

FORMAT for CASE COLLECTION (WP2)

SECTION 1 (cover page): Introduction (in English)

Name of the Case

REPARA TU VEHICULO (REPAIR YOUR VEHICLE)

Abstract

REPAIR YOUR VEHICLE is a franchise that allows users to book boxes where the user itself can repair their vehicle. Besides a car elevator and a basic set of tools they can ask for free advice to the company staff. And here comes the social innovation because the staff comprises a trainer and a group of youngsters, in this case from the gipsy collective, that observing the trainer and helping customers get a “hands-on-training” that allows them to get mechanical skills to make their way in the ordinary market.

The youngster can stay in the company up to 2 years of training. During this period part of the salary of the trainees and trainer/s is paid by the Basque Government. In order to be able to participate in the program youngsters have also to fulfill additional training in transversal skills such as punctuality, hygiene, communication skills, etc.

Website

<https://www.reparatuvehiculo.com/>

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SECTION 2: Case description

REPAIR YOUR VEHICLE

Objectives

- To provide hands-on training on vehicle repairs to youngsters in risk of social exclusion.
- To provide youngsters with a market inclusion itinerary including specialized and transversal training supervised by a mechanic trainer and an insertion trainer.
- To motivate young employees offering a profession with high demand in the labour market.
- To easy family, labor and personal conciliation through flexible timetables adapted to users needs.
- To generate a new business model based on a pay by use approach.

Clients, audience

Clients: General public, DIY fans, economic easy mechanical repairs, etc.

Position along the SI Spiral

The following:

- Making the case
- Deliver & implement
- Growing & scaling

We have positioned the case along these areas since the “Repara tu vehículo” experience has had a slower development than expected due mainly to difficulties to find investors since the economical revenues are very modest on the contrary to its proven social revenues to excluded collectives.

So it is still trying to find out and test new processes, products, services, etc. to make it more economically attractive... So that is why we believe the case is mainly defined but still need to fine tune their services to balance economical and social revenues.

Relationship with HEI(s) (High Education Institutions)

- NO RELATIONSHIP WITH HEI (s) due to the fact that it is a private individual initiative not funded by any Public Institution and thus the setup was quite straightforward right from the beginning derived from the initiative of a group of people socially concerned.
- Potential relationship with HEI could help to improve the management and strategy of the firm in order to help them orientate to economical revenues, marketing, dissemination of its social aims, etc.

Finance model and resources

Initial investment up to 250.000 € (Pavilion, car elevators, spare parts stock, work benches, special machinery, toilets, dressing room, etc.).

1 mechanical/social inclusion trainer.

Income: Box renting + Spare parts selling, specialized repairs, etc. + Basque Government subsidy for being an inclusion company.

Methodology

- 1.- Get in contact with the Franchising company that explains the features of the business model.
- 2.- Rent a pavilion and equip according to franchisor instructions.
- 3.- Homologate with Basque Government as a Social Inclusion Company (For Social inclusion companies).
- 4.- Recruit and enroll youngsters in risk of social inclusion.

Products, results

At the moment the franchising company has spread all over Spain with 7 franchised spaces: 3 in the Basque Country.

Important to note that is franchised choose their own business model and not all them have opted for being a social inclusion company.

Impact and results

- In the Basque country they have been operating for more than 10 years now and have more than 50 youngsters in risk of exclusion have been trained in their installations.
- Repair your vehicle primarily benefited youngsters who receive a mechanical and transversal training while getting a salary.
- Repair your vehicle has also benefited inclusion and collaboration with Associations of people in risk of inclusion such as Gipsy and Immigrants.
- This project has also benefited vehicle owners since they can make “easy” repairs such as oil change, lamp substitution, etc. in an economical way.
- Repair your vehicle has provided a more positive vision of stigmatized minority collectives in the areas where are present.

Overall impact

Very positive in those areas where are present.

Images





Source: Repair your vehicle web page.