadir region in Morocco.

The plan is to extend this offer to other regions and countries. Thanks to the Wheeling Around the World Foundation, Greece is in focus...and it is only the beginning.

The persons with whom we work, the Personal Assistants (P.A’s), come from the destination’s region. They are specially trained by our care to help in subtle and discreet ways.

The P.A.'s can help as follows:
• Getting on and off the bus
• Getting in and out of the swimming pool
• Going to the beach
• Swimming in the sea
• Climbing stairs
• Climbing steep slopes
• Carrying your personal belongings

"I'm Freee!! Traveling frees persons with reduced mobility and their family who are already very busy during the rest of the year, and enables to feel totally “free”, for an unforgettable stay."
• Access to seas and oceans: Wellabled

> Genesis

A lot of persons with reduced mobility are attracted by the nautical sector. However, probably because of the limited amount of services proposed by the sector, or the lack of pooling of available information, they never considered going to sea to enjoy a stay onboard a ship which could welcome them under excellent conditions like anyone else. Given that we think water sports and sailing are part and parcel of tourism, one of the Wheeling Around the World Foundation’s aims

> Aims

In cooperation with the Wellabled project, the first boat in the world to be fully adapted and with facilities to welcome persons with reduced mobility using wheelchairs, the Wheeling Around the World Foundation means to heighten awareness of water sport lovers for them to realize there is a real market to be developed, and it is thus important to have some boats adapted and accessible for PRM.

One of Wellabled’s aims is also to create an accessibility label which can be given to all the accessible and adapted boats.

The boat created by Wellabled has a much broader access ramp, 3 fully adapted bedrooms, a lift on the three levels and a platform enabling to go as deep as 1 meter, giving disabled people the possibility to swim into the open sea.

> Action plan

Advertise this unique boat, create an accessibility label, organize boat trips for children and adults, these are the essential issues for which the Wheeling Around the World Foundation wants to raise funds in partnership with Wellabled.
• Cultural immersion in Vietnam: the Centre Maison Chance

> Genesis

On a trip to Vietnam, Alexandre met Tim Aline Rebeaud, a young woman who established the Centres Maison Chance, whose goal is to welcome orphans and disabled people from Vietnam in order to help them to find accommodation and above all to reintegrate social and working life, by giving adults the possibility to learn a job and children to go to school.

> Aims

Maison Chance aimed at developing adapted guestrooms within the Centre in order to welcome disabled visitors from around the world, who will not only be able to find accessible housing in Ho-Chi-Minh but also and above all participate in community life and thus get aware of the centre’s activities. Alexandre thus decided to spend 5 months there to carry out a voluntary mission by offering his experience in the marketing area, but also, and thanks to the funds he had raised before going, by developing six fully adapted guestrooms and an apartment.

Even though it was not always easy for Alexandre to live together with 200 children and 200 adults in far less comfortable living conditions than in Europe, Alexandre has kept an unforgettable memory from this mission and is looking forwards to going back there to see the beneficiaries of Maison Chance with whom he has kept in touch.

> Action plan

Traveling in a wheelchair is not always easy. However, going abroad is one of the most enriching experience you can live. And when you get the chance to live that experience more closely, in complete immersion in the life of a community, taking part to a strong social project...The enrichments are beyond words.

Therefore, thanks to this privileged contact with the Centre Maison Chance, The Wheeling Around the World Foundation intends to offer persons with reduced mobility and their family and friends the opportunity to live a unique cultural and human experience.
• Accessible historic sites for PRM : Almagic asbl

> Genesis

Whereas the list of UNESCO World Heritage Sites and that of the Royal Commission for Monuments and Sites in Belgium (or the equivalent in other countries) are expected to preserve a heritage for future generations, they unwittingly hinder the implementation of full accessibility for persons with reduced mobility.

> Aims

Almagic offers to set up full accessibility in sites but for a preset period of time thanks to competent staff and required implements. The association proposes 4 days a year per site.

Almagic asbl does not intend to struggle against measures for the preservation of historical monuments or sites, on the contrary. By installing temporary equipment, the site area remains protected and everybody's needs are met.

Thanks to this kind of equipment, the financial expenses for equipment and staff are distributed between all partners of the project (owners, region, municipality, etc.). So the equipment for accessibility, if not didactic and teaching material will be far more comprehensive...

> Action plan

It used to be very difficult to welcome persons with reduced mobility on a site. For some of them, including those with crutches, moving to visit sites seemed impossible...

Those days are gone. From now on, Almagic proposes options for all participants...
6. In the Press

Ever since its launching in 2013, the Foundation has been much talked about in the media in France, in Belgium and abroad. Indeed, several tv reports (TF1, Arte, RTL TVI, RTBF, Fashion TV, Star TV, TMC...), over twenty press articles and several dozen web articles came out.

Here are a few examples:
7. Conclusion

As you may have noticed throughout the reading of this file, the world of disability and mobility is developing fast, and mentalities about the necessity to get a maximum of accessible places have been evolving.

It is increasingly common to talk about the “Disability market” because the tourism sector gets aware that there is a real opportunity to attract and retain new customers, who were often cast aside in the past.

Unfortunately, a large amount of persons with reduced mobility still do not travel and are a good deal reluctant to move into unfamiliar surroundings.

80% of people do not travel because they do not get responses to their requests, and the necessary information in order to prepare their trip in the best possible way.

The Wheeling Around the World Foundation’s aim is thus to break down the barriers in order to enable everyone to travel in the best possible conditions, and to fulfill their dream.

The Wheeling Around the World Foundation also intends to be the spokesperson of disability and mobility, in order to heighten the awareness of institutions and the tourism industry about the importance of accessibility for everyone.

To manage to achieve our aims, we need you!
8. How to support us?

In order to be able to achieve our numerous aims, we must rely on the generosity of the persons who believe in our project, that is why we really hope to have convinced you throughout this file.

If you wish to help us, you have several options:

• **Donation**
  They can be of different kinds (donation of objects or equipment, donation of your skills, donation of works of art, products or services which can be sold to the benefit of the Foundation, donation of your time or the time of your firm or Foundation’s workforce, availability of places for the organization of events to the benefit of the Foundation, etc...)

  And of course you can make a financial donation on the Wheeling Around the World account at the ING bank in Belgium:

  • IBAN: BE75 3631 1386 9451
  • BIC ou SWIFT: BBRUBEBB

• **Subsidies et sponsoring**
  According to us, institutions, governments, international foundations, patrons and companies have a major role to play in the development and improvement of transport and traveling conditions for persons with reduced mobility.

  All our financial partners and sponsors will be highlighted on our Internet Portal, for their investment value.

  They will also get exposure on our advertising medium and communication campaigns, and be involved in our events and galas.

  This is a sharp way to reach a target which is, remember, the largest minority in the world, while achieving a good societal marketing project.

  To get more information and to know about the opportunities of cooperation, please contact Alexandre Bodart Pinto, whose contact details are given at the end of the file.

• **How to buy a work of art?**
  Internationally renowned artists get involved to raise funds to the benefit of the Foundation.

  You can discover the offered works of art put up for sale on the Foundation’s website: [www.fondationwaw.org](http://www.fondationwaw.org)
9. Contacts

For any request, proposal of collaboration, partnership or sponsoring, please contact Alexandre Bodart Pinto.

- Tel Belgique: 0032.486.525.580
- Tel France: 0033.7.81.25.50.47

alex@fondationwaw.org
abodartpinto@gmail.com
www.fondationwaw.org

Sources:

www.wikipedia.org
www.hiproweb.org
www.herault.fr
www.bruxellesmobilité.irisnet.be
www.touteurope.eu
www.who.int
www.unapei.org
www.globometer.com
www.unat.asso.fr
www.vita-vie.info