Nothing is impossible to the one who walks within their head...
Nowadays, one in five people faces disability, forming the largest minority in the world. We are living in a globalized world where moving from one place to another is a real need, and because transportation deficiencies only increase, we must mobilize.

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

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

Alexandre Bodart Pinto
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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 the blind, but also includes partially sighted people.

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

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

Intellectual disability: 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...). Disabling disabilities can be temporary, permanent or progressive.
What is a Person with Reduced Mobility (PRM)?

The “PRM” abbreviation stands for “Persons with Reduced Mobility”. A Person with Reduced Mobility is any person whose mobility is reduced when using transportation and requires special attention to overcome obstacles that they can hardly face alone.

Approximately one-third of the population is regarded as a PRM. 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).

Anything can reduce the mobility of a citizen at some point in their life. Thus these difficulties impair the autonomy of the person, limit their movement and their ability to integrate socially.

Mobility difficulties can be visible as well as invisible:

- Wheelchair,
- Plaster, walking stick, crutches, prosthesis 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: going to the post-office, using public transport, or going shopping are some of everyday actions which are often difficult to achieve.

« Population directly or indirectly involved with accessibility»
• A few figures

➢ Over one billion people with reduced mobility → 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 do not travel because of lack of information or a 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 all living conditions. This includes all places, services, products, and activities available to all citizens. Within that accessibility framework, society also improves the quality of life for 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 fully participate in everyday 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...
After a difficult period and a phase of adaptation, Alexander promises to prove to his family that despite his disability, he will accomplish great things and may even be more active than any person called "valid".

After fighting to get the maximum use of his arms and be able to be completely autonomous, he left after 1 year and an half the rehabilitation center. Then he will begin his graduate studies and career in events. (See next point).

Alexandre has always been fond of travelling and his disability would not prevent him from crossing oceans, in order to discover new cultures. Since this moment he has visited many different countries and travelled in more than 5 continents.
On a professional basis

In 2005, after completing his marketing studies, Alexandre realized his dream by creating a nightclub in Brussels. He sold this one in 2008 to create the company VIP BELGIUM, specialized in the organization of prestigious events and Belgian representation abroad.

Since 2008, Alexandre has organized no less than 20 events during the Cannes Film Festival in the most prestigious places.

Thanks to his activities, Alexandre had also the chance to meet more than 200 personalities including many 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.

In 2018, after winning the experts' prize in the final of a major competition organized by Microsoft, Alexandre launches his new activity "Everybody Travel", a travel booking platform dedicated to people with reduced mobility.
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, and visit to the tourist sites...).

While Alexandre usually manages to think of a way 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, and often these are false or contradictory.

At the present time, there are lots of associations available that are doing a fine job. However, they do not always co-operate with one another, do not exchange data, and do not have guidelines and/or 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 skilled in the matter. These authorities 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 a 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 in 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, taking part to one-off projects, carrying out missions throughout the world, or taking the floor in widely advertised actions.
They support the Foundation

**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 enjoy travel and need rest.

These wants and needs have often been acknowledged for persons with reduced mobility until recently, and that is why this part of the population has seldom traveled, due to the inaccessibility of 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 available.

We can say that tourism for persons with reduced mobility has become a market which keeps growing; 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 age group 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 information technology.
- 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 are often able to travel 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.
- Transportation is often more binding, so the stay length for people with reduced mobility is 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 places.

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 represents a new significant turnover!

In Europe, of the 80 million people with a disability (remember the difference between the population with a disability and the population with reduced mobility 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 33 billion euros for consideration.
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 splendid 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. The gala was considered a great success since no less than 3 TV reports, some fifteen press releases, and several dozen web articles came out.

With Nikos Aliagas, never missing a selfie for his Twitter account

With Ministers Evelyn Huytebroeck and Christos Doulkeridis, Nikos Aliagas, Michel de Maegd and Zishan Ansari

With Ministers Evelyn Huytebroeck and Christos Doulkeridis, Nikos Aliagas, Michel de Maegd and Zishan Ansari

Nikos Aliagas about to sign his portrait achieved “live” by artist Erik Black Painting

Noémie Happart (Miss Belgium 2013) and writer Paul-Loup Sulitzer

Disabled athlete Philippe Croizon and RTL TVI radio host Michel de Maegd

Stephan Rizon Showcase (2012 winner of The Voice TV show in France)
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 was founder Alexandre Bodart Pinto. Several musical attractions took place and the event also received a lot of publicity.

Absent for health reasons, Philippe Pozzo di Borgo (true story of the film *Intouchables*) wished to make a speech.

Alexandre Bodart Pinto in the middle of an interview for TF1.

Alexandre Bodart Pinto gives the Foundation’s Award to Bruno de Stabenrath (writer and filmmaker).

With Dominique Véran (Association of the Disabled in France) and actress Isabelle de Hertogh.

With artist Ana Chromy and Wolfgang Stein.

With Taïg Khris (presenter and Roll Skating World Champion).

Damien Birambeau (Head of Jaccede.com) and Sonia Houles.

Actor Jimmy Jean-Louis signing a reproduction of Jean Marais which was sold to the benefit of the Foundation.

With Philippe Streiff (former F1 racing driver) and Oscar Sisto.
• **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 movement 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 everyone 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 a small scale. 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, often artists are 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, receive a discount for the different prestigious events organized by the Foundation…and much more.
Executive Board

The Wheeling Around the World Foundation intends to involve several influential persons in its Executive Board in order to convince a maximum number 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 be henceforth one of the first members of the Executive Board. He is an ideal member not only 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 capital 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 number of foreign organizations to propose a partnership, and 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

- Mission Mont Blanc

➤ Genesis

Passionate since always about extreme sport, speed and adrenaline, Alexandre Bodart Pinto, via the foundation Wheeling Around the World, and the Firefighter Department of Paris launch a new challenge: Bringing 3 people in a wheelchair to Mont Blanc with help of a team including 12 firefighters from the Fire-fighter Department of Paris, 2 nurses, 4 professional mountain guides and a cameraman.

➤ Aims

The mission aims to send a positive message to PRM about life and challenges, to encourage them to realize their dreams, surpass their obstacles and to show that “Nothing is impossible to the one who walks within his head...” – Slogan of the foundation.

The project also allows people in a wheelchair to do alpine activities as well as surpass their limits in the extreme conditions...

➤ Action plan

After the candidates selection section, we forms a team of 3 people in a wheelchair, 12 fire-fighters from the Fire-fighter Department of Paris, 2 nurses, 4 professional mountain guides and 1 cameraman. Each person in a wheelchair is accompanied by 4 fire-fighters throughout the journey to the Mer de Glace and the Mont Blanc.
Thanks to the generosity of more than 150 donators and support of companies, individuals, journalists... the team gathers a fund of more than €8,000 to fuel the project.

The project gains great success and opens the possibility for PRM to do alpinist activities. Stay tuned for the next adventures...
• **Holiday trip assistance: I’M FREEE!! Travelling**

**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 proposes “all-inclusive” packages. Not only housing and facilities on the spot are ensured to be adapted and accessible, but also personal assistance is provided from morning to evening.

That personal assistance is really the guideline of the I’M FREEE!! Traveling concept.

**Action**

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, because of the limited amount of services proposed by the sector, or the lack 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 believe water sports and sailing are part and parcel of tourism, one of the Wheeling Around the World Foundation’s aims is to manage to help persons with reduced mobility to get access to seas and oceans.

➤ 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 Centre 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 can attend 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 City but also participate in community life and thus become aware of the centre’s activities.

Alexandre 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.

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 forward 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. 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.

➤ 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 visited 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, Belgium and abroad. Indeed, several TV reports via TF1, Arte, RTL TVI, RTBF, Fashion TV, Star TV, TMC have been broadcast, over twenty press articles written, and several dozen web articles have came out.

Here are a few examples:
7. Conclusion

As you may have noticed throughout the reading of this report, 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 is 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 often 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 to break down the barriers in order to enable everyone to travel in the best possible conditions, and to fulfill their dreams.

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 report.

If you wish to help us, several options are available:

• **Donation**
  Different kinds of donations are available including: 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 or SWIFT**: BBRUBEBB

• **Subsidies and sponsoring**
  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 will be involved in our events and galas.

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

  To receive 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 report.
9. Contacts

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

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