



ALL IN

ALL IN Coffee Shop

BY: GREEK/CYPRIOT TEAM:
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A coffeeshop and multi-functional space that aims to increase the visibility of and empower people with disabilities.



Introduction

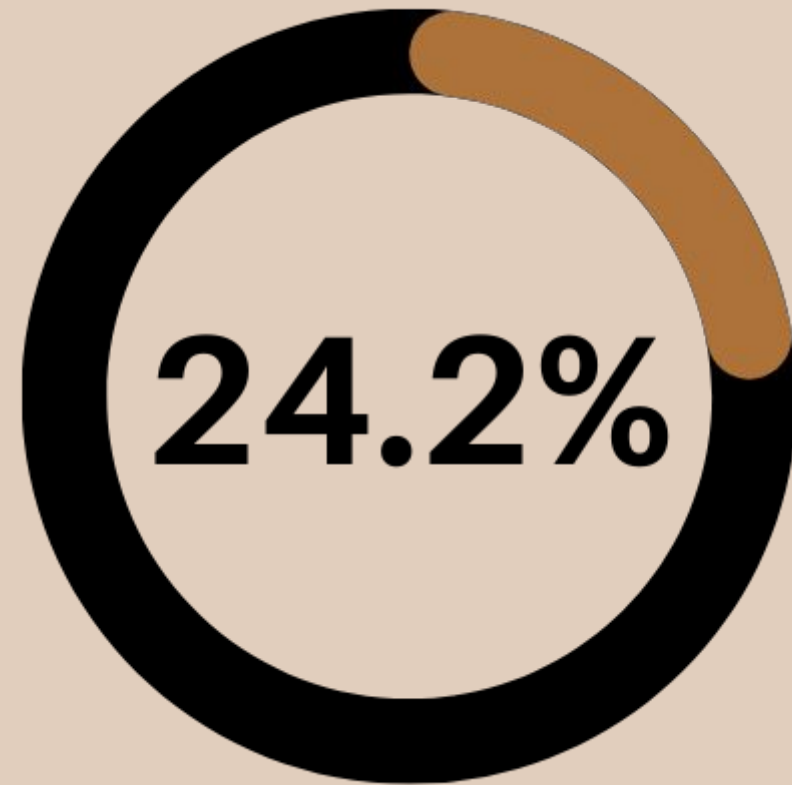
Introducing "ALL IN" - a unique company that not only operates a coffee shop staffed by individuals with disabilities but also offers educational and training programs to help other businesses become more accessible and accommodating all over Greece and Cyprus.

Join us in promoting inclusivity and diversity in the workplace while enjoying a cup of coffee brewed with passion and purpose!

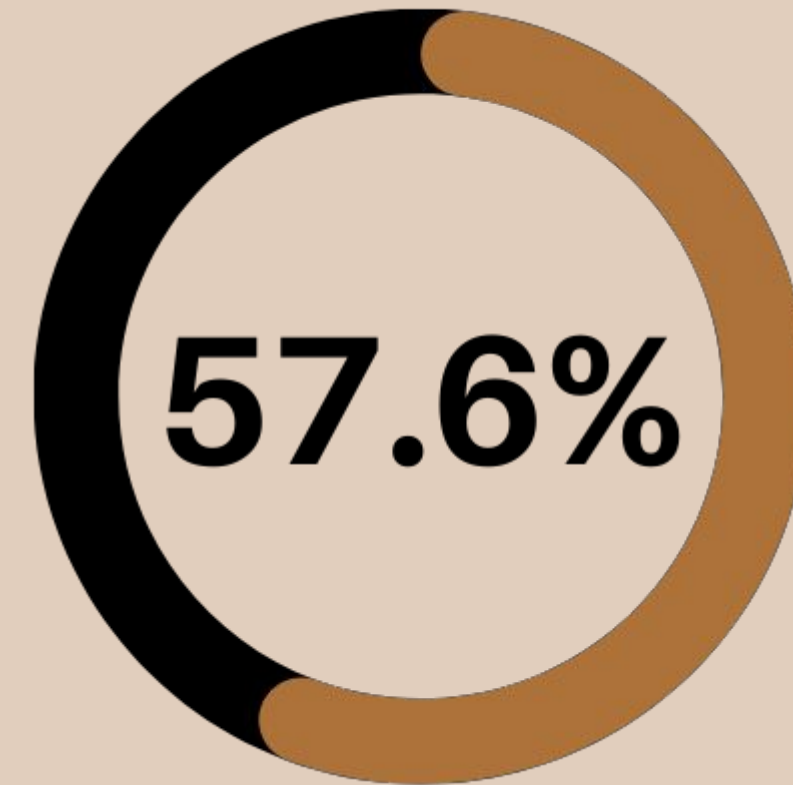
“We are committed to making a substantial change for marginalised groups in our communities”



Problem Statement

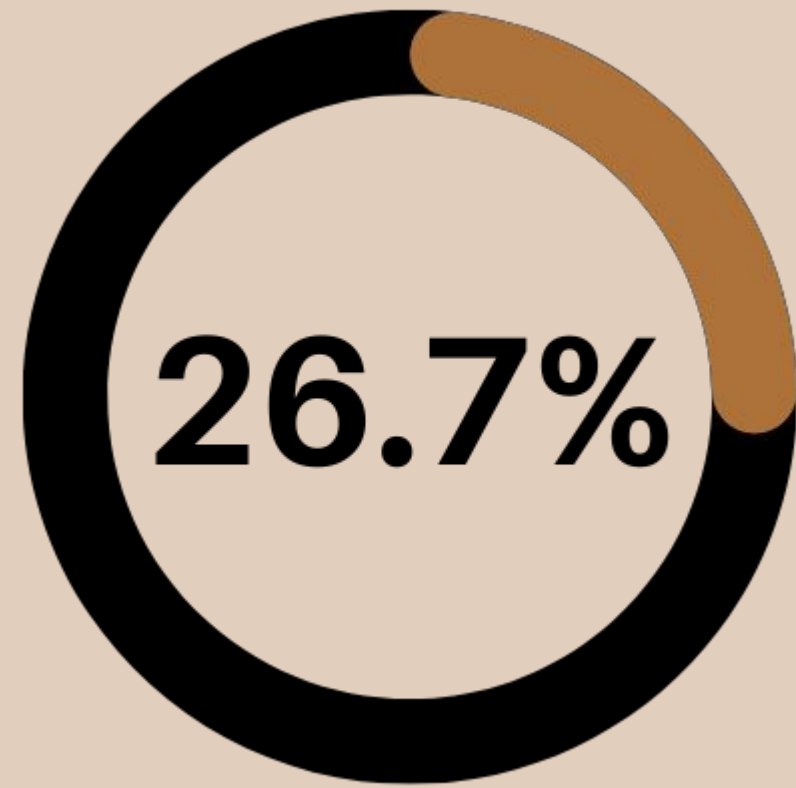


Employment Index of
people with disability
20-64 years of age

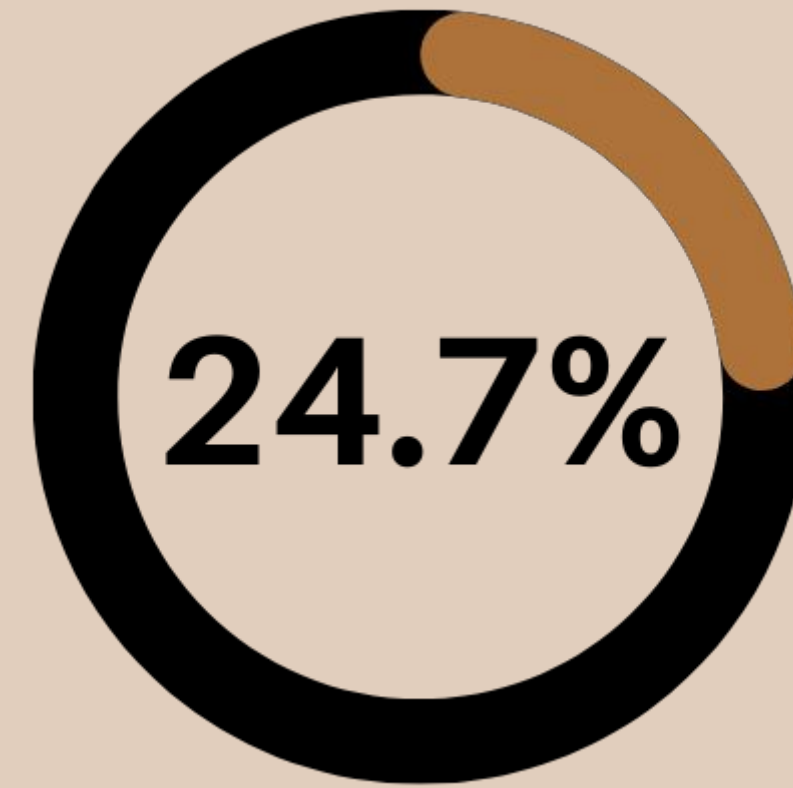


Employment Index of
people without
disability
20-64 years of age

Problem Statement



Risk of poverty in
people with disability
16-64 years of age



Percentage of people
with disability
16-64 years of age

Problem Statement

● The difficulties faced by people with mobility disabilities in public spaces in Greece are many and varied, however, it is observed that many problems are due not so much to the relevant legislation, but to its faulty implementation and the inappropriate use of the spaces by the general public. The main cause of these problems and the consequent exclusion of people from public spaces and by extension from public life, is the social discrediting of these people who are considered as "different".

● The effects of such a cultural perception is the exclusion of a group of people from normal everyday life and ultimately the adoption of a negative view of themselves. It is possible, however, with relatively simple arrangements, to eliminate these discriminations and to design public spaces to include and serve all citizens, creating new dynamics of interaction and social sustainability.
Source: <https://www.sustainability.gr/>

Problem Statement

- The ramps that have been built in recent years in Greece are a clear improvement of the situation, but again they mainly serve electric wheelchairs, they are largely ill-designed, haphazardly constructed and insufficient in quantity, and not organized as a network.
- Access to recreation areas is also difficult, including those that are on ground floor and open air. Toilets in public areas are located in the basement or on the first floor, or have at least one step. The use of public transport is also next to impossible, (except for the Athens metro) forcing a person with a mobility disability to use private means of transportation.

Access to nature in Greece is also fraught with difficulties. The country and seashores are usually prohibited, except for beaches where the special Seatrac system has been installed.

Source: <https://www.teetkm.gr/>

Problem Statement

● All the above, directly cause losses of independence, participation in social life, sense of belonging, and self-respect. Barriers in the public space make clearly and indisputably visible how others treat the persons with a disability, what they think of them, what their social position is and their worth as a human being. (Kitchin, 1998; Freund, 2001).

● Through the mechanisms of limitation and exclusion, a creeping racism in essence, the individual is 'trained' (Hamraie, 2013) to accept them (the disabled persons).

● Self-rejection, guilt, feelings of inferiority and the feeling of being trapped all too often cause anger, depression, suicidal tendencies, phenomena almost identical to the state of disability (WHO, 2011).



COFFEESHOP TARGET AUDIENCE

All coffee lovers and their
families!



BUSINESS TARGET AUDIENCE

Businesses looking to
improve their social impact
Businesses looking to become
more inclusive and accommodating
Businesses looking to broaden
their customer target groups

Our Services

- Offering coffee, beverages and snacks.
Products are prepared and offered by people with disabilities.
- Specialized training for people with disabilities.
Preparation of food and drinks, interaction and serving of customers, during real-world training in the coffeeshop.
- Training and educational service for a range of employers and businesses who wish to become more inclusive.



The Benefits

- ☪ Sustainable work opportunities for people with disabilities.
- ☪ Increased visibility and acceptance of a marginalised group of people.
- ☪ Empowerment and active participation of an up-to-now unavailable workforce.
- ☪ Fun, community building.

An example of how spaces can be designed to include everyone



Impact Measurement

FEEDBACK


We regularly collect feedback from our customers, employees, and program participants through surveys, interviews, and focus groups to understand their experiences and perspectives. This helps us identify areas for continuous improvement and gauge the overall impact of our efforts.



Impact Measurement

PERFORMANCE INDICATORS

We track key performance indicators related to our social impact goals, such as the number of disabled individuals employed, the number of businesses trained in accessibility, and the level of satisfaction among program participants. By monitoring these metrics over time, we can assess our progress and make data-driven decisions to enhance our impact.






Impact Measurement

EXTERNAL PARTNERS

We also collaborate with external partners and experts in the field of disability inclusion to conduct impact assessments and evaluations. These external evaluations provide valuable insights into the effectiveness of our programs and help us refine our strategies for maximum impact.



Competitive Analysis



What makes us different?

Unlike other coffee shops, we have a set employee target group in order to support, empower and increase the visibility of our disabled fellow citizens while also encouraging other businesses to improve their accessibility



Competitive Analysis



We are the first business of this kind both in the Cypriot and the Greek market!

As the first cafe partly run by disabled individuals, we are incredibly proud of the inclusive and empowering space we have created. We believe that by showcasing the abilities and talents of disabled individuals in a mainstream setting like a coffeeshop, we can help increase visibility and promote a sense of belonging for people with disabilities in our society. We are excited to be at the forefront of this movement and hope to inspire others to embrace diversity and inclusivity in their own businesses.



Operating Expenses	Per Year
Salaries and Wages	140.000€
Marketing and Advertising	30.000€
Rent of facilities	24.000€
Utilities	3.000€
Insurance	50.000€
Miscellaneous Expenses	10.000€
Coffee Shop Setup	20.000€
Total Operating Expenses	277.000€

Financials

| Fixed Assets |
 | Coffee machines and Equipment |
 | \$20,000 |

Coffee Shop Sales	80.000€
Training Program Fees (30 clients)	90.000€
Grants and Donations	10.000€
Rent of facilities	180.000€

(Average Spend/Customer: 7 EUR *40 customers/day) *

Average Fee per Client: €3,000 * 30 clients/year

Partnerships And Collaborations

We aim to partner and collaborate with all major Greek and Cypriot disability related associations such as the Panhellenic Association of Paraplegics, the National Conference of People With Disabilities, the Cyprus Confederation of Organizations of the Disabled and the Organization of Paraplegics of Cyprus among others, in order to utilise their expertise, advice and guidance as well as their extensive pool of human resources.

Partnerships And Collaborations

In the same spirit we aim to collaborate closely with the European Disability Forum (EDF) as well as the European Association of Service providers for Persons with Disabilities

and of course with all major local and national authorities in order to widen our possible reach and impact as much as possible. (for example by organising Sensitivity training days for the staff of the local municipality)



Future plan



- Promote and raise awareness about people with disabilities
- Establish our coffee shop as the best place to drink your coffee
- Promote our training service
- Make the people with disabilities happy about their job
- Achieve a high number of weekly trainings
- Make a solid change in our community





Thank you!

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