



Serving leaders of organizations working to increase bicycling,  
including pedestrian, transit and social equity needs.

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## Social Bike Business Program

### Tackling pervasive poverty through solving systemic problems in the bicycle movement:

- The lack of affordable, quality, transportation bicycles (current: pick two, not all three)
- That disadvantaged people and their neighborhoods are very poorly served by bike shops
- The trend by the bicycle industry to move all production into environmentally and socially abusive Asian factories, thus escalating social problems
- That very few of the factories making bicycles serve their local disadvantage people
- That disadvantaged people can benefit most from affordable, quality, transportation bicycles

One Street has developed the replicable elements of this international social business program. One Street helps raise funds and guides local leaders in the establishment of local bicycle community centers in areas that welcome disadvantaged people. At their center, locals can take part in certification training courses in all aspects of bicycle business that also pertain to other business careers.

Each center is run by locals and employs impoverished locals as trainers, designers, manufacturers and distributors of their own model of affordable, quality transportation bicycles for local people in need. Through this spirit of locals helping locals, each center becomes a place where people connect, not just to get a job, learn about transportation bicycling, and to get a bike, but to help each other make healthier choices and accumulate wealth through a more sustainable lifestyle.

Much of the distribution of the bicycles is done through social bike shops established by the program in distressed neighborhoods. These bike shops are owned by locals who have been trained in bicycle business management at their center. The program also offers these new owners micro loans and initial capital to ensure a successful launch. Annual certification of these social bike shops ensures that they focus their efforts on serving as many disadvantaged people as possible. This certification qualifies them for continued assistance from the program i.e., prestige of social business certification, micro lending, continuing education, group promotions, peer-to-peer networking, etc.

This program offers a fresh look at solving the serious problem of access to bike shops and affordable, sturdy transportation bicycles for the majority of the world's population. It offers a more efficient, global solution that keeps bikes close to where they are made as it lifts people from poverty forever. Through running their own bike business, or simply buying their own bike, people can save on transportation costs, increase their quality of life and create additional business opportunities.

**For more information, contact Sue Knaup, One Street's Executive Director:**

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