

2020 KENYA 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 unique year, to say the least! I am immensely grateful for the efforts of our supporters and partners as well as our passionate team of changemakers who ensured that our response to the COVID-19 pandemic was timely and helped keep our communities and essential service providers safe.

Some highlights from the past year include:

- In response to the pandemic, we partnered with Kenya Red Cross (KRC) to provide 500 Community Health Workers (CHWs) with Buffalo Bicycles. The bicycles supported the continued provision of health services to those in remote areas who would otherwise not have been reached because of the restrictions on movement when COVID-19 infections rose.
- Despite facing school closures for most of the year, we were able to provide 602 Buffalo Bicycles to students through our Mobilize a School initiative. While students were out of school, the bicycles provided a lifeline for families who have been negatively affected by the pandemic.
- We worked with BM Security to provide its security personnel with Buffalo Bicycles through an Employee Purchase Program, which allows them to pay the bicycles off over time. The bicycles helped ensure that they were able to be at work on time, with minimal risk of contracting and spreading the virus.
- Cityscape Trends Services, a social enterprise cleaning company, partnered with us to ensure their staff could discharge their duties while keeping fit, staying safe and saving money on transport fares by using Buffalo Bicycles.
- We expanded our footprint by opening two new Buffalo Bicycle retail outlets in Western Kenya. Our new shops in Shianda and Siaya improve the accessibility and distribution of our quality bicycles and spare parts and provide after-sales servicing. These shops, together with our established network of trained Buffalo Bicycles field mechanics, create a 'bicycle ecosystem' that supports the 40,000 Buffalo Bicycles that are in use in Kenya.

Looking ahead, we are excited to pilot World Bicycle Relief's new Mobilized Communities program approach in Siaya.

Once again, I would like to say thank you to our supporters, partners and staff for their commitment to improving the lives of our communities through the Power of Bicycles.

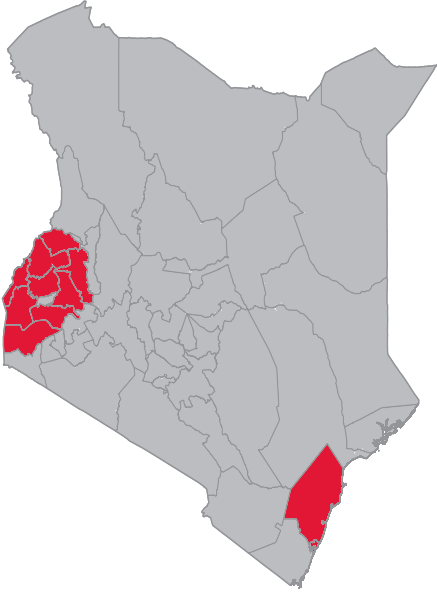


A handwritten signature in black ink, appearing to read 'Charles Kimeu'.

Charles Kimeu
Chief Operations Officer
WBR Kenya

OUR IMPACT IN KENYA

WHERE WE WORKED IN 2020



Program Sector	Type	Location	Partner	# of Bicycles
HEALTHCARE	PROGRAMS	Homabay, Migori, Siaya, Mombasa	Kenya Red Cross	500
EDUCATION		Kakamega	Ministry of Education, Science and Technology (MoEST)	500
		Kisumu	WBR	102
			TOTAL	
EDUCATION	SOCIAL ENTERPRISE	Homa Bay	Plan International Kenya	357
HEALTHCARE		Kilifi	Ministry of Health	376
ECONOMIC DEVELOPMENT		Various	Various	874
			TOTAL	

OUR GLOBAL IMPACT TO DATE



550,742

TOTAL BICYCLES
DISTRIBUTED



235,617

WBR PROGRAM
BICYCLES



315,125

SOCIAL ENTERPRISE
BICYCLES



2,511

MECHANICS
TRAINED

A VALUABLE ASSET IN UNCERTAIN TIMES

Evelyne (18) lives with her parents and four siblings in Miranga village in Kisumu County. Her parents are small-scale farmers who grow and sell produce to provide for the family.

Evelyne is enrolled at Archbishop Okoth Miranga High School, which is 5 km from her home. She received a Buffalo Bicycle in 2018 as part of World Bicycle Relief's Bicycles for Educational Empowerment Program (BEEP) and the bicycle helped halve her travel time from an hour each way to less than 30 minutes.

Due to the COVID-19 pandemic, Evelyne and her classmates were unable to attend school for most of 2020. During this time she was able to use her Buffalo Bicycle to meet with a group of friends twice a week to play football and practice drama.

Evelyne says she missed school because she believes that education will change the world.

"COVID-19 affected my classmates. If it were not for the pandemic, schools would have been in session and my close friends with me. Some will eventually stop going to school as they are pregnant and others are addicted to substances because of not being at school," says Evelyne.



COVID-19 has also affected livelihoods in Kenya due to restrictions on movement. While schools were closed, Evelyne's family was able to use the Buffalo Bicycle to help them make ends meet by supplying farm produce to villagers as markets closed to curb the spread of COVID-19.

The bicycle has also been a valuable asset for the family to collect water. This has helped them maintain hygiene practices during the pandemic and reduce their risk of infection with regular handwashing.

MORE HOUSEHOLDS PER MONTH

Smith Ogame enrolled as a volunteer Community Health Worker at the Sori Community Unit (linked to Karungu Sub District Hospital) in the Migori County of Kenya in 2010. Smith lives with his wife and three children.

As a Community Health Worker, Smith has undergone training by non governmental organizations (NGOs) and the Kenyan Ministry of Health on basic health practices, nutrition for pregnant mothers, infants and young children and more recently COVID-19 sensitization. He was assigned 250 households in his community (with approximately 800 members) to visit monthly or when there are health emergencies.

Smith has been giving key messages on COVID-19 to the households he visits, encouraging them to always practise hand washing even when at home and to avoid unnecessary movements outside of the home. When Smith conducts his routine household visitations, he sits outside in the open air with the household members, maintaining physical distance and ensuring that they are masked up to mitigate the risks associated with COVID-19.

Before receiving a Buffalo Bicycle as part of World Bicycle Relief's COVID-19 response partnership with the Kenya Red Cross, Smith would start his activities at 10am and finish around 6pm. The bicycle has made his work easier because he can reach out to more households and offer health services as needed in good time. Some of the households are up to 6 km away and the time spent walking meant that he could only reach up to 70 households per month. Since receiving the Buffalo Bicycle, he has been able to cover up to 180 households in a month. In a day he could visit between four to eight households on foot, and with the bicycle he covers up to 15 households in a day.

"Besides my community outreach, I use the bicycle when visiting the health facility to attend our normal monthly review meetings and when we also visit other villages for action and dialogue days. Anytime I am called to support at the health facility, I ride the bicycle so that I arrive in good time. I also use the bicycle to take some of my community members to the health facility to seek medical help (those that cannot afford means of transport but need medical attention)," says Smith. "At home, the bicycle helps me run my errands like going to the market, going to fetch water and also for exercise purposes."

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

Kenya has been in various forms of hard lockdown since early 2020. The country was one of the first in Africa to heavily restrict movement and impose a curfew to reduce the spread of COVID-19. Restrictions on movement have impacted livelihoods, educational progress and general business activities. With border closures and limits on movements, there have been major delays for supply chains and access to goods and services. Schools remained closed from March until September 2020, with only the exam classes returning for the remainder of the year. Going forward, the school calendar and syllabus has been shifted to accommodate the disruption.

OUR PROGRAMS

Access to the field was limited in 2020 and our program staff worked remotely to mitigate the risks of exposure. We partnered with Kenya Red Cross, which was able to operate in communities due to its disaster relief status, to provide 500 Buffalo Bicycles for Community Health Workers in rural parts of Kenya. These bicycles enabled the health workers to continue providing home-based care services to patients in rural areas while also providing education about the infection, prevention and control of COVID-19 in their communities. The distribution of Buffalo Bicycles into our Bicycles for Educational Empowerment



Program (BEEP) was temporarily suspended, but the families of students already enrolled in the program were able to utilize their bicycles for livelihood activities and accessing goods, services and water during a time of restricted movement.

OUR OPERATIONS

Our operations and assembly remained open, with some restrictions, and we rearranged our warehouse to ensure that staff could observe proper social distancing. Face masks were worn by all staff and customers, and sanitation stations were positioned throughout our facility. Despite economic challenges in the country due to the pandemic, there were also opportunities, with bicycles proving to be one of the safest ways to travel during this time.



In 2020, we partnered with Kenya Red Cross (KRC) to distribute 500 Buffalo Bicycles in response to the COVID-19 pandemic.

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

The World Bicycle Relief Kenya team undertook a five-day Mobility Needs Assessment with the community in the South East Alego Ward in Siaya County. This included meeting with various stakeholders, including government sectoral heads and potential partners; focus group discussions with community representatives to get a better understanding of the needs of the community; and a community field visit.



ABOUT SOUTH EAST ALEGO WARD, SIAYA COUNTY, KENYA



233,552

APPROX. POPULATION*

Main sources of livelihoods: Small-scale farming, mining/sand harvesting, fishing, brick making, small-scale business (informal trading), casual work.

Main concerns in the community: Poverty (about 40% of the population lives on less than \$1 per day), drought, poor road networks, high levels of HIV infections in the community, and land degradation from charcoal burning and sand harvesting.

COMMUNITY ORGANIZATIONS IN THE AREA:

- County Government of Siaya.
- Local non-governmental organizations (NGOs).
- International non-governmental organizations (INGOs).

TRANSPORTATION CHALLENGES

- Almost half of the population relies on walking as their main form of transport, mostly the poorest in the community who are unable to pay for transport.
- Besides walking, forms of transportation include bicycles, motorbike taxis, motor vehicle taxis (limited) and donkey carts.
- Donkey carts are mainly used for transporting water and farm produce. They are hired at a cost of \$3 per day.
- The average distance to school is 3 km to 11 km.
- The average distance to local markets is 4 km and the average distance to main district markets is 10 km.
- The average distance to health services is 3 km to 8 km.
- The average distance to a water source is 2.5 km.



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.

PARTNERING FOR COMMUNITY-BASED HEALTHCARE

In partnership with CMMB, World Bicycle Relief provided 145 Buffalo Bicycles to Community Health Workers in Siaya County in December 2019. CMMB implements HIV programs in three of the high-risk sub-counties in Siaya. Activities include home-based HIV prevention programs for the general population as well as adolescents and the youth, HIV testing services, treatment care and support, and programs to reduce human rights-related barriers to HIV services. The bicycles support the Community Health Workers by making it easier for them to reach households where they conduct their community health services. They allow the health workers to reach more households and help increase the number of referrals to health facilities and the tracing of people who default on their treatment plans.



67%

COMMUNITY HEALTH WORKERS
WITH BUFFALO BICYCLES REFERRED
67% MORE PATIENTS THAN THOSE
WITHOUT BICYCLES



The Siaya County Governor hands over a Buffalo Bicycle to a Community Health Worker during the CMMB partnership launch

SAFER BY BIKE



Due to COVID-19 restrictions, limited public transport options, and the risk of exposure to the virus, essential service workers required a safe and convenient way to travel in 2020. The Kenyan government and various organizations saw the value in using bicycles and encouraged people to engage in a “ride to work” initiative.

Employee Purchase Programs (EPPs), where employees can pay off a Buffalo Bicycle over a period of several months, were one option that made it possible for essential services workers to get to work. BM Security Kenya engaged us to provide 139 Buffalo Bicycles for its security guards through an EPP. Additionally, Cityscape Trends, a social enterprise cleaning company, provided bicycles for its staff through an EPP. The bicycles helped these essential workers get to work on time, safely, and with minimized risk of exposure to the virus.

ENHANCING GOVT INTERVENTIONS

Since 2019, World Bicycle Relief has partnered with the Ministry of Health in Kilifi county, providing 418 Buffalo Bicycles for use in health programs. These bicycles are used by Community Health Workers in rural areas to provide life-saving primary health services to their communities.

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

EXPANDING OUR REACH IN KENYA



We expanded our footprint in Kenya by opening two new Buffalo Bicycles retail outlets, in Shianda and Siaya, in 2020. These outlets help to support our programs, build our brand recognition and create a healthy "bicycle ecosystem" by providing an outlet for high-quality Buffalo Bicycles, spare parts and after-sales servicing. We look forward to expanding our reach in the years to come to support sustainable mobility for all.



SHOP



WAREHOUSE/ASSEMBLY



BUFFALO BICYCLES
KENYA

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

WAREHOUSE/ASSEMBLY

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