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Press release

INTELblast S.L. are educating the unemployed in Spain on graffiti removal

The idea is very simple. A company wanted their logo “printed” on sidewalks, near bus stops, walking zones and other natural waiting/stopping places. Instead of the company just offering to pay the council directly for the floor space needed for this marketing campaign, INTELblast came up with an idea that exchanged the valuable floor space for graffiti removal. On top of the graffiti removal, INTELblast also trained and educated 4 local unemployed people in theoretical and practical graffiti removal, highlighting two areas of concern for both the local authorities and citizens by offering a service that has seen its budget eliminated from a high percentage of councils throughout Spain, whilst offering specialist cleaning training in the hope that those educated can find work with some of the bigger municipal cleaning companies in the country.

Public and private entities join forces in visionary project

In conjunction with the council of Sitges, near Barcelona, INTELblast and its client in this project, Swapsee identified the unemployed candidates, the locations for the non-permanent logos and where the practical training / graffiti removal should take place. The result brought benefits for all parties involved including the citizens of Sitges who saw a significant improvement with graffiti being removed from key areas in their town.



The need for removing graffiti in most parts of Spain is enormous, but neither money nor focus has been the issue since the beginning of the crisis.

SWAPSEE is the first company who has seen the opportunities in this new way of marketing and besides financing the education and graffiti removal, they encouraged a “clean Sitges” campaign asking the locals to post photos of graffiti that they thought should be removed on their home-page. The uploaded photos were evaluated and counted by the participating partners, two lifts at the train station underpass of Sitges was declared the winner by having the majority vote, both lifts were cleaned during the practical training whilst Catalonia's national TV station, TV3 recorded a six minute live report. All participants that chose the voted area have been entered into a draw for a chance of winning a 100.00€ cash prize.

SAWPSEE who are expanding throughout Europe are working on the same principles as that of construction web portals, where you can get offers sent online for various work needed to be done in your house. At SWAPSEE the focus is on mainly on creative and IT solutions e.g. home-pages, development of app's for phones and computers and other graphic design needs.

INTELblast will soon to set-up a service, where people can upload photos of their graffiti problems to its web-site. Once a system has been selected for effective removal of the graffiti in question then INTELblast will find sponsors for the cleaning (by educating more unemployed) or if the council is prepared to cover the cost, then these projects will be offered first to those participants who have been educated and who will be contracted directly by INTELblast for the project.

INTELblast are also setting up an initiative where the trainees can start up their own self-employed graffiti removal service. The start-up cost for equipment and consumables needed to get their business under way will be financed by INTELblast as "Microloans" with low interest and long pay-back. A needed helping hand in times where most banks have shut off credit lines, for all without an income.

Advertising is paying for education

The "printed" logos are temporary and will disappear after 2-4 weeks depending on the amount of pedestrian traffic. The logos are printed by placing a stencil on the sidewalk, logo appears in the dirt once washed over by a normal high pressure water cleaner.

Luke Murphy from INTELblast says "It is our hope that the participants, with their new set of skills, will get an opportunity to start a new career. Either employed by a cleaning company or as self-employed graffiti remover".

After the first class of new graffiti removers graduated at the beginning of June there was real sense of optimism by both organizers and participants and all are full of hope and belief that the project has a future and that the newly trained can begin a new career for themselves.

Besides a certificate for participation in the training, each of the participants will have their CV sentv to a large number of cleaning companies, who have agreed to look at their newly acquired skills with a view to hopefully find vacant positions for them.

The number of people who can be helped with this concept is difficult to predict. But if the councils in Spain take a positive "attitude" in allowing short time advertising campaigns on public sidewalks and at public transport sites, in return for the education of unemployed , then INTELblast as organizer and coach- & finance partner has expressed a commitment to investing in the concept.



More sponsors already lined up

Others companies such as the German electronic retailer, Media Markt and the Spanish high end fashion designer Custo have also shown an interest in using a part of their advertising budget on having their logos on the roads and sidewalks. Dutch based "Green Graffiti" has many years of experience in finding companies who will pay for the these kinds of campaigns and their Spanish "delegation" based in Barcelona has just reached an agreement with INTELblast to find more advertising funds, so that more educational and municipal cleaning projects can take place.

Finding projects and the matching expertise is not an issue. Through partners located in most European countries INTELblast besides graffiti removal also offers ductwork cleaning, lava/granite blasting and as something very unique also industrial cleaning of processing equipment using dry ice.

Graffiti just first step – next could be façade restoration

Many of these projects within the printing, chemical or food & beverage industries are just too demanding to for newly educated persons due to the level of expertise required but also because of the capital needed for equipment, however, new cleaning services are deriving from this and with them project sizes that are more suitable for a "one-man-band".

Intelblast's first step has been to engineer smaller and less expensive machinery for dry ice blasting and soda, lava and granite blasting sector. The lower investment allows the newly trained self-employed to take on smaller façade renovation jobs or cleaning of equipment. Projects that normally would be too small for the larger cleaning companies. Or as the participating councils, sponsors and organizers are working on. Finding opportunities as subcontractors.

With an unemployment rate above 25% it is only a small step in the right direction. But with a lot of belief, commitment and creativity a light has been lit in a dark time.

For further contact and information, please contact

Luke Murphy

luke@intelblast.com

+34 648 538 940

Photos in high resolution can be send on request.

