

2020 COLOMBIA IMPACT REPORT



WORLD BICYCLE RELIEF MOBILIZES PEOPLE THROUGH THE POWER OF BICYCLES.

We envision a world where distance is no longer a barrier to independence and livelihood.

DEAR FRIENDS

2020 was a year that we will never forget. For us, 2020 was also the year in which we had the privilege of putting the “world” back into World Bicycle Relief (WBR) as we launched our operations in Colombia, a new country on a new continent for the organization. Our strategic partnership with the Postobon Foundation and others since 2014, with a footprint of over 13,000 Buffalo Bicycles in education programs across 12 departments, created a strong foundation for our field operations in the country.

Despite now being classified as a middle-income country, Colombia still suffers from huge disparities in income and living conditions. A lack of investment in tertiary infrastructure and scarce, expensive public transport means that distance remains a huge barrier to accessing and remaining in the education system and generating sustainable livelihoods and independence.

Some of the highlights from our first year in operation include:

- WBR Colombia signed a memorandum of understanding with the National Ministry of Education to promote the access and retention of school children in the education system, with further agreements signed by the Governors of the Cordoba and Guajira Departments.
- In March, we were visited by World Bicycle Relief's Co-founder Leah Missbach Day, donors, staff and local supporters to celebrate the formal opening of our assembly facility in the city of Barranquilla, and the first distribution of 68 Buffalo Bicycles into our Bicycles for Educational Empowerment Program (BEEP) at the Alpes de Sevilla School in the Galapa Municipality.
- In response to the COVID-19 pandemic, through partners we distributed 365 Buffalo Bicycles through partners to help sustain the livelihoods of frontline workers, farmers and entrepreneurs.
- We developed an innovative return-to-work scheme with the Barranquilla's Mayor's office, together establishing Employee Purchase Programs (EPP) with 15 companies in the city, through which 425 Buffalo Bicycles were distributed.
- In October we participated in several panels of the National Bike Forum, contributing to debates and policy development around urban and rural mobility and rights.
- During October we also undertook our Mobilized Communities Mobility Needs Assessment in the Municipality of Cereté, Cordoba, with the support of the local and regional governments with whom we signed a memorandum of understanding committing 2,000 bicycles to the education and livelihoods sectors.
- In support of our Buffalo Bicycle users in Barranquilla and surrounding areas, in December we opened our first retail outlet in the San José neighborhood of Barranquilla.

Looking ahead to 2021, we are excited about the opportunities to further cement our partnership with the National Ministry of Education to prioritize students, especially girls, in remote areas of Colombia returning to school. We also look forward to building our programs to support smallholder farmers and community micro-entrepreneurs in rural areas to thrive through the Power of Bicycles.

We would like to thank you for your continued support and trust that we can continue to positively change lives together.

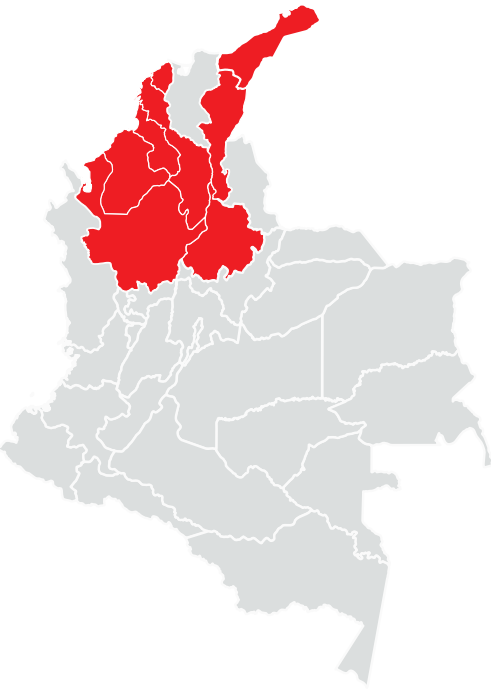


A handwritten signature in black ink, appearing to read 'Andrew Wright'.

Andrew Wright
Country Director
WBR Colombia

OUR IMPACT IN COLOMBIA

WHERE WE WORKED IN 2020



Program Sector	Type	Location	Partner	# of Bicycles
EDUCATION	PROGRAMS	Atlantico	Mayor's Office of Galapa, World Vision	68
		Cordoba	Postobon Foundation & Entretejiendo Foundation	100
		Antioquia	Postobon Foundation	120
ECONOMIC DEVELOPMENT		Antioquia	Postobon Foundation	120
ECONOMIC DEVELOPMENT		Bolivar, Sucre, Cesar & Guajira	UN Food and Agriculture Organization (FAO)	200
		Guajira	Action Against Hunger	65
		Atlantico & Guajira	Pan-American Development Foundation (PADF)	50
		Santander	Mica Sonrisas	50
			TOTAL	773
EDUCATION	SOCIAL ENTERPRISE	Various	Postobon Foundation & Entretejiendo Foundation	1,500
ECONOMIC DEVELOPMENT		Atlantico	Barranquilla Mayor's Office	425
		Various	General sales	248
			TOTAL	2,173

OUR GLOBAL IMPACT TO DATE



550,742

TOTAL BICYCLES
DISTRIBUTED



235,617

WBR PROGRAM
BICYCLES



315,125

SOCIAL ENTERPRISE
BICYCLES



2,511

MECHANICS
TRAINED

THE BICYCLE GIVES HOPE DURING TRYING TIMES



Families in some rural areas of Colombia lack access to quality public services such as consistent electricity, drinking water and internet connectivity. The COVID-19 pandemic has further exacerbated the challenges that these rural communities face and has widened the divide between the country's rich and poor.

Many of the world's children turned to virtual lessons when schools closed due to the pandemic, but students without access to technology or stable internet connections risked being left behind. Learning losses and educational lag could result in a large number of students in basic and secondary education dropping out of school in Colombia. This includes students who will abandon their studies as a result of the economic recession, since a great number of families are unable to afford school fees and many children need to help their families with income-generating activities.

In 2020 Mariangel (14) was enrolled in the fifth grade at Alpes de Sevilla School in the Galapa Municipality. When her school closed, she had no access to technology that would enable her to attend virtual classes until her grandfather, Jorge Romero, lent her his cellphone to access classes and submit her homework.

"I miss going to my school, being able to share and play with my friends," says Mariangel. "Last year I was quite unmotivated, at the beginning of the closing of the school, I had no way to listen to the classes, at home I did not have a cellphone or internet."

In addition to the effects on her schooling, Mariangel's family has suffered from the economic impact of COVID-19 with

unemployment and a lack of stable job opportunities, and they have turned to alternatives like selling bread to support the family.

Mariangel was one of 68 students who received a Buffalo Bicycle as part of World Bicycle Relief's Bicycles for Educational Empowerment Program (BEEP) launch in March 2020, just before the COVID-19 pandemic enforced a lockdown. The bicycle has been a lifeline for Mariangel's family during this difficult time.

Her father, Jorge Adrianza, leaves very early in the morning to buy bread in the Carrizal neighborhood of Barranquilla, located 14 km from their family home. He uses the bike to deliver the bread in his community, and repeats the process each afternoon.

"This bicycle has meant a great blessing for the family because I get to buy the bread in 25 minutes, otherwise it would take me up to an hour walking to buy the bread. I have adapted a basket on the rack, and in it I put the bread," says Jorge. "A motorbike to fetch the bread would be \$10,000 COP (US\$2.80), in the morning and in the afternoon, that would mean that I would not have profit from the bread. This bicycle is our sustenance."

Her parents also use the bike to ride to Mariangel's school each month to collect her assignments and school guides, as well as a food package provided by the government. This has allowed her to keep up to date with her studies.

Mariangel is currently enrolled in the sixth grade and looks forward to the day that she can return to school on her Buffalo Bicycle.

"Having the bicycle at home has made me feel very good, knowing that with the bike I have helped my parents, without the bicycle they would have more work and we would be having difficulties," – Mariangel (14).

ADAPTING TO A GLOBAL PANDEMIC

The COVID-19 pandemic required immediate and thoughtful pivoting of World Bicycle Relief's programming, operations, and priorities. Besides the effects on the health of people around the world, the pandemic threatened livelihoods and pushed vulnerable communities to even greater levels of poverty.

THE RESTRICTIONS

The Colombian government imposed a lockdown from 22 March to 26 April. Then, in light of the effectiveness of the measures and recognition from the World Health Organization (WHO) for Colombia's management of the pandemic, the strict lockdown was extended until August 2020. On 1 September, the country began phasing in economic activities, but many restrictions remain in place.

A curfew was set in place when hospital intensive care units reached 70% capacity. This curfew restricted the movement of people and vehicles.

OUR PROGRAMS

The severe and early challenges presented by COVID-19 meant that the livelihoods of many families living without formal employment or on a subsistence basis were put in jeopardy. Leveraging our local and global partner networks, WBR Colombia was able to adapt rapidly and deploy 365 COVID-19 response bicycles with partners such as the Pan American Development Foundation, Action Against Hunger, the United Nations' Food and Agriculture Organization (FAO) and Mica Sonrisas. These bicycles assisted frontline workers, farmers and micro-entrepreneurs to preserve, and even grow, their income and improve their quality of life during one of the world's strictest lockdowns.

While we worked hard to address the immediate impact of COVID-19, the long-term ripple effects of the public health crisis will be felt for years to come.

OUR OPERATIONS

Given its strategic importance and the size of the urban mobility market in Colombia, the national government authorized the cycling industry to continue operating during lockdown. The protocols established by WBR Colombia at our assembly facility aligned with the government's requirements, including daily health surveys, temperature checks, sanitization of hands and shoes, and the use of face masks and social distancing.

As part of our personnel care strategy, WBR Colombia promoted the acquisition of Buffalo Bicycles by the assembly workers, facilitating the purchase process through payroll loans that would allow them to make payments for their bicycles easily and effectively. This strategy was promoted to ensure that workers had a safe commute to work, without having to expose themselves to the risks associated with public transport.

Our office and program staff carried out their duties from their homes where possible, and when our field operations started opening up, our staff took care to protect our communities as much as possible. They travel with "biosafety" kits that include antibacterial gel, alcohol spray, additional face masks in case people from the community come to meetings without masks, and a thermometer to check temperatures before meetings. The teams meet with a maximum of 15 people per meeting and the venues where the activities take place are well ventilated. The health and safety of our staff and the communities that we serve is always our priority.



"Working in the time of a pandemic is a great challenge because we must care for ourselves and the communities we work with, while taking into account that they often do not have access to essential services. But the most important thing for me is to know that our work is generating a great impact in these times of many needs, especially where the barrier of distance becomes more acute."— Felipe Campo, Program Manager, WBR Colombia

MOBILIZED COMMUNITIES

As part of our strategic plan, using 15 years of learnings and insights, World Bicycle Relief is evolving our programming from a solely sector-specific approach to a holistic multi-sector, multi-year model in defined geographies. The Mobilized Communities approach looks at the interconnectedness of the community and how bicycles can make a difference to individuals across the different sectors like education, health, livelihoods and conservation, and help improve the community as a whole.

To ensure that the program is sustainable and suited to each community's specific needs, Mobilized Communities starts with an assessment of the situation done with the community and an analysis of the potential impact of our programming. Each community contributes to the design of its own program, adapting and adjusting it as needed over the length of our multi-year partnership, with the goal of maximizing long-term impact.



The **Mobilized Communities** model supports long-term bicycle use through a sustainable bicycle ecosystem that includes community management of programming, access to bicycles and spare parts through our social enterprise retail shops, and trained Buffalo Bicycles field mechanics in the community.

MOBILITY NEEDS ASSESSMENT

In October, the WBR Colombia team undertook a five-day Mobility Needs Assessment in the Mid-Sinú area of Córdoba. This involved meeting with various stakeholders, including local and district government departments, to outline the proposed program and get their buy-in and support.

The team engaged a selection of representatives from different sectors of the community, such as farmers, students, young leaders, parents of rural school students, community leaders and local authorities, to better understand the available transportation options and mobility needs of the community, and how these impact the community as a whole. Activities included focus group discussions and a community field visit where we had the opportunity to visit two villages in the Cereté Municipality: Rabo Largo and Severá Village.



We believe improved access to transportation for individuals across all sectors will have a multiplier effect and result in increased and diversified household incomes, improved education and healthcare access, and greater empowerment.

ABOUT THE CERETE WARD, MID-SINÚ, CORDOBA



105,815
POPULATION¹



MAIN SOURCE OF LIVELIHOODS: AGRICULTURE (COTTON)



58%
LIVE IN URBAN AREAS



42%
LIVE IN RURAL AREAS

Due to limited opportunities, a large number of people survive on informal economic activities like the transportation of passengers on motorcycles (motorcycle taxis), sales of fast food in public spaces, street vending of fruit and vegetables, as well as lottery, gambling and raffles.

Main concerns in the community: 80% of people live in poverty and only 20% of adults have primary education. There is little access to public services, no local higher education opportunities, a lack of job opportunities, and food insecurity.

COMMUNITY ORGANIZATIONS IN THE AREA:

- Local leadership representatives, called corregidores, govern the communities.
- There are nine farmer organizations dedicated to enhancing the cultivation and marketing of diverse produce in the area.
- There is a dynamic youth leadership group that is gaining momentum in the area. They are engaged in community development activities.

TRANSPORTATION CHALLENGES

- Farmers lack transportation and travel an average of 22 km to get their produce to market.
- The high cost of transporting produce discourages farmers. It costs an average of \$400,000 COP (US\$111) to transport produce to market each month.
- The roads in the area are in a bad state.
- The average distance to school is 4 to 5 km, with some students walking up to 15 km each way.
- There is no public or school transport – families pay between \$4,000 COP (US\$1.10) and \$7,000 COP (US\$2) per child per trip to transport their children to school on motorcycle taxis, which is a major financial burden for a family.
- Motorcycle taxis operate illegally and often carry more than two children on their bikes at a time.
- The closest hospital is 18 km away from the town.

CELEBRATING WORLD BICYCLE RELIEF IN COLOMBIA



In March 2020, we launched our Bicycles for Educational Empowerment Program (BEEP) in the presence of the community, donors, World Bicycle Relief's Co-founder Leah Missbach Day, the Ministry of Education, and the Mayor of Galapa, Atlántico. We also opened our operations and assembly facility in Barranquilla.

SUPPORTING VULNERABLE COMMUNITIES DURING LOCKDOWN

During the national lockdown, World Bicycle Relief partnered with the United Nation's Food and Agriculture Organization (FAO) to support small-scale farmers and entrepreneurs in FAO programs in Guajira, Cesar and Bolivar. This partnership provided 200 Buffalo Bicycles to help vulnerable communities navigate the effects of the COVID-19 pandemic and to help them earn an income during difficult times of restricted movement and limited public gatherings and markets.

After three months, the recipients of Buffalo Bicycles reported:

- **Increased income:** 59% of the people surveyed felt that their income had increased with the bicycle.
- **Time savings:** 91% of the people surveyed said that their average savings per journey were between 1 and 3 hours, and 9% recorded a decrease of 3 to 5 hours.
- **Cost savings:** 62% of the people surveyed saved between \$3,000 COP (US\$0.80) and \$8,000 COP (US\$2.20) per trip; 23% saved between \$9,000 COP (US\$2.50) and \$13,000 COP (US\$3.60) per trip; and 14% saved more than \$13,000 COP (US\$3.60) per trip.

HELPING EMPLOYEES GET TO WORK SAFELY

In the context of a very strict and lengthy lockdown, Buffalo Bicycles developed a strategic partnership with the economic development team of the Barranquilla Mayor's Office and Puerta de Oro. Together we promoted our Employee Purchase Program (EPP) model to companies in the Barranquilla region. By incentivizing frontline and essential workers to return safely to work and contribute to the economic reactivation of the city, this model allows workers to pay off their bicycle over a period of time. Under this initiative, 633 bicycles were delivered to the employees of 16 companies in the city of Barranquilla and the surrounding areas.

Wendy Quesada, the Country Director of Sykes in Colombia, one of the pioneers of the program that provided Buffalo Bicycles to 65 of its employees said, *"We are thrilled to work with Buffalo Bicycles and the city administration to provide access to high-quality, durable and affordable bicycles and infrastructure to our employees, ensuring biosecure conditions for their return to work and contributing to their well-being and loyalty."*

Ricardo Plata Sarabia, Secretary for Economic Development for Barranquilla added *"Our alliance with Buffalo Bicycle has been a key component of our city's strategy for economic reactivation, ensuring our workers and companies can return to work under safe protocols."*

BUFFALO BICYCLES



Buffalo Bicycles Ltd. is a for-profit subsidiary of World Bicycle Relief that sells bicycles to consumers and institutions across Africa and Colombia. Profits help fund our programs, providing bicycles for those who cannot afford to buy them, including rural students, farmers and volunteer health workers.

The Buffalo Bicycle, the result of over ten years of product development, is a new category of high-quality yet affordable bicycles created specifically to withstand rugged terrain and harsh climate conditions, based on the needs and preferences of the women, men, and children who ride it.



The Buffalo Bicycle is extremely durable, easy-to-maintain and longer-lasting than other models on the market. It is field-tested and assembled in the countries in which we work.

Our collaboration with industry leaders reflects a commitment to creating a stronger, simpler, and sustainable bicycle that can withstand harsh rural conditions

COLOMBIA'S FIRST BUFFALO BICYCLES SHOP



In December 2020, we officially opened our first Buffalo Bicycles shop in Barranquilla. This shop will help boost our presence in the area, selling quality bicycles and spare parts and providing servicing and care for our Buffalo Bicycles. The launch was attended by the Barranquilla's Mayor's Office, representatives from the 2020 National Bicycle Forum, and some of our social enterprise customers. "We are very proud to reach this day, our first shop not only opens the doors for Colombia, but the rest of Latin America; having this space means reaffirming our commitment to bicycle users, ensuring the excellent condition of our bicycles," says Lucas Marroquin, Chief Operations Officer, Buffalo Bicycles Colombia.



BUFFALO BICYCLES
COLOMBIA

BUILT FOR BIG LOADS ON TOUGH ROADS
www.buffalobicycle.com

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AUTHORIZED DEALERS

INPRO SAS
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INPRO SAS
KRA 18N #10-21, Duitama, Boyaca



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