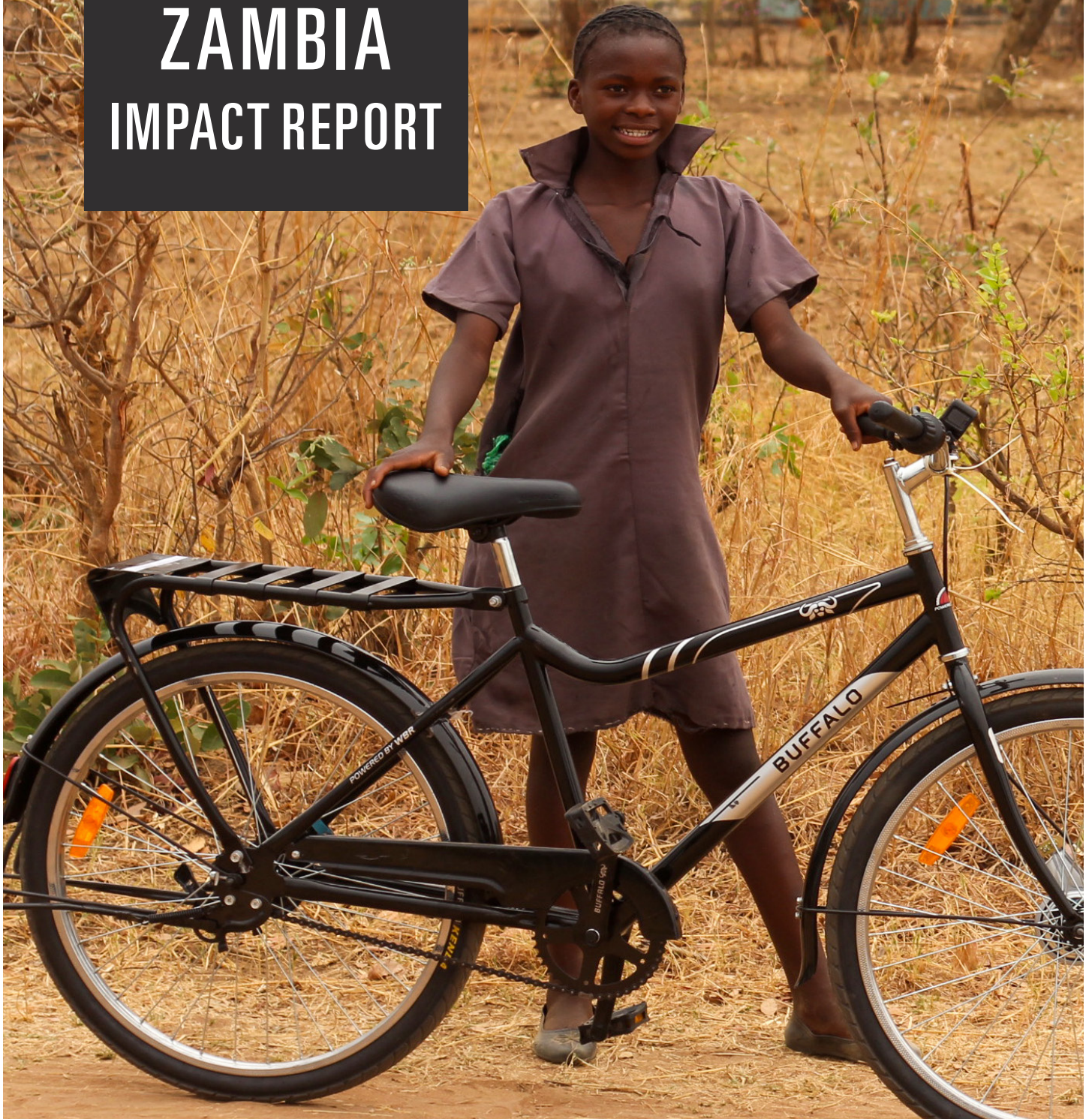


2020 ZAMBIA IMPACT REPORT



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

Along with our other country teams, World Bicycle Relief (WBR) Zambia kicked off 2020 with great optimism. Unfortunately, our plans were significantly impacted with the arrival of COVID-19 and the subsequent restrictions that affected the way we operated and did business during the year.

Despite the challenges, some of our highlights from 2020 include:

- Our Bicycle Supervisory Committees, which are made up of community volunteers who manage the Bicycles for Educational Empowerment Program (BEEP) at their schools, became a vital conduit for community interactions while schools were closed. This showed the strength of our community-based approach. During this time, bicycles helped support households with day-to-day and income-generating activities, becoming an even more important tool for the families of BEEP participants.
- Despite schools facing closures for most of the year, we were able to provide 480 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.
- When the pandemic hit, WBR Zambia supported government efforts to mitigate the effects of COVID-19 by redirecting bicycles that were intended for BEEP to frontline Community Health Workers. To support COVID-19 awareness interventions we partnered with the Zambian Ministry of Health and Rotary by providing 600 Buffalo Bicycles to help Community Health Workers respond to issues related to COVID-19, including providing education and support and managing stigmas and misinformation. The bicycles also helped the health workers to continue providing ongoing critical care while transport options were even more limited than normal.
- In the second half of the year, as schools began opening and travel restrictions were slowly lifted, we were able to conduct some community activities and meetings with different partners and stakeholders under strict social distancing protocols. A highlight was the Mobility Needs Assessment that we conducted for our new Mobilized Communities program launching in the Mumbwa district in 2021.
- On the Social Enterprise front, we faced a huge challenge as our supply chain continued to be affected throughout the year. The pandemic also initially affected walk-in customer sales as people had to balance their spending needs. However, our social enterprise sales recorded considerable growth when restrictions eased, and we opened six new Buffalo Bicycle retail outlets in the country.

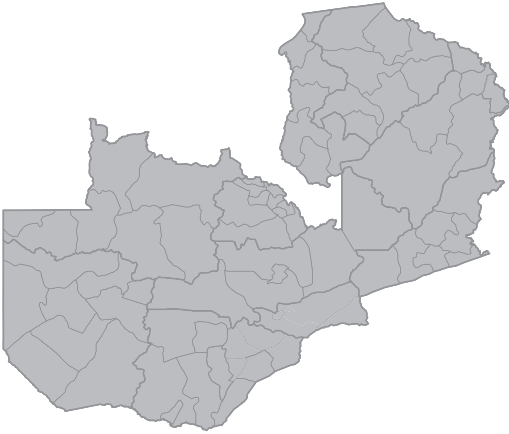
I wish to thank my team for their resilience, continued hard work and teamwork, and a very special thanks to all those supporting World Bicycle Relief in our quest to help communities change their lives. We look forward to an even better 2021 as we implement strategies created from the lessons we learnt in 2020.



Brian Moonga
Country Director
WBR Zambia

OUR IMPACT IN ZAMBIA

WHERE WE WORKED IN 2020



Program Sector	Type	Location	Partner	# of Bicycles
EDUCATION	PROGRAMS	Kalomo	Ministry of General Education	480
		Lusaka	Chikumbuso	20
Various		Ministry of Health	500	
Various		Rotarian Malaria Partners Zambia	100	
Various		Catholic Relief Services	95	
TOTAL			1,195	
EDUCATION	SOCIAL ENTERPRISE	Various	Organizations	4,159
HEALTHCARE		Various	Organizations	8,675
ECONOMIC DEVELOPMENT		Various	Organizations	2,419
		Various	Retail Outlets (Individual Consumers)	1,734
TOTAL			16,987	

OUR GLOBAL IMPACT TO DATE



550,742

TOTAL BICYCLES
DISTRIBUTED



235,617

WBR PROGRAM
BICYCLES



315,125

SOCIAL ENTERPRISE
BICYCLES



2,511

MECHANICS
TRAINED

HELPING A YOUNG MOTHER CONTINUE HER EDUCATION

Florence (18) is a ninth grade pupil at Mukwela Primary and Secondary School in the Kalomo District. One of six children, Florence and her family live 9 km away from her school. In 2017, Florence was selected to receive a Buffalo Bicycle as part of World Bicycle Relief's BEEP at her school.

The bicycle helped dramatically improve Florence's attendance in class. When she fell pregnant a year after receiving the bicycle, a determined Florence decided to continue with her education after giving birth. With support and counsel from her school guidance team, Florence was able to write her seventh grade examinations while pregnant. She managed to pass to eighth grade, and then ninth grade, after her baby was born.

In March 2020, Zambian schools closed due to the COVID-19 pandemic. "I stayed home revising and studying in preparation for my ninth grade exam," says Florence. "The bicycle has helped my family during this period. My family has used it to take my son for his 'under-five' checkups at the clinic, to take maize to the grinding mill for food, to fetch water as it is quite a distance where we fetch water, and to transport farm produce that we sell for income to sustain the home, baby and buy school requirements."

When schools opened in September, Florence went back to school to prepare for her exams. She is currently waiting for her results and her young sister, who is in seventh grade, is using the bicycle to get to school.



"The bicycle has made my life less difficult when I was going to school as I was able to go to school on time and get back home to breastfeed my son," adds Florence. "I want to become a nurse after completing my education."

BICYCLE HELPS HEALTHCARE WORKER DISSEMINATE SAFETY INFORMATION

Rodgers Kandindi Phiri is a Community Health Worker at Shampande Clinic in the Choma District. The clinic oversees a catchment population of 41,605 people, stretching over 15 km. Rodgers received a Buffalo Bicycle in 2020 as part of the COVID-19 response partnership between World Bicycle Relief and the Zambian Ministry of Health. He uses the bicycle to educate people on the need to wear masks, maintain social distancing and get tested if they experience COVID-19 symptoms. If they test positive for COVID-19, Rodgers conducts contact tracing to mitigate the spread of the virus.

Peggy Ngulube, the nurse who oversees Shampande Clinic says she is happy with the response the clinic is getting so far. Patients are aligning with the #MaskUpZambia campaign and are maintaining social distancing even while they wait to receive medical attention at the clinic.

"It shows that the messages they are getting from Rodgers and his team are encouraging them to change," says Peggy.



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 Zambian government closed all schools for six months from 20 March. In April, restrictions on travel, including the closure of international borders, and limits on public gatherings of more than 50 people were imposed. Religious institutions, bars and restaurants were also forced to close. On 26 May, the government lifted some of the initial restrictions and permitted the opening of restaurants and gyms, subject to strict adherence to social distancing protocols. The wearing of masks in public places became mandatory and all retail businesses were required to have handwashing/sanitizing stations at their entrances.

OUR PROGRAMS

Due to school closures, some of the Buffalo Bicycles that were originally allocated to BEEP for 2020 were redirected to help mitigate the spread of COVID-19. We provided 500 Buffalo Bicycles to the Zambian Ministry of Health to be used by Community Health Workers to reach rural communities with information and support relating to the virus. These bicycles also helped ensure that the provision of existing health services was not interrupted in rural communities. A further 100 Buffalo Bicycles were distributed through Rotary to health education programs tied to the COVID-19 pandemic. When schools reopened, we were able to distribute 480 bicycles in six schools in the Kalomo District under strict health protocols.



OUR OPERATIONS

The safety of our staff, communities and customers remains our priority. Due to the widespread need for safe transport options that limited the spread of COVID-19, and the benefits of bicycle transport in this regard, we were able to continue operating under strict health and safety guidelines. We disinfected our assembly facilities, introduced the use of masks and personal protective equipment, set up hand sanitizing stations throughout, and ensured that our team could successfully socially distance while working. We set up rotation shifts in shops that had enough manpower to do so and encouraged our staff to avoid crowded public transport by cycling to work. Where possible, our program and operations staff worked from home.

Being a landlocked country, the pandemic had a significant effect on our supply chain, with transit times increasing from 60 to 100 days. The economic downturn in Zambia also had some impact, but overall, we managed to maintain our operations and programs.

We saw a fourth quarter surge in demand for bicycles as they became one of the safest ways to travel and were seen as critical tools for use in international non-governmental organization programs and educational campaigns.



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 November 2020, the WBR Zambia team undertook a five-day Mobility Needs Assessment with the community in the Mumbwa District. 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.

COMMUNITY ORGANIZATIONS IN THE AREA:

- Local government departments (including Health, Education, Community Development and Social Welfare, Water Affairs, Chiefs and Traditional Affairs, Agriculture, Fisheries and Livestock), non-governmental organizations (NGOs), and national parks.



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 CHIBOLYO AND NALUSANGA WARDS, MUMBWA, ZAMBIA



172,416

APPROX. POPULATION*

Main sources of livelihoods: Small-scale farming, maize, soya beans, cotton, watermelons and groundnuts, and cattle, goats, sheep and chickens, tourism.

Main concerns in the community: Long distances to markets and essential services, lack of transportation options, high cost of transporting goods to market, limited number of schools in the area, seasonality of income due to reliance on farming, limited access to water, lack of access to quality healthcare services, and natural resource depletion including deforestation, poaching and frequent bushfires.

TRANSPORTATION CHALLENGES

- Transportation is limited, infrequent and expensive.
- Besides walking, forms of transportation include some bicycles, motor vehicle taxis, passenger buses, trucks/canters, ox wagons, sledges and ox carts.
- The average distance to school is 6 km.
- The average distance to the local market is 9 km and the average distance to the main district market is 45 km.
- The furthest distance to health services is 12 km.
- The average distance to a water source is 8 km.



EDUCATION AS A CATALYST

The Brookings Institution reports that the COVID-19 pandemic has exacerbated the physical and cultural barriers standing in the way of girls' education. Today, it is more crucial than ever that we support girls in pursuit of an education, as educated girls grow up to have higher wages, healthier families, and play a vital role in lifting their communities out of poverty. The mobility that bicycles provide can be key to keeping girls in school. A randomized controlled trial study by Innovations for Poverty Action (IPA), which studied World Bicycle Relief's BEEP, revealed that bicycle access improves the educational and empowerment outcomes of girls in rural Zambia.

A year after the study's Wheels of Change (2019) report was published, follow-up data revealed that the bicycles continued to improve the attendance and retention of girls who participated in the research. The data analyzed in 2020 showed that girls with bicycles consistently missed fewer days of school than girls without bicycles, and fewer girls with bicycles dropped out of school than those without bicycles.



19%

GIRLS WITH BICYCLES ARE 19%
LESS LIKELY TO DROP OUT OF
SCHOOL THAN GIRLS
WITHOUT BICYCLES.

FROM BICYCLE RECIPIENT TO SHOP ASSISTANT



Life changed for Shimpanya in 2012 when he was one of 350 students who received a Buffalo Bicycle as part of World Bicycle Relief's BEEP at his school in Luampa, Western Zambia. After passing seventh grade and progressing to Mbanyutu Secondary School, Shimpanya had been disheartened by the 12 km, or nearly three-hour walk (each way), to and from school every day. The bicycle cut his commute down to less than an hour each way and was the catalyst he needed to complete his education.

"Life became easier with the bicycle, I got to school on time and less tired," says Shimpanya. "Because of the value I placed on the bicycle, I maintained my bicycle by servicing it and repairing it with Buffalo Bicycle spare parts, especially the spokes, and I only started buying major spare parts in 2016. The bicycle is still in good condition after eight years and I gave it to my niece in 2018 when she started first grade. She is currently in fourth grade and still uses the bike to go to school."

In 2018, Shimpanya saw an advertisement for a Shop Assistant position with Buffalo Bicycles Zambia. He applied for the job to raise money for college and was selected to work at the Buffalo Bicycles shop in Kaomo. In 2019, he started a diploma program at the University of Zambia and completed his qualification in 2020.

"My dream is to be a shop manager in the near future, and I hope to enroll in a degree program as soon as I have saved enough money," he says.



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.

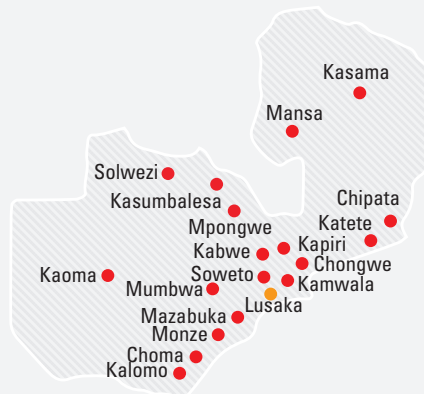
The Buffalo Bicycle, the result of over ten years of product development, is a new category of high-quality yet affordable bicycles created specifically to withstand rugged terrain and harsh climate conditions, based on the needs and preferences of the women, men, and children who ride it.



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 ZAMBIA



We expanded our footprint in Zambia by opening six new Buffalo Bicycles retail outlets 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



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ZAMBIA

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MAZABUKA SHOP

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SOLWEZI SHOP

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CHONGWE SHOP

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