

Transcription

„Making more health“ – Portrait Andreas Heinecke

Boehringer Ingelheim is partnering with Ashoka to support Andreas Heinecke, founder of Dialogue in the Dark, Dialogue in Silence, and Dialogue with Time, Hamburg, Germany.

This collaboration is part of Boehringer Ingelheim's initiative focused on social entrepreneurship and health.

The Problem

I think the basic problem, which I try to tackle is not necessarily to create work for blind people, but my main, how to say, target, my main objective, is to change mindset towards otherness.

The Solution

The basic concept of Dialogue in the Dark is pretty simple: we are darkening rooms, we re-create daily environments like a city, like a garden, and we employ blind people, we train them, and they are the tour guides.

"Hello, my name is Pepe, and today I am going to be your guide. Welcome to the Dialogue in the Dark"

So, when the public is coming, we have a small group of eight people and then the blind guide takes the group through the different environments. which changes the mindset towards the otherness.

Dialogue in Silence is actually the same as Dialogue in the Dark, but completely different. It is a setting in which we count on abilities of deaf people. We create a space in complete silence, people wear headsets, high effective headsets, the rooms a soundproof and we set up different stations which refer to non-verbal communication.

Dialogue with Time, here we employ people from 70 years up, and it is an exhibition where we try to build a bridge between the generations. It is about aging, and we try to overcome the fear to get old.

The Impact

We reach millions of people in 50 countries, we employed ten thousands of people, blind and deaf or old. Most importantly the self-understanding of people, the blind and deaf and old, who are working with us are changing. They gain recognition, employment and they know that they can contribute a lot to the society, and they are not only receivers.

No money, no honey, that is what I've learned. So, what is our business model? Well, we are creating the concepts, we find partners, or better to say the partners find us. We transfer

know-how to the local partner organizations, we are paid for the consultation, and we rent the brand and the concept for a certain period of time, that is how we get license payments. We are not state funded, and we by our services and our licenses.

The Future

Our ambition is to create a completely new museum, and we call it MODI, Museum of Diversity and Inclusion. We are in the midst of the development and want to roll out internationally.

Boehringer Ingelheim is proud to welcome this social entrepreneur in partnership with Ashoka.