



WORLD BICYCLE RELIEF IN COLOMBIA

After 50 years of civil war, the country of Colombia is now building a new future – but significant challenges remain. Years of conflict have displaced children and families from rural areas and increased social and gender inequality. Nearly nine million people in rural Colombia have insufficient infrastructure, underfunded public transportation options, and a lack of resources to purchase individual transportation.

Since 2014, World Bicycle Relief has developed an alliance with local partners to pilot our Bicycles for Educational Empowerment Program (BEEP) in Colombia. During this time we have distributed more than 10,000 Buffalo Bicycles already generating a significant impact, with students decreasing travel time to school by 45% and class absences by 31% with bicycles¹. In one rural region, students walk between 45 minutes and two hours each way to get to school. With a bicycle these journeys are reduced to 20 or 30 minutes².

1) Postobon Sustainability Report (2018)
2) <https://www.postobon.com/sostenibilidad/mibici-postobon>

In 2020 World Bicycle Relief expanded operations in Colombia and officially opened a field office and assembly facility in Barranquilla. We are committed to making a difference in the lives of the people of Colombia by providing quality bicycles that empower them and their communities.

The World Bank estimates that more than one billion people living in rural areas globally lack access to all-season roads and transportation options. Everyday tasks can quickly become a struggle against time and fatigue.

A high-quality bicycle in areas with limited or costly transportation options is a powerful, cross-cutting intervention that immediately improves livelihoods and educational and healthcare outcomes. A bicycle connects people to markets, schools, and healthcare and allows individuals and communities to accomplish much more in a single day.

World Bicycle Relief delivers specially designed, locally assembled, rugged bicycles for people in need. We've developed an efficient, innovative, and scalable model to empower students, health workers, and entrepreneurs in rural developing regions with life-changing mobility.

OUR GEOGRAPHIC FOCUS



World Bicycle Relief has identified three initial program areas in Colombia to focus on through 2022. The Caribbean region has been badly affected by the country's violent past. Authorities and aid agencies have made significant progress in the fight against poverty in the region, but there is still a considerable amount of work to be done.

COLOMBIA COUNTRY PROFILE



1,141,749 KM²

SURFACE AREA¹



50.4M

POPULATION¹



44.7/KM²

POPULATION DENSITY¹



49% / 51%

MEN / WOMEN¹



77%

LIVE IN URBAN AREAS¹



11M PEOPLE

LIVE IN RURAL AREAS¹

In areas of Colombia where walking is the primary mode of transportation, distance is a challenge to earning a livelihood.



ALMOST 14M

NATIONAL POVERTY
HEADCOUNT RATIO²



15%

RURAL FAMILIES THAT
LIVE ON LESS THAN
\$2 PER DAY¹



50.4%

GINI INDEX - INEQUALITY
BETWEEN THE RICH
AND POOR²



78.5 YEARS

LIFE EXPECTANCY¹



4.41%

HIV INCIDENCE /
PREVALENCE RATIO²



12.6%

CHILDREN UNDER 5 WITH
MALNUTRITION AND
STUNTED GROWTH⁴

Many rural homes are in bad condition or lack basic services



48%

RURAL HOMES WITHOUT
RUNNING WATER⁵



81%

RURAL HOMES WITHOUT
SANITATION SERVICES⁵



83%

HOUSEHOLDS IN RURAL
AREAS THAT DON'T HAVE
ACCESS TO TECHNOLOGY¹

Women 15-19 years old who are pregnant
or have one or more children



11.6%

URBAN AREAS³

20.3%

RURAL AREAS³

Although access to education has improved, low-quality
education and dropouts remain a major challenge



10 / 8 YEARS

URBAN AREAS / RURAL AREAS
AVERAGE YEARS OF STUDY⁶

1.1%

ACCESS TO HIGHER
EDUCATION IN RURAL AREAS⁶

REFERENCES: 1) www.dane.gov.co 2) data.worldbank.org 3) profamilia.org.co 4) hdr.undp.org 5) www.dnp.gov.co 6) www.oecd.org/pisa