

A large, abstract graphic of a bar chart dominates the center of the page. It features approximately 25 vertical bars of varying heights and colors, including shades of purple, blue, teal, green, yellow, orange, and red. The bars are set against a white background above a dark grey horizontal line that represents the ground level. The bars extend both above and below this line, creating a sense of depth and movement.

10 YEARS OF SOCIAL CHANGE
FROM 2009 TO 2019

“With dialogue
there is
no darkness.”

Oded Eldad

10 YEARS OF SOCIAL CHANGE FROM 2009 TO 2019

TABLE OF CONTENT

Message From the Founder and CEO **04**

ABOUT US

Who we are? Dialogue Social Enterprise **06**

What we do? Dialogue Exhibitions, Dialogue Workshops and Customised Programs **07**

Why we do it? Mission and Motivation **13**

How we do it? Design Methodology and Social Value Chain **16**

ONE DECADE OF DIALOGUE

Key Results From 2009 to 2019 **18**

Worldwide Dialogue Around the World **20**

Sites Dialogue Operations **22**

Exhibitions Dialogue Exhibition Visitors **22**

Workshops Dialogue Workshop Participants **23**

Dinner Dialogue Dinner and Event Guests **23**

Teams Dialogue Employees **24**

Awards 34 in 10 Years **26**

10 YEARS OF SOCIAL IMPACT

Visitors Dialogue is a Transformative Experience **28**

Co-Workers Impact and Outcomes for Dialogue Guides and Trainers **32**

Testimonials Stories of Change **36**

Message From the Founder and CEO

One Decade of Dialogue

10 years is equally a short and a long time. One billion people more live on the planet since Barack Obama became the first black president of the US. 10 years ago, climate change was recognized as the global threat, economy recovered slowly from the financial crisis and inequality and injustice between the minority of privileged and under-privileged people couldn't be ignored any longer as a blatant injustice. From 2009 the UN Convention on the Rights of Person with Disabilities gained importance, as it was ratified one year before. In 2015 the SDGs were signed by 193 states to reach e.g. zero hunger, gender equality, clean energy and quality education for everybody in the next 10 years. SDG 10 aims to reduce inequality. An aim which in particular affects people with disabilities. That's the bigger frame Dialogue wants to give a contribution to combat against ignorance and injustice attached to people with disabilities. The vision is distinct and unambiguous: To create a world in which all people can live a life of dignity and self-determination. The mission is twofold: Firstly, to assure financial security as a basic condition for people with disabilities. Secondly, to initiate a paradigm shift in terms of deficits and potential which align with the personal trait of a disability. That's an ambitious goal to combine labor for people with disabilities with an educational program for people without disabilities. If this is supposed to be on a global level with a handful of people and financially sustainable without private donations and public subsidies the suspicion is nearby to be naïve or even worse: megalomaniac. But we were not naïve or megalomaniac. In 10 years, we followed our vision, and gave evidence for the accomplishment of our mission. 7,7 million people went in 30 countries on all continents to a Dialogue exhibition. They could meet one of our blind, deaf or elderly ambassadors, and as research proves beyond doubt: Mindset change happens foremost for younger people, as they cover 80 % of our total audience.

Sometimes it looks like a miracle. To unite people from all over the world with one idea. The idea that dialogue is the most important bridge builder to mitigate gaps among people with and without disabilities, young and old people. This takes place in exhibitions, as they are the ideal informal and experimental learning environment to overcome stigmas and biases. This works as a workshop in a hotel in Rwanda or on high-end cultural events like the Olympic Games or the Expo. Dialogue exhibitions became over the course of the last 10 years a hallmark on the global social-cultural landscape, and we are deeply touched and very proud to be part of this remarkable journey.

This success story is my own story. But only to small fraction. Dialogue's accomplishments over the past decade are first and foremost the success of many people, who dedicated their life to realize a Dialogue exhibition against all odds. They



succeeded to make mission impossible possible, to raise the needed funding, to create the exhibition, to build a team to reach a public and to sustain financially. The majority of all Dialogue ventures could sustain under very challenging conditions. To run a social business means to find a balance between financial necessities and social relevance. That's tough and requires stamina, passion and optimism. Not only for a short while. Over the period of a decade.

This brief foreword for the 10 years report of Dialogue programs cannot ignore the current situation of the Corona pandemic. Our world is upside down. Future perspectives are completely unclear. Most of the Dialogue centers are closed, and seemingly this report is a sort of swan song. But it's not. Dialogue exhibitions will continue. The idea will remain, and we will raise like phoenix from the ashes. Our community is strong. Our experiences are profound. Our beliefs are unbreakable. In post-Corona times Dialogue programs are more needed than ever. To rebuild trust. To underline the importance of solidarity. To strengthen the community. To give people with disabilities and elderly citizens a right to serve the community.

I wish you a good read over the next pages. Every single page gives evidence of our past and is the best argument to build our common future.

Warmly yours

Andreas Heinecke
Andreas Heinecke

Who we are?

Profile of Dialogue Social Enterprise

Dialogue Social Enterprise (DSE) is a solely mission driven organization to enhance the public awareness and social inclusion of disabled, disadvantaged and elderly people across the globe. All of DSE's programs aim to provoke a change in the awareness and in the perception of both visitors and participants.

Since the establishment of its first and foremost program in 1988, Dialogue in the Dark, our enterprise today offers a portfolio consisting of three programs: Dialogue in the Dark, Dialogue in Silence and Dialogue with Time.

DSE operates as a social franchisor and provider of consulting services. Based on its longstanding expertise, DSE facilitates consultation, trainings and network support for its partners. These services enable Dialogue partners to operate with a portfolio of Dialogue programs in accordance with their local framework.

To the corporate world, Dialogue programs are known for their experiential learning capacities. Customized as business workshops and trainings, these services are made available through a local entity or conducted internationally by DSE in cooperation with local partners.

Local and regional partnerships of DSE cover a broad spectrum of organizations from more than 40 countries: They are private social investors, corporate or non-profit organizations and/or institutions such as museums and universities.

Based on its longstanding expertise, DSE facilitates curation, consultation and trainings for customized programs on diversity and inclusion, social change, and innovation.



For more than 30 years, the Dialogue programs have often been the first in many regions worldwide, openly seeking to introduce and enable inclusion, diversity, social change, innovation, and employment of disabled, disadvantaged, and elderly people.

What we do?



Dialogue Exhibitions



Dialogue in the Dark

Takes the audience out of their familiar environment and places them in the hands of a guide who is blind. The visitors are guided in small groups through specially constructed dark rooms in which scents, sounds, wind, temperature, and textures convey the characteristics of such environments as a park, city, boat cruise, or bar. Visitors experience these environments and daily routines in new and unfamiliar ways.

The exhibition creates a reversal of roles with people who are blind providing visitors with a sense of security and helping them to orientate in a world without images.

Dialogue in the Dark was founded in 1988.

 www.dialogue-se.com/what-we-do/dialogue-in-the-dark/




Dialogue in Silence

Follows the same principles as Dialogue in the Dark. The setting is a sound-proof rooms in monochromatic white, and visitors wear a sound-cancelling headset.

Visitors are instructed before entering the exhibition not to speak but to use only non-verbal communication with the guide, who is deaf. The different rooms in the exhibition relate to various facets of non-verbal communication, including hand signs, body language, and facial expressions. People quickly learn to listen with their eyes and express themselves with gestures.

Dialogue in Silence has been presented internationally since 1995.

 www.dialogue-se.com/what-we-do/dialogue-in-silence/




Dialogue with Time

Intends to foster inter-generational dialogue and overcome prejudices, wrong assumptions, and stereotypes regarding old age. All guides are 70 years old and above, they lead visitors through the exhibition and act as facilitators with their expertise in aging.

Dialogue with Time is an immersive environment and the facilitation is through affected individuals. In small groups, visitors walk through stations that address various topics about aging, such as possible constraints and limitations of old age, coping mechanisms, positive outcomes, and future perspectives. This allows visitors to gain a different understanding of age and aging far beyond textbook descriptions.

The first Dialogue with Time exhibition opened in Israel in 2012.

 www.dialogue-se.com/what-we-do/dialogue-with-time/

Dialogue Workshops

Since it is not possible to use one's visual sense, one has to activate entirely new resources, instincts and unused potential to reach a set goal. Darkness accelerates, amplifies and anchors learning processes. Some of the workshops that you could do at Dialogue in the Dark include:

- Teambuilding
- Development & Leadership
- Effective Communication
- Change Management
- Resilience & Mindfulness
- Diversity & Inclusion

The benefits of the workshops in the dark are reenforced by an extended time for debriefing, reflection and consolidation of learning. Returning to a bright environment, the participants share their insights, emotions, and experiences.

SHORT TERM IMPACT



1 An impulse to reflect on oneself and one's relation to the environment



2 A coping mechanism to deal with the challenge faced



3 An inspiration to change one's way of thinking and attitude in the long-term.

LONG TERM IMPACT

Recent surveys indicate that participants retained the memories and lessons of the Dialogue in the Dark workshop **more than two years** after undergoing the experience. Summary of retained learning points includes:

- Better understanding of self, and self-limitations
- Better social skills and interactions with others
- Enhanced empathy towards others

Customized Programs

Based on its longstanding expertise, DSE facilitates curation, consultation and training for customized diversity and inclusion programs. We are specialized in designing high-valuable transformative experiences that generate changes on the individual, collective and even societal level. Our methodology is inspired by the theory of the transformative learning.

SOME EXAMPLES:

Joblinge

As part of an 8-week-training program from the „Joblinge“ association for unemployed young adults, DSE and Dialoghaus Hamburg created a 5 days training. It included activities in the dark, in silence, and with a senior person.



We used here the method and activities from another program, called Casino for Communication. The main goals were to help the youth to explore and assess their own potential and abilities, to get control over uncertainty and to develop their communication skills. This program was presented over two years, in 2017 and 2018.

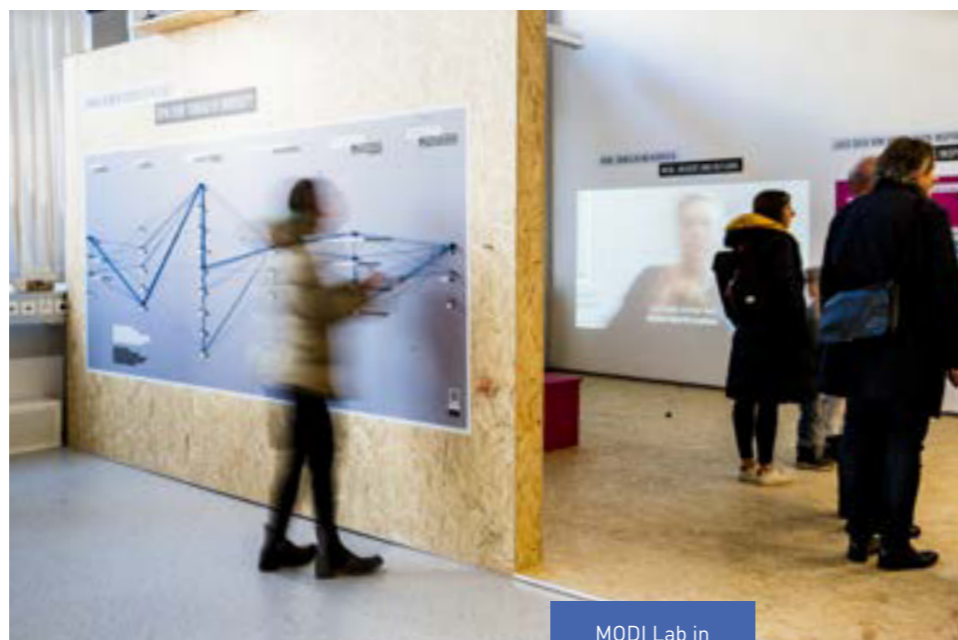


Hidden hero

Mandated by BGW (Berufsgenossenschaft für Gesundheitsdienst und Wohlfahrtspflege, an employer's liability insurance coverage in the health sector), DSE developed a workshop based on the exhibition Dialogue with Time in order to foster empathy and a better understanding towards residents in nursing homes.

The workshop was addressed to pupils in nursing schools, and was moderated by guides over 70 years old. This workshop traveled all over Germany for almost two years.

Customized Programs



MODI Lab in Zug/Switzerland

Why we do it?

Mission

DIALOGUE SOCIAL ENTERPRISE'S MISSION IS TO FACILITATE SOCIAL INCLUSION OF PEOPLE WITH DISABILITY, DISADVANTAGED AND ELDERLY PEOPLE ON A GLOBAL BASIS THROUGH EXHIBITIONS AND WORKSHOPS.

THE GOAL IS TWOFOLD

- To raise awareness about people with disabilities, disadvantaged and elderly people, their needs, their potentials and their contributions to the society in order to foster empathy and respect that lead to an inclusive behavior.
- To improve the social economic condition of people with disabilities, disadvantaged and elderly people.

Culture Dimension

Mandated by BGW, DSE developed a workshop to foster better inter-cultural communication and self-protection within teams in hospitals and nursing homes.

Through this program, the participants experienced how their perception of a situation is always viewed through the lenses of their own culture, how to take a step back to analyze a situation from all its angles and what are the coping mechanisms which they can use to protect themselves against lasting burden.

MODI

For the last 3 and a half years, DSE has developed a new concept based on its past 30 years of experience: MODI (Museum of Diversity and Inclusion), a unique, experimental exhibition platform that offers transformative learning experiences and cross-cutting dialogue on disability, age and other forms of stigmatization.

MODI promotes an open society to foster empathy, solidarity and social responsibility. It's a living example of and for diversity and inclusion which was already tested in the form of a laboratory in 2020 in Switzerland.



DwT Exhibition Hamburg/Germany

Why we do it?

Motivation

PEOPLE WITH DISABILITIES STILL FACING INEQUALITY

- Negative imagery and stereotypes affect the lives of persons with disabilities around the world.
- "Disability is not the impairment itself, but attitudes and environmental barriers that «disable» people and hinder their full participation in society." (Source: UNICEF)
- "Inclusion matters for the individual but also for the society as a whole because «social exclusion [...] can lead to lower social standing, often accompanied by lower outcomes in terms of income, human capital endowments, access to employment and services, and voice in both national and local decision making.»" (Source: Worldbank – Inclusion matters)

REDUCING INEQUALITY IS PART OF THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)

- Reducing inequalities and ensuring no one is left behind are integral to achieving the Sustainable Development Goals, especially the SDG 10.
- Inequality within and among countries is a persistent cause for concern. Despite some positive signs toward reducing inequality in some dimen-

sions, such as reducing relative income inequality in some countries and preferential trade status benefiting lower-income countries, inequality still persists. (Source United Nation, world social report 2020 inequality in a rapidly changing world)

- Prejudices and eradicating stigma are present in every-day life and create inequality.

AGING IS A MAJOR SOCIAL ISSUE

- In 2050, one-fifth of the world's population will be over the age of 60, and many can anticipate reaching an advanced age. (Source: United Nations Population Fund, 2012)
- Most representations of old age are highly distorted and biases and a negative understanding is widespread.
- Public notion toward aging needs to change.

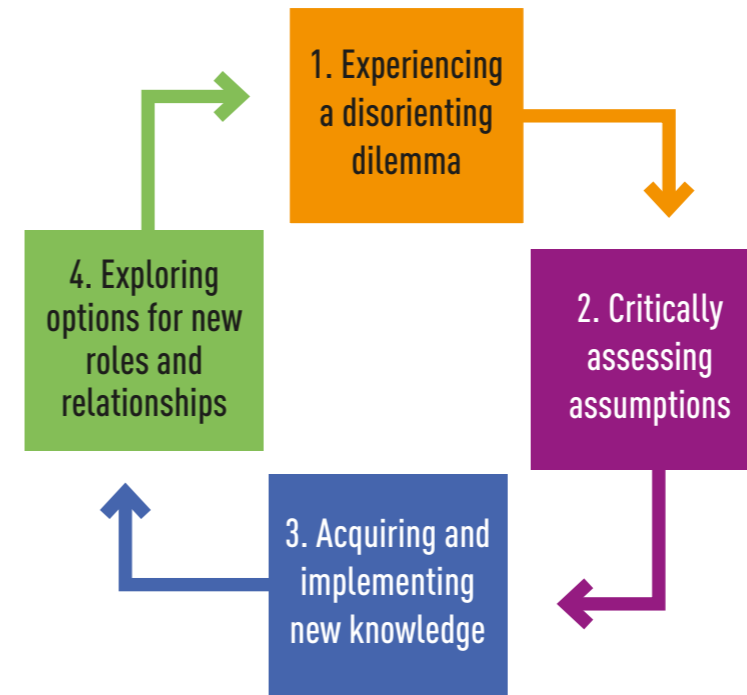


How we do it?

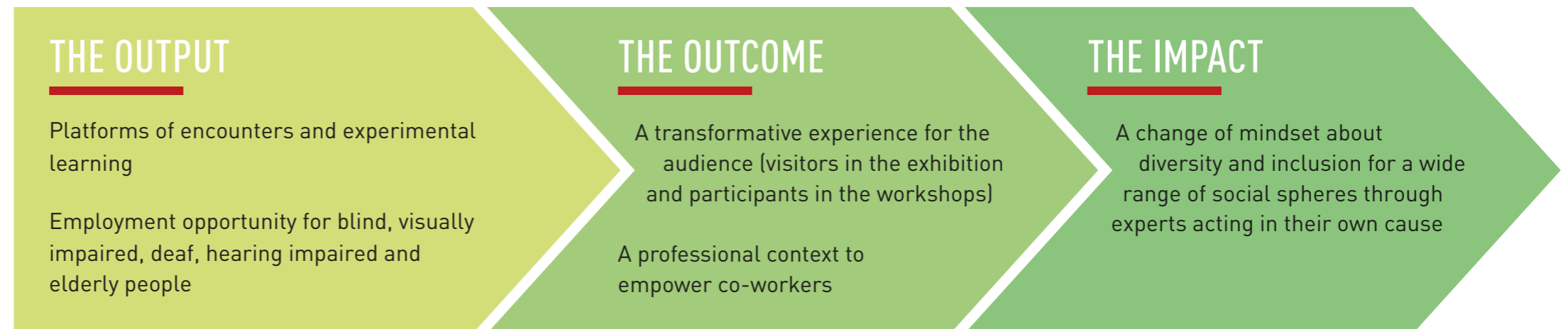
Design Methodology

The development and set up of Dialogue experiences are based on the transformative learning theory. The layout, scenario, and interactions are done in a way that visitors (in the exhibitions) or participants (in the workshops) experience disorienting dilemmas that trigger them to move on and explore further. The joyful and playful situations in small groups produce self-reflection and critical assessment without the feeling of danger. The authentic encounter with the members of different communities, and the dialogue among the peers help the visitors to leave their reference frame and to explore new ways of thinking, acting and being.

The ultimate goal of Dialogue experiences is to build cohesion among visitors and to close the gap between diverse groups of our society. A platform is provided for debate, dialogue, understanding the beauty of diversity and necessity of inclusion. These values are offered without any moral appeal or handling instruction. Visitors do not need any theoretical background. Space is given to the public to transform their understanding after an emotional experience with a real-life exchange with other individuals and foremost important: With joy.



DSE Social Value Chain



Key results 2009 - 2019

Key Output



73 / 38
CITIES / COUNTRIES



82 / 63 Exhibitions: **27** permanent and **36** temporary sites
19 Workshop Centers: **9** permanent and **10** temporary sites



5,890 EMPLOYEES WITH DISABILITIES OR OVER 70 YEARS
~ **100** Newly trained every year



7,604,340 VISITORS
More than **6,700,000** exhibition visitors, almost **324,000** workshop participants and more than **490,000** participants of dinners or events

Key Input

The input is the total from all resources mobilized and invested in order to design, implement and operate Dialogue Exhibitions.

Worldwide, we have two types of data of input available:

HUMAN RESOURCES:



10,000 EMPLOYEES
in total and about

1,500 VOLUNTEERS

COSTS IN EURO



~200,000,000 €*

* Estimated cost only, as not all sites shared their financial results every year.

Dialogue Around the World

Dialogue programs have been in

6 Continents **43** Countries **93** Cities

DSE DIALOGUE IN THE DARK, - IN SILENCE, - WITH TIME

EUROPE

- Dilijan, Armenia
- Graz, Austria
- Vienna, Austria
- Tirol, Austria
- Brussels, Belgium
- Plovdiv, Bulgaria
- Sofia, Bulgaria
- Tallinn, Estonia
- Vantaa, Finland
- Fontainebleau, France
- Paris, France
- Strasbourg, France
- Toulouse, France
- Berlin, Germany
- Dortmund, Germany
- Frankfurt, Germany
- Hamburg, Germany
- Mannheim, Germany
- Munich, Germany
- Oberkochen, Germany
- Trier, Germany
- Ulm, Germany
- Weimar, Germany
- Athens, Greece
- Dublin, Ireland
- Genova, Italy
- Milan, Italy
- Vilnius, Lithuania
- Sommaroy, Norway
- Lisbon, Portugal
- Bern, Switzerland
- Davos, Switzerland
- Geneva, Switzerland
- Lausanne, Switzerland
- St. Moritz, Switzerland
- Zurich, Switzerland
- Istanbul, Turkey
- London, UK
- Nottingham University, UK
- Warwick University, UK
- York University, UK

ASIA

- Chengdu, China
- Dalian, China
- Hangzhou, China
- Hong Kong, China
- Shanghai, China
- Shaoxing, China
- Shenzhen, China
- Ahmedabad, India
- Bangalore, India
- Chennai, India
- Delhi, India
- Hyderabad, India
- Mumbai, India
- Raipur, India
- Tungji India
- Kobe, Japan
- Osaka, Japan
- Tokyo, Japan
- Kuala Lumpur, Malaysia
- Manila, Philippines
- Moscow, Russia
- Sotchi, Russia
- Singapore, Singapore
- Seoul, South-Korea
- Taipei, Taiwan
- Bangkok, Thailand
- Hanoi, Vietnam

SOUTH-AMERICA

- Buenos Aires, Argentina
- Salvador de Bahia, Brazil
- São Paulo, Brazil
- Rio de Janeiro, Brazil
- Cancun, Mexico
- Guadalajara, Mexico
- Mexico City, Mexico
- Monterrey, Mexico
- Toluca, Mexico

MIDDLE EAST

- Cairo, Egypt
- Holon, Israel
- Amman, Jordan
- Dead See, Jordan
- Dharan, Saudi Arabia
- Sharjah, UAE

NORTH-AMERICA

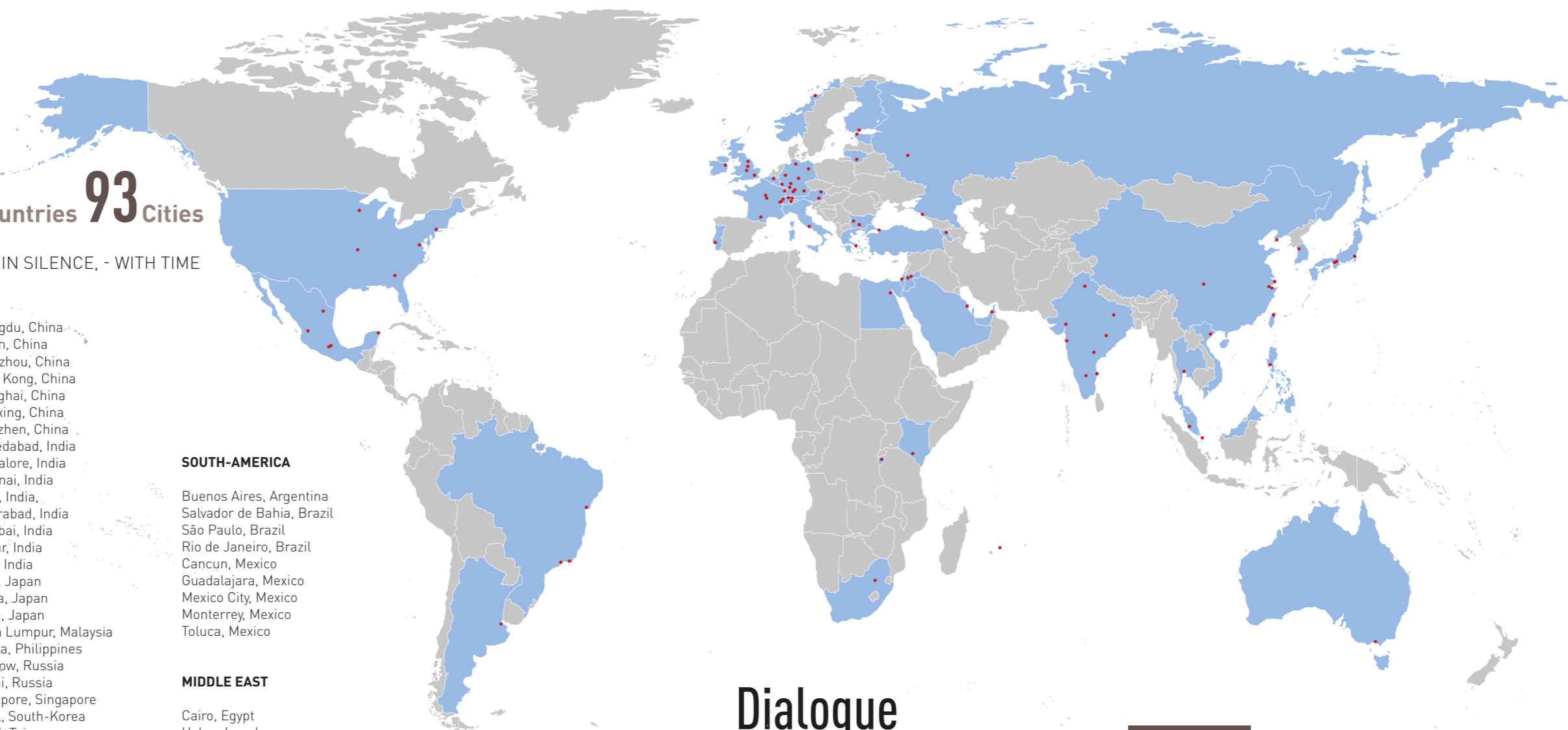
- Atlanta, USA
- Kansas City, USA
- Minneapolis, USA
- New York City, USA
- Washington DC, USA
- New York, USA

AFRICA

- Port-Louis, Mauritius
- Nairobi, Kenya
- Kigali, Rwanda
- Johannesburg, South-Africa

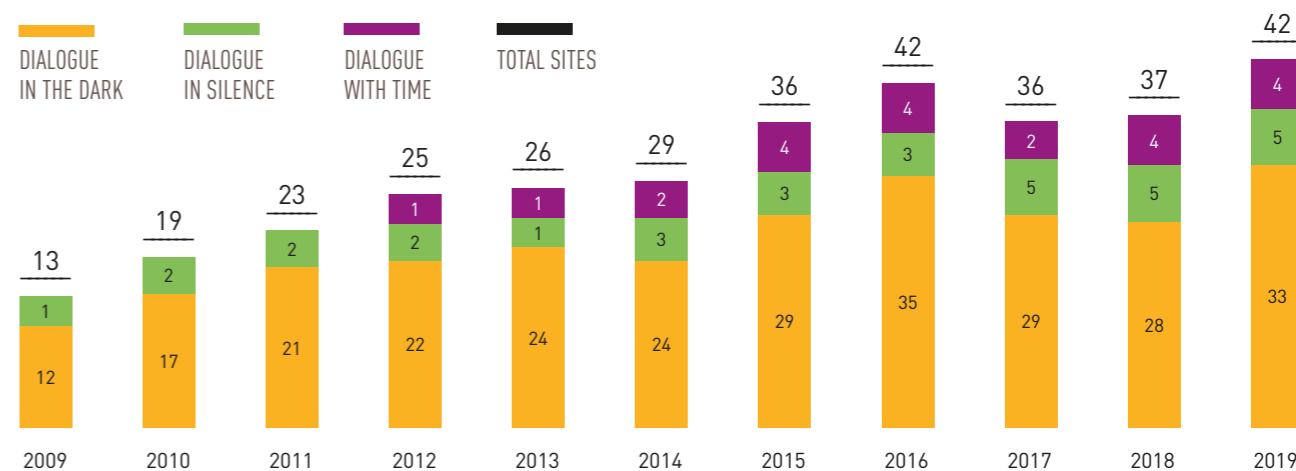
OCEANIA

- Melbourne, Australia



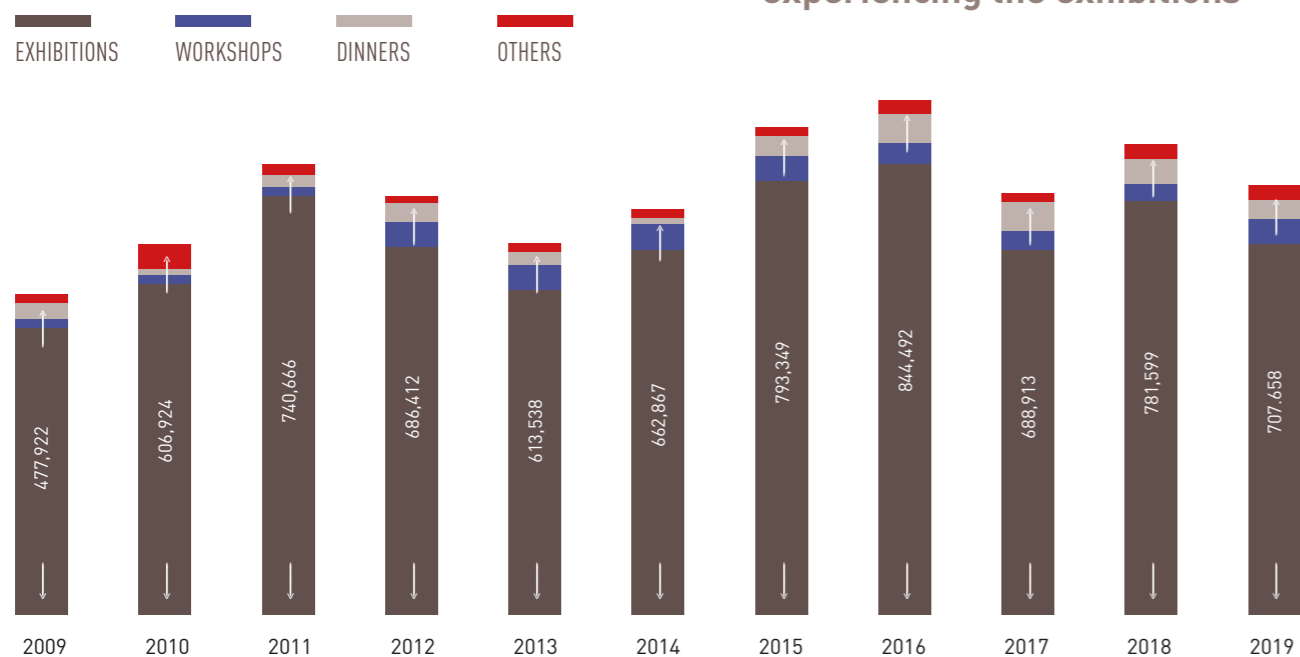
Dialogue Sites

From 13 to 42 in 10 years our D-Sites have **tripled!**



Dialogue Visitors Stream

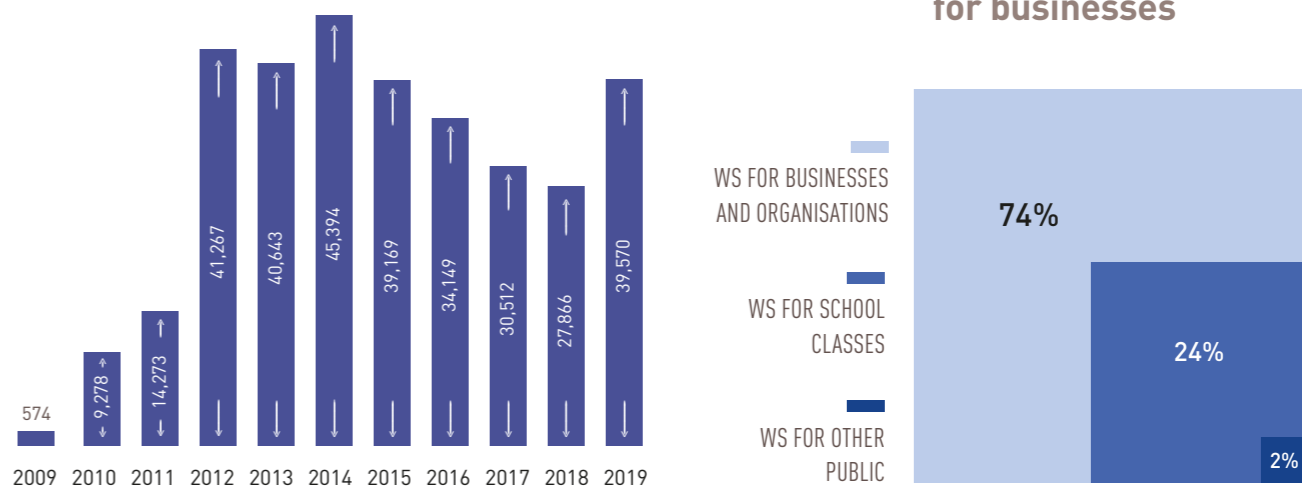
More than **7,6** million people reached in 10 years!
>89% of the visitors are experiencing the exhibitions



Dialogue Workshop Participants

A total of **323,000** participants for more than 11,000 sessions

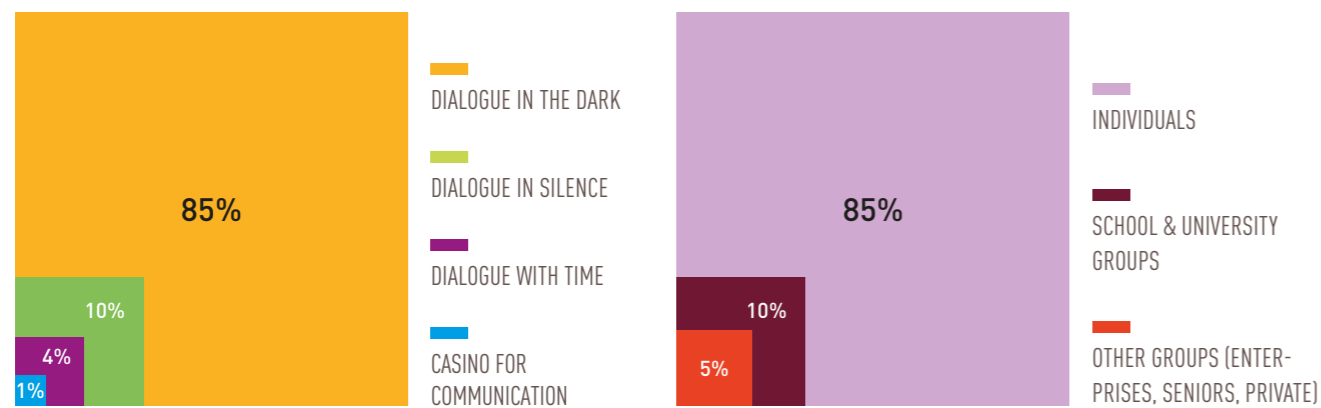
>74% of the workshops are organized for businesses



Dialogue Exhibition Visitors

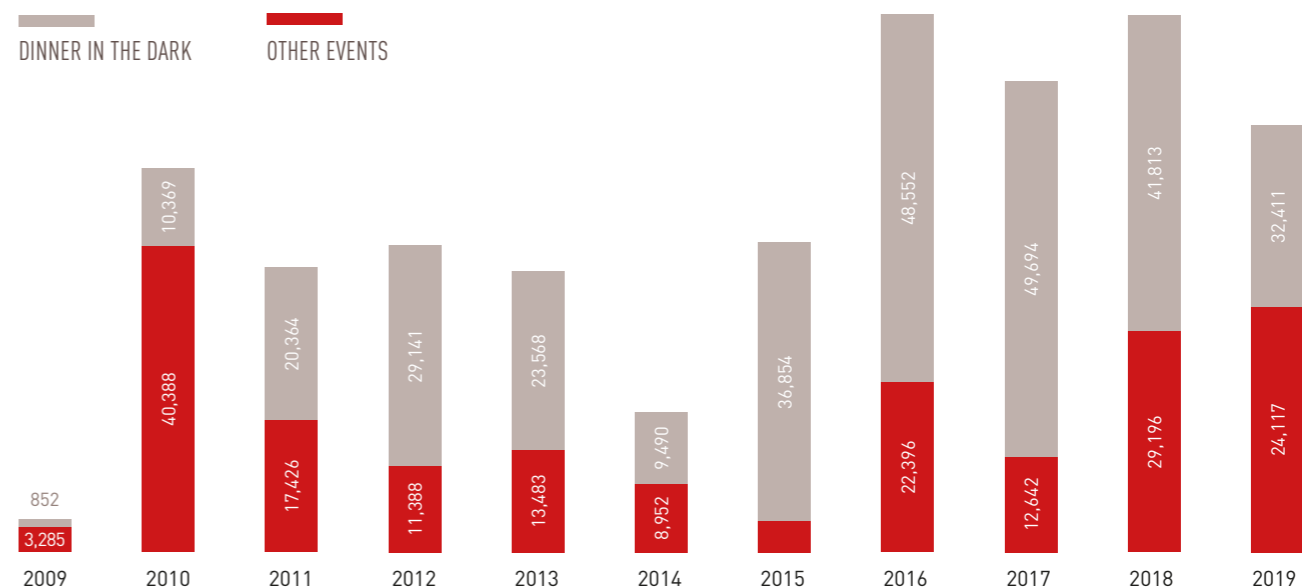
>85% of the D-visitors are visiting a Dialogue in the Dark exhibition

85% of exhibition's visitors are coming for education purposes: School, university & professional formation groups



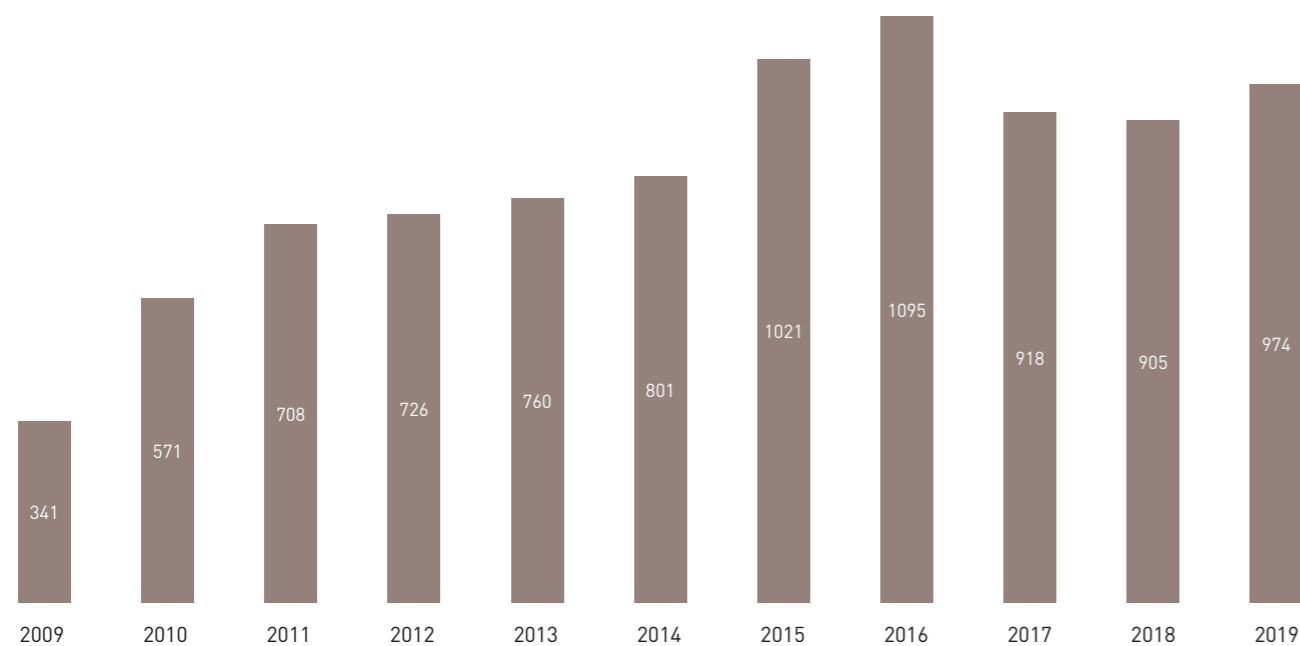
Dinners and Events

Almost **500,000** participants to dinners and other events



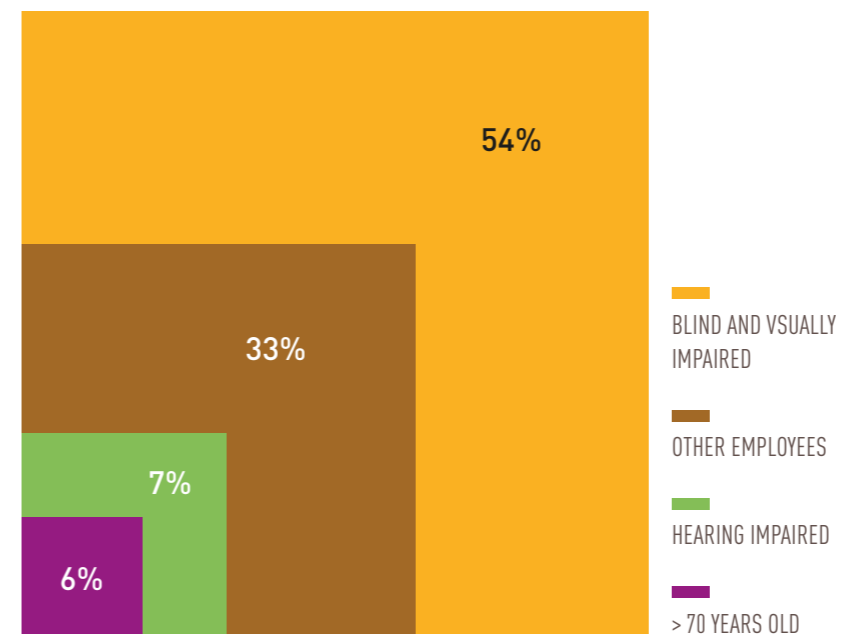
Total Employees

8,800 job opportunities created in 10 years



Distribution of Employees

54% of dialogue employees are people who are blind or visually impaired



Dialogue in Silence, Istanbul



Dialogue in Silence, Tokyo



Dialogue in the Dark, Vilnius



Dialogue with Time, Hamburg

Awards

31 Awards in 10 years

2019

- DID CHENGDU** China social enterprise certification: Gold Medal Social Enterprise
- DID BUENOS AIRES** Distinguished in Accessibility by the local government
- DID MELBOURNE** Trip Advisor certificate for consistent 5 star reviews
- DID ISTANBUL** Award in the social impact category
- DID KUALA LUMPUR** First social enterprise (one of 22) accredited by the Malaysian Government

2018

- DID MONTERREY** Premios incluye 2018 by Congruencia
- DID CHENNAI** Best Socially Relevant Brand & Innovative Concept 2018 by Express Avenue Mall
Best Themed Restaurant by Aval Vikadan Leading Tamil Magazine
- DID HYDERABAD** Regional Winner of Spirit of Humanity Awards
- DID ISTANBUL** 1-Digital Impact Award-Gold Award (Turkcell)
2-TIDE Farkındalık Ödülü
- DID TAIPEI** Certify by TWNOPS.org.tw
- DID SINGAPORE** Appreciation Award given by the Singapore Association for the Visually-Handicapped for employing VIs
- DID SHANGHAI** Grand Prize for "Sports for good" (sponsored by Deutsche Bank) won by Running in the Dark

2017

- DID KUALA LUMPUR** Accredited by Malaysia Global Innovation & Creativity Centre (MAGIC) as an Impact-Driven Enterprise
- DID VIENNA** "Goldene Jetti", award of the Vienna tourism branch for being the best culture and experience venue in Vienna
- DID ISTANBUL** IPRA Awards-Sponsorship
- DID AHMEDABAD** Shortlisted to be part of Vibrant Gujarat Coffee Table book launches by the state minister
- DID VILNIUS** A DiD Facilitator awarded by the President of Lithuania as one of the "Nowadays Heroes"
- DID INTERNATIONAL (DSE)** Mariano Gago Ecsite Sustainable Success Award

2016

- DID VIENNA** Nominated for Mercure 2016, Innovation Price from the Austrian chamber of commerce for the workshop concept
- DID RAIPUR** State level award for providing employment for visually impaired
- DID AHMEDABAD** Awarded as one of the 40 most promising startups in Gujarat
- DID HONG KONG** "Outstanding Mentor Award for Inclusive Organization" and "Innovation Award for Inclusive Organization" in Talent-Wise Employment Charter and Inclusive Organizations Recognition Scheme
- DID SEOUL** Social Innovation Award (selected among 800 enterprises)
- DID CHENGDU** One of the Best Social Projects in local region
- DID GENOA** Trip Advisor certificate of Excellence
- DIS HAMBURG** ADAC Tourismus Award

2012

DiD: The Martin and Gerda Essl Sozialpreis Gemeinnützige Privatstiftung ("Essl Foundation") Award

2011

Andreas Heinecke: Deutscher Gründerpreis

2009

DiD: Global Award Winner for Best Innovative & Out-of-comfort-zone event by YPO

Andreas Heinecke: Dragon Award for the category "Business with Conscience"

Dialogue is a Transformative Experience

10 years of surveys and evaluations demonstrate that people who experience a Dialogue go through profound structural shifts in their thoughts and feelings. In some cases, people even take concrete actions after their experience. These studies show that transformation manifests on three levels:

- **Psychological: The understanding of the self changes,**
- **Convictional: The revision of prejudices, misconceptions, and belief systems, and**
- **Behavioural: The change of lifestyle**

Our own research was complimented by social science institutes and governmental ministries through quantitative and qualitative studies, and proves the evidence of Dialogue exhibitions'and workshops' impact. Mainly through

- **Content analyses of visitors' feedback in guest books**
- **Comparison of visitors' answers to questionnaires before and after their visit**
- **Long-term surveys conducted with interviews 1–5 years after the Dialogue experience**
- **Mapping public opinion about disability with interviews of Dialogue exhibition visitors and non-visitors**

These studies show that the process of transformation in terms of changing positions and perspectives toward disability or advanced age is possible. Dialogue exhibitions have the power to bring Mezirow's theory of transformative learning¹ into practice, as described in the following overview of the main findings.

Raising self-awareness and changing understanding of self

In Dialogue with Time, 40% of visitors agreed that the exhibition served as a catalyst to rethink their way of life². They indicated that as a result of the exhibition, they think differently about their presence and future, are planning for the future, and reflect upon the process of aging with its positive and negative outcomes. Most importantly, their fear of aging was reduced.

In Dialogue in Silence, visitors discovered their capability to express themselves non-verbally and provided such feedback as, "I did not know that my hands could be so talkative;" "I discovered a hidden part of myself;" and "What a pleasure to talk differently and what a richness!"³

Through the temporary withdrawal of sight in Dialogue in the Dark, visitors gained a deep understanding of the value of vision and the importance of their eyesight. This immersion into darkness awakened the discovery of non-visual senses, and the experience stimulated a deep reflection on their social skills and interpersonal communication. One visitor wrote, "Being in the dark opened my eyes to seeing many qualities in me and others that I didn't know."⁴

Changing belief systems and enhancing empathy

Immediately after experiencing Dialogue in the Dark and Dialogue in Silence, 65% of visitors expressed that they are more aware about disability and that the experience fostered empathy and more understanding⁵. We have received such comments as, "1,000 steps in the dark have brought me a big step closer to the world of the visually impaired". Five years after visiting Dialogue in the Dark, 58% of visitors confirmed that their attitude and behavior toward

visually impaired people, and the disabled population in general, had changed since visiting the exhibition⁶. 76% stated that the encounter with their guide stayed forever in their memory, while 88% remembered details of the conversation they had with their guide in the bar at the end of the exhibition tour.

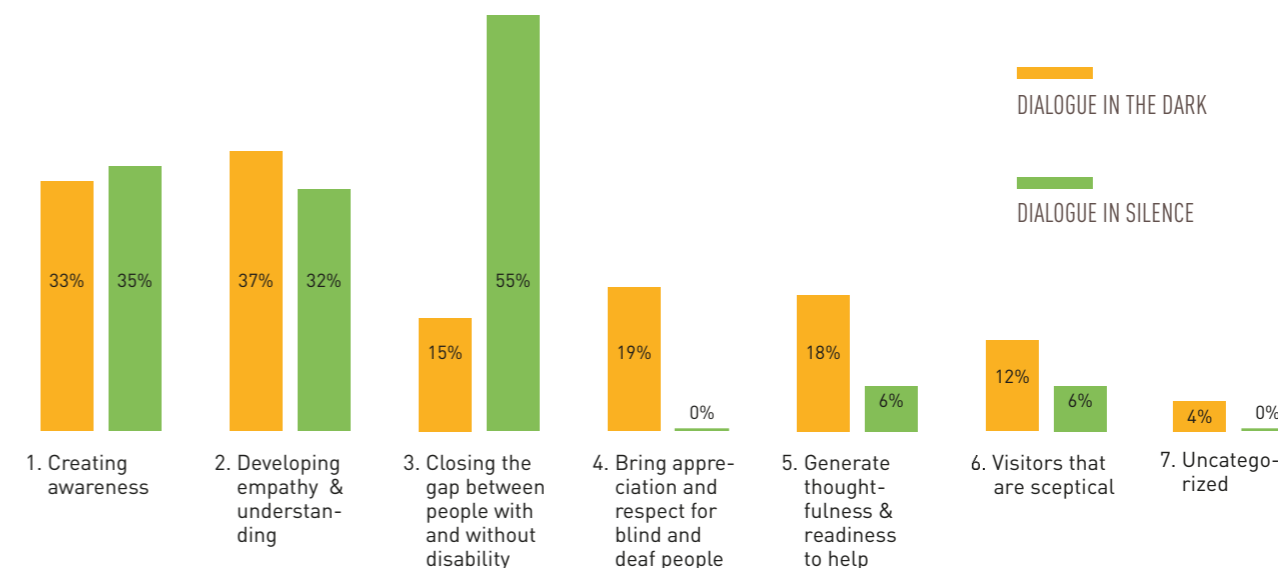
A long-term survey of Dialogue in Silence shows the same results, with 90% of visitors stating that the exhibition achieved the objective of changing stigmas and prejudices concerning the deaf⁷. Specific comments have included, "This helps us to see the conditions under which a deaf person lives," and "This handicap must be hard to bear in our society." Visitors defined deafness differently before and after experiencing Dialogue in Silence. In a survey conducted before visitors entered the exhibition, 81% stated that deafness is a disability and used words like handicap, loneliness, exclusion, difficulty, and emptiness. After the tour, only 39% defined deafness

as a disability, and new words were used, such as communication, expression, observation, another world, difference, and even asset⁸ (Pité 2004).

Interviews conducted in 2019⁹ with 152 people after exiting Dialogue in the Dark or Dialogue in Silence, showed that most of the visitors understand and are able to articulate, without having been told, some of the impact of the exhibitions as: to create awareness to people with disability, to develop empathy and understanding as well as appreciation and respect. 25% even think that the visit in the exhibition can help to close the gap between people with and without disability. But only a few visitors seem to be convinced that the impact will generate action as to help or assist blind or deaf people.

11% have some doubts if one visit can really change something fundamentally.

The visitors of the Dialogue in Silence are more convinced that the exhibition will close the gap between people with and without disabilities. (+40%)



¹ Mezirow, J. 1997. Transformative Learning: Theory to Practice. New Directions for Adult and Continuing Education.

² Dialogue Social Enterprise. 2015. Dialogue with Time, Visitors' Feedback. Frankfurt, Germany: Museum of Communication.

³ Cohen, O. and A. Heinecke. Visitor Studies Today 8, 3: 15. Accessed January 15, 2016, <http://vsa.matrix.msu.edu/vst.php>

⁴ Cohen, O. 2006. Dialogue in the Dark: What Are Its Consequences and How Can They Be Proved? An Evaluation of the Exhibition Dialogue in the Dark. Hamburg, Germany

⁵ Munro, P. 2019, A formative evaluation of the MODI exhibit prototype exhibits, world cafe

⁶ Cohen, O. 2005. Dialogue in the Dark Exhibition: Long Term Survey, Evaluation Report. Dialogue Social Enterprise report.

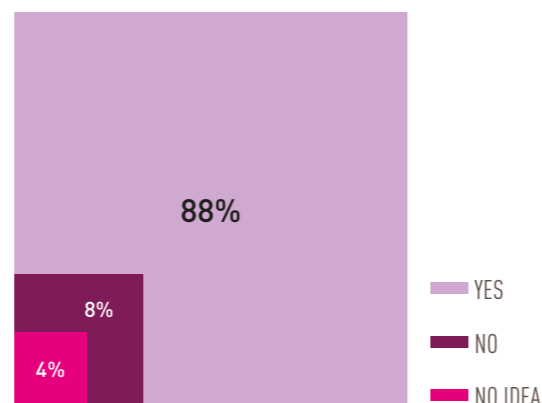
⁷ Midgam. 2008b. Visitors' Stands and Satisfaction from Dialogue in Silence Exhibition. Submitted to the Israeli Ministry of Social Affairs and Social Services.

⁸ Pité, S. 2004. Scènes des Silence: Y a-t-il changement de représentations des sourd? Master Thesis, Paris VIII, France.

⁹ Cohen O. Sei N. 2017, Dialogue Social Enterprise GmbH, Dialogue in the Dark / Dialogue in Silence survey

What is the impact that will be generated and in which way will it work?

Do you think that the experience here in Dialoghaus affects the community in any way?



On behalf of the Israeli Ministry of Social Affairs and Social Services, another research study was undertaken to answer the Ministry's question whether visitors of Dialogue in the Dark actually changed their attitudes towards blind people. Hence, they asked for a study that included a control group of non-visitors to determine any differences in views about people with blindness in terms of social and labor integration. The research shows clearly that individuals who had visited Dialogue in the Dark were much more open to, for example, hiring a blind lawyer, accepting a blind manager, or being friends with a person who is visually impaired. People who hadn't experienced the exhibition primarily felt pity and couldn't imagine having any interaction with the blind. This research gives evidence that public perceptions regarding disability can be changed through an exhibition.

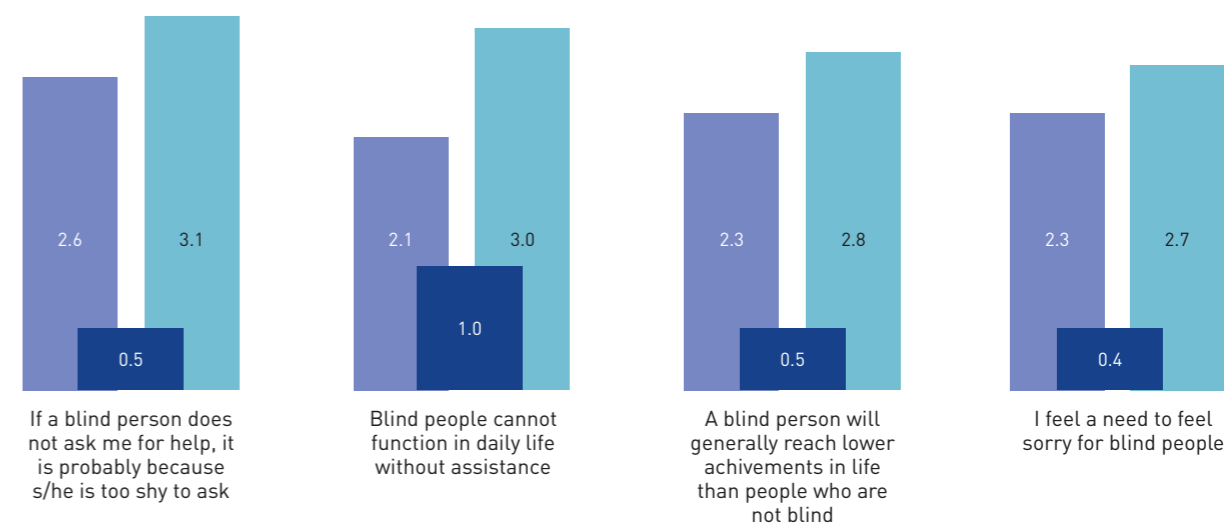
Even in regard of the ability of visually-impaired people to master the daily challenges, visitors to the exhibition have more positive appraisal than non-visitors. It would appear that the visit to the exhibition improves opinions on blind person's ability to function in daily life and reach achievements. The visitors even felt less need to feel sorry for the blind compared to non-visitors.

Several sentences were read out to probands. They should state for each sentence their degree of agreement or disagreement with the sentences, on a scale of 1 to 5 where 5 means total agreement and 1 means very opposed*.

*Stands Towards the Blind – result from the Midgam Impact research report of Dialogue in the Dark in Israel.

Stands towards the blind Comparison between visitors and non-visitors

AVERAGE OF ANSWERS FROM COMPLETELY DISAGREE (0) TO COMPLETELY AGREE (5)



Changing behavior and lifestyle

Although some longterm quantitative studies are planned for the near future in order to analyze behavioral changes, for the moment, only anecdotal evidence from people who have drastically changed their lifestyle, occupation, or purpose in life as a results of attending a Dialogue exhibition could be collected. For example, some of DSE's current partners decided to change their profession and started working with Dialogue exhibitions after visiting one themselves. We also know of students that have visited Dialogue in the Dark, and decided to devote their lives to empower disabled people. People became second movers, set up their own social enterprises and offer workshops or dining activities in the dark.

Dialogue programs also influenced the municipalities, which understood the importance of accessibility. In the quarter in Hongkong, where Dialogue in the Dark was hosted, tactile indications on the streets were added as well as tactile maps in the subway.

Impact and Outcomes for Dialogue Guides and Trainers

As part of the Dialogue 10 years impact report, current and former Dialogue blind / partially sighted, deaf / hearing impaired and senior (over 70 years) co-workers were contacted to answer the question:

“If you do agree that Dialogue has / had a significant impact on your life, please share your thoughts and tell us why and how.”

We reached about 450 people and the responding rate with 80 feedback was pleasingly high.

- 63 current or former blind / partially sighted collaborators participated. We got stories of impact from: Melbourne, Singapore, Bangkok, Shenzhen, Shanghai, Hong Kong, Kuala Lumpur, Cairo, Moscow, Vilnius, Athens, Hamburg, Frankfurt, Milan, Atlanta, Monterrey, Buenos Aires and Sao Paulo.

- 10 deaf / hearing impaired current collaborators from Hamburg, Germany, also answered.

- Finally, 7 senior guides over 70 years working at Dialogue with Time in Hamburg answered too.

These stories were analyzed and classified in different areas of impact. These clusters were inspired by an impact study done by SHM* in 2007. The impact was divided into three categories: psychological, social and practical benefits. This third category practical benefits, has been modified to “professional impact.”

In the current report, each area of impact has been divided into several factors contributing to the area of impact. A definition of each contributing factor has been included.

The areas of impact are:

1.	Psychological impact:	Examples
1.1.	Change of mindset: The Dialogue collaborators change their mindset to a more constructive and broader approach where they perceive more resources and opportunities.	“It has left a strong impression on me and I do no longer fear to interact with hearing people.” – Sara, hearing impaired guide. “The experiences I made as a guide have changed the way I think and feel about things.” – Bernhard, senior guide.
1.2.	Empowerment: The Dialogue collaborators discover and focus on their personal strengths and find the courage to try new things.	“It not only gave me self-confidence; this experience has empowered me.” – Lisa Chee, visually impaired guide. “I have gained enough confidence to become an entrepreneur and I have learned how to manage my emotions in order to design a wellbeing future.” – Pepe Macías, visually impaired guide.
1.3.	Self-realization: The Dialogue collaborators achieve a sense of satisfaction, wellbeing and accomplishment.	Happiness and daily excitement define what it means to be a part of the international Dialogue team.” – Andžėjus, visually impaired guide. “The experience was even useful for my personal life. I was happy every single day of work.” – Mariela, visually impaired guide.
1.4.	Acceptance of own disability / age: The Dialogue collaborators perception of own disability / age changes from a pessimistic to a hopeful perception.	“What impressed me the most was working with my colleagues. They encouraged and inspired me to change the way I think about (my) age.” – Gabriele, senior guide. “I learnt to deal with visual impairment. I met great people and I stopped feeling sorry for myself.” – Timothy, visually impaired guide.

2.	Social impact:	Examples
2.1.	Sense of belonging: The Dialogue collaborators feel belonging when being part of the Dialogue team. They find understanding, support and empathy on their community.	“Dialogue in the Dark offers a real sense of family which has made me so very welcome in the transitioning from being a guide.” – Ali, visually impaired guide. “The majority of my fellow colleagues are either partially sighted or sighted individuals who know how to care for the partially sighted. This gave me a sense of acceptance.” – Chun, visually impaired guide.
2.2.	Feeling included in society: The Dialogue collaborators take part of the regular social activities and disability / age are no barriers anymore.	“I had incidences that pupils came to guide me in the subway and told me they learnt how to guide blind people from DiD.” – Julian, visually impaired guide. „It made me a person who has a job in the society. When I got used to believing strongly in the idea, introduced via Dialogue in the Dark, I became able to deliver it successfully to the society which I live in.” – Mohamed, visually impaired guide.
2.3.	Encountering with society: The Dialogue collaborators have the opportunity to encounter with society: interact, influence each other, express and transform.	“Working at DiD has given me more opportunities to meet and interact with sighted people from all walks of life.” – Kah Yong, visually impaired guide. “Guiding hearing people throughout the exhibition gave me the chance to collect many experiences and memories. I learned a lot about the hearing society.” – Laura, hearing impaired guide.
2.4.	Appreciation of diversity and inclusion: The Dialogue collaborators perceive the benefits of working in an inclusive and diverse workplace, meeting diverse people and or interacting with different cultures.	“Working with sighted and blind, deaf and senior people so close together is something many companies do not offer yet.” – Bela, visually impaired guide. “Getting to know my colleagues from DiD and DiS has taught me a new respect and humility. I have changed because of those encounters.” – Barbara, senior guide.

3.	Professional impact:	Examples
3.1.	Job inclusion: Dialogue means for many of our co-workers the first job experience for the collaborators or a new employment opportunity after an unemployment period.	“It was like a rebirth for me because I had been unemployed for three years and I was so sad.” – Cinzia, visually impaired guide. “In 2018 I was so excited to get the chance to dive into something new at an age of 78.” – Gisela, senior guide.
3.2.	Development of transferable skills: The Dialogue collaborators have developed certain skills as a result of working for Dialogue, and which they apply beyond the Dialogue context or for new positions within the Dialogue scope.	“One of the major key learnings was the ability to talk to an audience; to explain things; to entertain and educate them at the same time.” – Rasim, visually impaired guide. “Within the frame of DiD I have developed social skills, I have grown professionally and personally.” – Pepe, visually impaired guide.
3.3.	Economic benefits: Dialogue collaborators are earning their own salaries.	“Part of my guide salary I saved in an investment account and recently I made the down payment of my house.” – Berenice, visually impaired guide. “It puts me in a position to sustain myself and pay my bills.” – Bela, visually impaired guide.
3.4.	Find a meaningful job: Beyond a salary, the Dialogue collaborators find meaning through Dialogue and feel part of a bigger impact.	“Every day in my work I see changes for the better, from which not only I benefit, but also for example, for the many visitors as they reach a better understanding after experiencing the unfamiliar environments of our tours.” – Marinella, visually impaired guide. “The interaction encourages us to learn from each other and our experiences. This is why the Dialoghaus continues to invite people to encounter those changes and I am, time and time again, happy to work here.” – Soren, deaf guide.
3.5.	Professional achievement: The Dialogue collaborators have scaled or been promoted to a different position to which they were originally hired in the Dialogue context, or they have enrolled in other professional activities during or after working for Dialogue.	„After half a year I started to do full trainings included debriefings in the light. The greatest breakthrough for me was when I started to create and sell my own business workshops programs. From 2015 I got the position of director of Dialogue in the Dark business workshops in Russia.” – Pavel, visually impaired guide. “I became a certified coach and team developer and was, for many years, head of a team of partially sighted coaches in DiD Hamburg.” – Doerte, visually impaired guide.

* Dialogue in the Dark – Keeping the Dialogue Going, an evaluation of the impact and outcomes for guides employed by Dialogue in the Dark. Report produced by SHM July 2007, <https://www.shm-group.net/index.php>

Result analysis

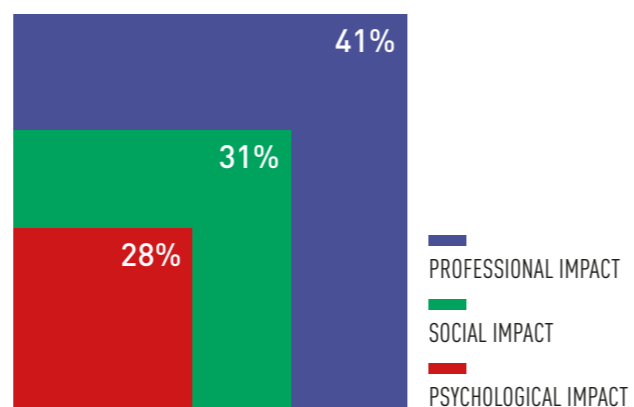
The professional impact area is the most predominant according to the analysis of the results with 41% of the quotes referring to it. The prevalent factor within the area of impact is "meaningful job" (50%). It indicates that beyond being included in the labor market or earning a salary, the purpose that collaborators get from their job is the most important. The second prevalent factor is "professional achievement" (26%) and "development of transferable skills" (25%), which indicates that collaborators appreciate the opportunities to be promoted within the Dialogue scope or even enroll in other professional activities out of the Dialogue scope. The lowest impact mentioned in this area is "economical benefits" as only a few collaborators are mentioning it (5%).

The second predominant area is the social impact with 31% of the quotes – only 10 less than the professional impact. The prevalent factor in this area is "encounter with society" (41%) which indicates that the colleagues really appreciate the exposure to the mainstream society and being given the opportunity to reduce social isolation. The second prevalent factor in this area is "sense of belonging" (30%) which indicates that the Dialogue colleagues find support and empathy in their workplace and achieve a sense of community. On the other end, "feeling included in society" with only 9%, is the area that needs to be improved.

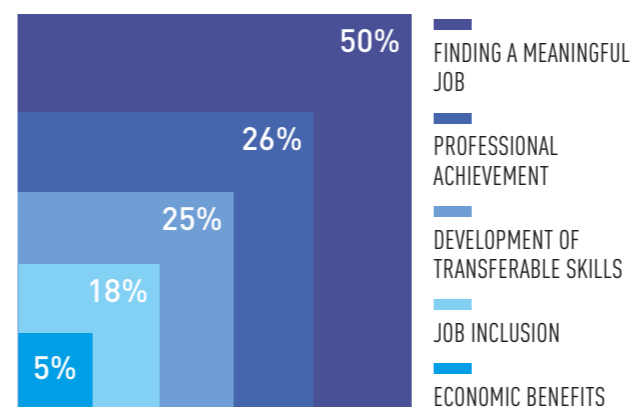
The psychological impact is the third dominant area with 28% of the quotes. The prevalent factor in this area is "self-realization" (34%) which indicates a personal level of satisfaction, sense of achievement and well-being while working for Dialogue. The second prevalent factor is "empowerment" (25%) which indicates that the Dialogue collaborators manage to focus on their strengths and have gained courage to try new things. "Change of mindset" (16%) and "acceptance of own disability/age" (11%) are the ones which are mentioned by fewer guides.

Therefore, we can conclude that working for Dialogue has a high impact on the professional and social life of our collaborators. Indeed, through a meaningful job, they develop a sense of purpose and feel being part of the Dialogue's mission, which goes beyond their personal satisfaction. In addition, being exposed to the mainstream society and having the chance to have a dialogue and to learn from each other leaves a great positive social impact on the Dialogue collaborators.

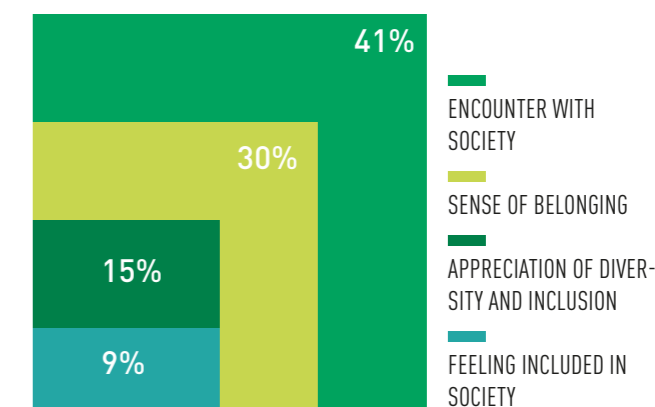
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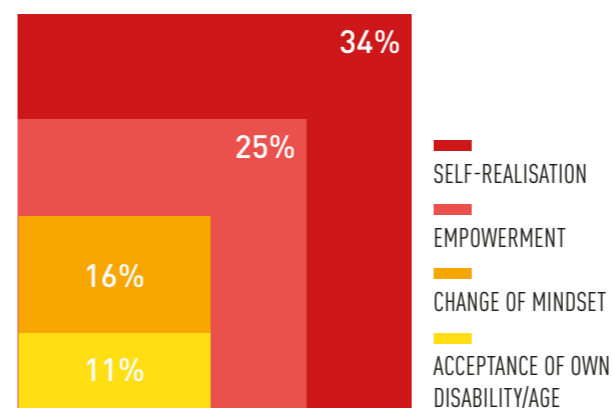
Professional Impact



Social Impact



Psychological Impact



Stories of Change

BELA BUCHWEITZ

- Hamburg, Germany
- DiD guide from 2018 to date
- DSE Master Guide

"Working for DiD has changed my life in many ways. It had and still has a great impact on my life. First of all, it is my job and it puts me in a position to sustain myself and pay my bills, but it is way more than that. For me, as a partially sighted person, working in the Dark has opened my eyes. It took away my fear of turning completely blind one day, helped me to accept myself and made me realize how many different ways there are to see and look on things. Dialogue in the Dark also offers me an interesting future. Working with sighted and blind, deaf and senior people so close together is something many companies do not offer yet. For me, Dialogue in the Dark is a role model for diversity and inclusion and is ahead of its

time. I believe in Dialogue and I believe that it will have a great impact on society. Finally, I can say that working for DiD is very fulfilling, to be part of something that changes bias mindsets from millions of people. Especially teaching other blind people how to guide and helping to build an entirely new exhibition is something that I really enjoy."



LISA CHEE

- Kuala Lumpur, Malaysia
- DiD guide and facilitator from 2013 to 2018

"I joined DiD Malaysia in 2013 and it has changed my perspective in life completely. Back then, I was struggling to readjust my newly partially sighted life and was glad that DiD willingly took me in, although I was totally inexperienced, especially in mobility skills. However, in a short period of time, DiD has pushed and challenged me in ways I could not imagine I ever could. My job as a guide and a moderator in business workshops has given me the opportunity to meet people from all walks of life, sharing and inspiring them with my personal stories. It not only gave me self-confidence; this experience has empowered me. The highlight of my experience in DiD was when I was invited to join an international dialogue with other facilitators from all around the world in Hamburg, Germany. Partially sighted people from countries like Mexico, Korea, Japan, Italy and Russia had inspired and motivated me. I realized that actually there are so many kindred spirits out there who know and understand what I've been through and felt. It's been 10 years now since I became totally blind and I am thankful for all the ups and downs I went through. The training and experience in DiD have helped me to realize that I am not a burden to society anymore but a contributor. Although I am unable to see any light now, I want to be the light for others."



GABRIELE GINDORF

- Hamburg, Germany
- Current DwT guide

"Working for DwT has not only been a job for me, it has changed me. Starting at the training where I learned new things, had to rethink the way I live my life and how I want to represent a whole generation of elders. The training had a great effect on me especially because our team leaders Katharina, Vevi and Noémie were very sensitive and empathetic."



What impressed me the most was working with my colleagues: their different stories and personalities. They encouraged and inspired me to change the way I think about (my) age. Socially age and older people's image is not very good – that is what we are trying to change. It takes a lot of work and courage to be old and proud of it. To make something out of it and not to give in to the feeling that someone younger can do the job just as good or even better. What helped me realize this was the interactions and talks with colleagues and visitors. Some of them have grown from being colleagues to friends."

DÖRTE MAACK

- Hamburg, Germany
- DiD guide and facilitator from 2000 to 2018

"I was in my 20s and had just started a promising career with my own theatre company when I was diagnosed with an incurable eye-disease called retinitis pigmentosa. For three more years I kept on performing before I left the stage, and I thought that I would never come back. After I managed to cope with increasing blindness on an emotional level, I finished university with a degree in sports, linguistics and education. Looking for a job, I came in contact with "Dialogue in the Dark" and fell in love with this amazing concept. Fortunately, Andreas Heinecke employed me as "head of education" and I had the chance to develop educational workshops and manuals for teachers. Later I started to experiment with business workshops. The concept of workshops in the dark facilitated by blind coaches was completely new and it was incredibly exciting to create exercises and workshop-designs. I became a certified coach and team developer and was, for many years, head of a team of partially sighted coaches in DiD Hamburg. I also travelled to facilitate workshops or train blind coaches around the world. It was wonderful to be part of Dialogue in the Dark! I met so many amazing blind personalities and learned so much in so many areas. Dialogue in the Dark allowed me to grow personally and professionally to an extent which I didn't think possible. Two years ago, I decided to start my career as host for congresses and events and as speaker. I am very happy and grateful to be back on stage and although fully blind now, to be back to the light. I am sure, without Dialogue in the Dark this would not have been possible."



PEPE MACÍAS

- Monterrey, Mexico
- DiD guide and facilitator from 2006 to date
- DSE Master Guide and Master Facilitator



"I worked as a DiD guide from 2006 to 2008. It was my first job. There I had the chance to build a support and learning community with the rest of my blind colleagues. I was very unexperienced and they taught me orientation and mobility in the city and were my inspiration to become more independent. I had the chance to make my voice audible for hundreds of visitors and I developed the skills needed to facilitate a group. Conversation with many visitors allowed me to shape my current mindset and personality. After that experience, I was invited by DSE to join the international team. This means I have a regular well-paid job since 2010 to date. It allows me to be the economic pillar for my wife and son. I developed professionally since I became a trainer who trains blind people around the world to work as DiD guides or facilitators. I have worked in more than 15 countries in all continents. I have facilitated workshops and activities for big companies. In order to strengthen my skills and my job, I did a master in organizational psychology and I got certified as coach, positive psychology practitioner and mindfulness facilitator. In 2014 – besides being a DSE's employee – I become a partner and a social entrepreneur. I opened a DiD venue in Mexico to conduct workshops. In 2017 I opened an exhibition for 1.5 years where I employed 12 blind persons and reached 40,000 visitors. Today I continue with all those tasks as part of the DSE team, I am still the head of DiD Monterrey and I have started leadership coaching for companies out of the context of DiD. DiD is still my home but it has been my springboard, too. Within the frame of DiD I have developed social skills, I have grown professionally and personally, I have gained enough confidence to become an entrepreneur and I have learned how to manage my emotions in order to design a wellbeing future."

FRANCIS ZHANG

- Shanghai, China
- DiD guide and facilitator from 2011 to date

"DiD has been a breakthrough. After I was hired as a DiD facilitator in December 2010, I found I was not so limited by visual impairment and got more and more confident about my voice which I dissatisfied with before. In 2014, I shared my special experience and dream on the stage of TEDx as my maiden public speech, and since then, I've given more than 30 speeches in different stages. That's really a big breakthrough for me. DiD has also been openness. During the nearly 10 years that I was employed at DiD, I've worked for more than 600 activities in the dark and served for and communicated with more than 10,000 sighted visitors. Therefore, I opened my mindset a lot, and got more and more curious and thoughtful about various people and the diverse world. Now I'm running a little self-media to share experience and thoughts of the marginalized group, which I hope could be an open window to the mainstream society in the future."



ROSEMARIE WALTER

- Hamburg, Germany
- Current DiS guide

"Communicating with hearing people has always been difficult, because I use signs and they speak. We do not understand each other like that. This is why I used to refrain interacting with them, unless I had a sign language interpreter present. But to arrange one also takes an effort. While working in the exhibition, I have realized how shockingly little the society knows about deafness. I was rather confused



by that, but after time I realized that I also did not know everything about them either and what the differences between us are. Nowadays, interacting with hearing people is much easier for me. I am convinced that DiS encourages deaf and hearing people to work towards each other, making a shared communication possible (not only via sign language interpreters)."

BERENICE GUAJARDO

- Monterrey, Mexico
- DiD guide from 2006 – 2008
- DiD facilitator from 2013 up to date



"Yes of course DiD has had a positive impact on my life. First of all, it was my first job. It was the first time I was paid in return to a service given. During that period of time I had the chance to understand different realities and perceptions about visual disability through my partially sighted colleagues. Until my 19 years I hardly had had any contact with any other blind persons. Now I am still in contact and I am friend with some of my colleagues for over 10 years. Being a guide from 2006 to 2008 allowed me to be – to some extent – economically independent. I did not require more money from my parents – at least for my personal stuff. With some of my first salaries I bought my first talking mobile which was a Nokia, so I gained some more independence due to the accessible technology. Part of my guide salary I saved in an investment account and recently, many years after, I used to make the down payment of my house. Currently I enjoy a lot conducting workshops and dining in the dark. I share my knowledge and experience with participants and they also share with me."

TRANG NGYEN HOAIIMG

- Hamburg, Germany
- Current DiS guide

"Communicating with hearing people has been difficult for me: I have tried to use written and body language to make my signs understood but oftentimes it is for naught, because deaf and hearing people only rarely get into contact and succeed. During my first tour as a DiS guide, I was still very insecure, just because I was not yet used to it. But soon, I learned to appreciate working with people with different characters and from various cultural backgrounds. Now I

feel confident and proud of being able to present my sign language to the world. It has even helped me in my relationships."



UDOM ONNALEAN

- Bangkok, Thailand
- Guide from 2010 to 2019

"I have been working with Dialogue in the Dark, Bangkok (DiD, BKK) since 2010, also received training from the master trainer and I became core trainer at the DiD, BKK. From 2010 – 2019, I have received many impressions by the visitors' expressions such as dialogue, touch, hugs and laughter which made me feel valuable. We met some families that have been visiting us since they did not have a child, then they came back again with their five years old child. Some children have been visiting us more than 10 times as they want to meet all the guides who worked at DiD BKK, which impressed me so much. I met visitors, who have visited DiD BKK on several occasions. These visitors remember me and never hesitate to greet me outside the exhibition and provided me some support when needed. Some visitors who remember my name, especially children, will call my name. I do not believe that they will recognize me. Some visitors said that, after talking and listening to our story, the story makes them feel that their problems are small and simple. DiD makes me, including blind guides at DiD BKK, feel valuable for the Thai society."



CINZIA CAVALIERI

- Milan, Italy
- DiD guide and facilitator from 2015 to date

"In 2015 I worked at the Expo for DiD, a demonstration tour that took 15 minutes and led through a scenario build like a famous market in Sicily. It was like a rebirth for me because I had been unemployed for three years and I was so sad but finally I found a job and... what a job! It was a great period, full of emotions, one tour after the other, people from all over the world, so I could practice English and French. I met great blind and partially sighted friends. After this period, they asked me to work in the permanent DiD in Milan, I was so happy, I remember that it was very hard for me to become a guide because I had problems with orientation. I took several months to become a guide... what a satisfaction!!! I am very thankful to DiD because I had the possibility to have authentic relations with visitors in such a short time and it is amazing to witness their satisfaction in discovering the value of the other senses, the value of collaboration, of trust, to see that they become more aware of the treasures that are inside them... DiD is very stimulating, for me it is a continuous personal growth because I keep on learning things. It's a great challenge to become workshop facilitator, waitress at dinner in the dark and barmaid in the dark. I became partially sighted in 2012, before I was sighted. Things that looked like impossible became real. I discovered that if we want, we have an incredible potential inside us!"

BERNHARD JANDER

- Hamburg, Germany
- Current DwT guide

"When you reach the age I have, you get to live through many different experiences that leave their mark on you. Working as a senior guide at DwT is one I hold very dear to my heart because of all the people I met that I otherwise wouldn't have. The encounters and interactions with the visitors are somewhat temporary, but not one is like the other. Every group is different – there are people from Hamburg but also from so many places around the world. Their view on the world and their questions about age also differ a lot. The experiences I made as a guide have changed the way I think and feel about things. The greatest experience was getting to know my colleagues from DiD. They showed me a world that I could not have discovered without them. It is very impressive for visitors of an exhibition not being able to see or hear (DiS) with all the consequences that follow. Learning how blind or deaf colleagues deal with their everyday-lives and how they conquer every obstacle that is thrown at them is amazing. They each come up with different techniques to make the communication with other people easier which is very impressive and hard work. The Dialoghaus Hamburg managed to create a working space environment where everyone feels welcome and safe. What matters are values like inclusion and diversity instead of profit. Although the Dialoghaus shares the risk of the free economic market, we get overlooked by politics because we are not a profit based but social based enterprise. That is something Corona has shown us."





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