

2020 ZIMBABWE 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

The COVID-19 pandemic has not only changed the way we do business, it has changed our way of living. However, amidst the many challenges of the pandemic, we also discovered how to adapt and make the most of opportunities that presented themselves. As World Bicycle Relief we were able to proactively embrace the situation and found ourselves quickly adapting to the new normal by identifying the need to provide mobility within the health sector.

Some of our highlights from 2020 include:

- Rapidly deploying 500 Buffalo Bicycles to Community Health Workers in partnership with five incredible organizations.
- Through a joint effort with UNICEF, we were able to deliver bicycles to additional Community Health Workers in rural locations so that they could continue providing health services and education campaigns despite the pandemic.
- As an organization we have continued to supply Buffalo Bicycles to rural communities through our programs, and ramped up our social enterprise sales to businesses and consumers by providing a safe way for essential workers to travel during a pandemic.
- This year we also rolled out the pilot of our new program approach, Mobilized Communities, in the rural areas near Hwange and Victoria Falls, in partnership with Greenline Africa Trust. In this first year of the program we distributed 800 Buffalo Bicycles to community volunteers, service workers and students to help them overcome their mobility challenges.
- For our social enterprise, a timely purchase of a large number of Buffalo Bicycles by CAMFED, plus continued appreciation of the Buffalo Bicycle's merit from the general populace, has kept our workforce actively engaged throughout the year. Work has continued, bicycles and spare parts have been distributed, and we have increased our footprint by adding new retail outlets.

The team at World Bicycle Relief have maintained their integrity through a challenging year. We prioritized the safety of our communities, customers and colleagues, and continued to be available to serve. We wish to thank our donors, supporters and customers for their continued support, which helped the people of Zimbabwe experience the Power of Bicycles during this difficult time.



Gareth Desmond
Country Director
WBR Zimbabwe

OUR IMPACT IN ZIMBABWE

WHERE WE WORKED IN 2020



Program Sector	Type	Location	Partner	# of Bicycles
EDUCATION	PROGRAMS	Hwange	Greenline Africa Trust	532
		Entire Country	CAMFED	450
HEALTHCARE		Hwange	Greenline Africa Trust	60
		Matebeleland South	IMC	300
		Hwange	Greenline Africa Trust	50
		Various	I AM ZIMBABWE	75
		Various	Community Working Group on Health	75
ENVIRONMENT		Hwange	Greenline Africa Trust	66
CONSERVATION		Hwange	Greenline Africa Trust	89
ECONOMIC DEVELOPMENT		Hwange	Greenline Africa Trust	53
		TOTAL		
EDUCATION	SOCIAL ENTERPRISE	Various	Organizations	779
HEALTHCARE		Various	Organizations	46
ECONOMIC DEVELOPMENT		Various	Organizations	6,697
		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 TOOL TO KEEP GIRLS IN SCHOOL

To mitigate the risks of COVID-19, schools in Zimbabwe closed on 24 March 2020. International humanitarian aid organization World Vision reports that during the COVID-19 crisis, there was a spike in teen pregnancies in Sub-Saharan Africa due to girls spending additional time out of school. This spike in pregnancies is estimated to affect over 1 million girls' ability to return to school after the COVID-19 crisis.

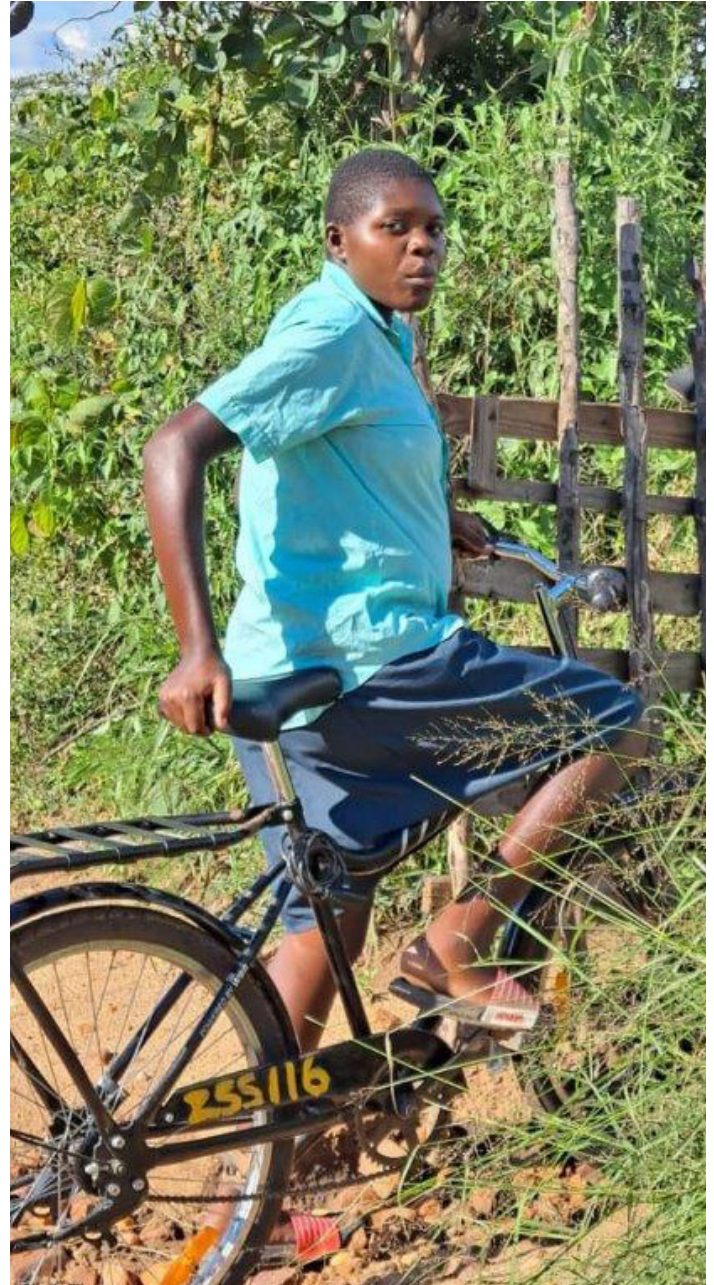
Margret (17) is a form four student at Zororai Secondary School in Chivi. During the countrywide lockdown, she fell pregnant and when schools reopened, she was worried about the stigma attached to returning to school. She believed that her only option was to drop out.

Three years ago, Margret was selected to receive a Buffalo Bicycle as part of World Bicycle Relief's Bicycles for Educational Empowerment Program (BEEP), in partnership with World Vision and its Improving Girls' Access through Transforming Education (I-GATE) program. One of the conditions of the four-year contract signed by BEEP students is that they need to complete their education for the Buffalo Bicycle to become their personal property. As this was Margret's final year, she was a few months away from completing her studies and owning the bicycle.

When she decided that she wanted to drop out of school, her community and family tried to encourage Margret to continue her studies and fulfil her four-year commitment as a BEEP and I-GATE student. But she did not want to return to school to write her final examinations.

"The Bicycle Supervisory Committee members approached me during their routine follow-ups on learner attendance. During our dialogue, I realized the need to own my allocated bicycle as per the stipulated contract but the only way was to enroll back in school," says Margret. "After realizing that I would lose my precious bicycle, I quietly approached the school and registered my interest to sit for the final examinations and attend classes as well, even in my condition."

"I am very grateful that the school head and the mentor prompted such a decision. Retaining the bicycle after school was not only for me but the whole family. They will use the bicycle to fend for me during the advanced stage of my pregnancy and after birth, and it also helped me write my exams."



The bicycle was a motivating factor for Margret. She returned to school and received support from the school head, mentor and the guidance and counselling teacher throughout her pregnancy. She sat for her final examinations in November 2020.

"I am very appreciative of the support I received from the people around me. The bicycle was not only vital in helping me complete my school but my family was happy that I brought a significant and expensive asset to the family. This bicycle will help reduce the burden of shopping, milling activities and taking family members for urgent medical attention at the clinic, which is far," says Margret.

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

On 30 March 2020, the President of Zimbabwe, Emmerson Mnangagwa, announced a 21-day hard lockdown in a bid to contain the spread of the coronavirus. The lockdown required all citizens to stay at home, "except in respect of essential movements related to seeking health services, the purchase of food or carrying out responsibilities that are in the critical services sectors." The hard lockdown was eased after a few months but restrictions remained in place for most of the year, including school closures, a nationwide curfew from 6pm to 6am, a ban on gatherings, tighter restrictions for non-essential businesses, and a ban on inter-city travel. Restrictions were further eased for a few months (October to January) before being intensified again from 5 January 2021.

Generally, public transport was unavailable (no inter-city travel was allowed). All commuter omnibuses and long-distance buses were not allowed to ferry commuters to and from town, apart from a few government-provided and regulated ZUPCO buses which operated under strict requirements with temperature checks and sanitizing, and which were limited to 30 passengers for 70-seater buses to main social distancing.

OUR PROGRAMS

COVID-19 presented a number of challenges, including travel restrictions, that resulted in the delayed implementation of our Mobilized Communities program in Hwange. The distribution of Buffalo Bicycles into BEEP was suspended for a few months due to school closures. As COVID-19 began to affect our communities, we diverted bicycles intended for BEEP into health programs with five partner organizations working to fight the spread of the virus, including Greenline Africa Trust, Community Working Group on Health, I AM ZIMBABWE/Impact Hub and the USAID-funded International Medical Corps' Amalima Program. These 500 COVID-19 response Buffalo Bicycles were distributed to Community Health Workers to ensure that essential health services in rural areas were not disrupted and that communities could be educated on risks and preventative measures related to the virus.

Our Program and Strategic Information and Innovation teams operated remotely, using innovative ways to ensure that our Mobilized Communities pilot in Hwange could be launched as soon as it was safe to do so, and distributing 800 bicycles in the first year of a three-year partnership.

In all our work, the health and safety of our staff, communities that we serve, partners, and customers has been of utmost importance to us.



500 Buffalo Bicycles went to Community Health Workers to assist in the fight against the COVID-19 pandemic.

OUR OPERATIONS

Under the lockdown guidelines all companies had to apply for exemption letters and World Bicycle Relief/ Buffalo Bicycles was issued with "essential status". Strict social distancing protocols were put in place at our facilities and government guidelines required us to provide personal protective equipment, such as face masks, and sanitizing stations. Safety measures included the use of sanitizers at gate and office entries, checking of temperatures and washing of hands with soap in the bathrooms, and testing for COVID-19 before employees could return to work. Our Buffalo Bicycles retail outlets were required to close for a few months and returned with restricted hours. Consumers were tightly constrained in terms of their disposable income and business volumes declined. Despite these challenges, and delays in our supply chain because of international border closures, our team remained committed to our mission.



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.

MOBILIZED COMMUNITIES PILOT: HWANGE

In 2020, we rolled out the first phase of our three-year Mobilized Communities pilot in the rural areas near Hwange, in partnership with Greenline Africa Trust, a local non-governmental organization (NGO) working in the area.

The Mobility Needs Assessment for this pilot was conducted in December 2019, when the teams met with various representatives from the communities to discuss their needs and challenges, informing the design of the program. After rigorous stakeholder engagement, it was decided that the first phase of the Mobilized Communities program in Hwange would take place in the Kachechete and Chidobe wards.

Some of the major challenges that these communities face are access to water, extreme poverty, food insecurity, human-wildlife conflict, and a lack of access to healthcare services. These challenges are further compounded by a lack of access to reliable and affordable transportation.



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.

MONITORING MOBILIZED COMMUNITIES

For this pilot and all future Mobilized Communities, we will measure our success in achieving our mission by evaluating the following impacts:

- Change in household income and income diversity
- Change in individual productivity
- Access to employment, health services, and other livelihood-enhancing activities
- Change in empowerment of girls and women
- Change in social capital of girls and women
- Sustainability of community bicycle management structures
- Increase in bicycle demand
- Overall community improvements from increased mobility

To ensure the sustainability of the program, our team ran training with our partners and the community members. Program participants were selected based on their service to the community as well as their needs. The final list of participants was developed through a comprehensive participatory engagement with all stakeholders, including the chief and traditional leaders, and the final lists were posted at a central local clinic for everyone to verify.

When restrictions relating to the pandemic eased, we conducted community training on the program, established and trained Bicycle Supervisory Committees, ensured that contracts were signed by participants, and trained Buffalo Bicycles Field Mechanics. In addition, we established a Buffalo Bicycle retail outlet to ensure that spare parts are available.

In this first year of the program, we distributed 800 Buffalo Bicycles to a group made up of 295 adults and 505 students. A further 2,400 Buffalo Bicycles will be distributed to this program over the next two years.



PARTNERING FOR CHANGE

We delivered 2,440 Buffalo Bicycles to the Campaign for Female Education's (CAMFED) program aimed at improving girls' education and their prospects of becoming independent. For this program, 35 young Zimbabwean women were trained as Buffalo Bicycle field mechanics.



A SAFER WAY TO TRAVEL

Bicycles have proven to be one of the safest ways to travel during the pandemic, with bike sales soaring around the world. In Zimbabwe, we have continued working to highlight the value of quality bicycles as an effective and affordable means of transportation. This year we resumed our relationship with Safeguard Security, a private company that provides security solutions in and around urban centers, providing 762 Buffalo Bicycles to its Employee Purchase Program (EPP). This EPP allows Safeguard's security guards living in peri-urban areas to pay off a Buffalo Bicycle over a period of several months, while helping them get to work on time, safely, and with minimized risk of exposure to the COVID-19 virus.

A LONG-LASTING ASSET



Charity Musendo (34), a single mother of three, bought a Buffalo Bicycle seven years ago to help support her small business. Charity is a small-scale farmer near Rusape. Her livelihood has been badly affected by droughts over the past few seasons.

Most people in her rural community have been finding life very difficult, especially during the non-agricultural season, and rely on several alternative income-generating activities. Thanks to having a reliable form of transport, Charity has been able to make ends meet by buying and selling various items.

Charity separated from her husband five years ago.

"It is not easy to look after the children alone," she says.

"Luckily, I had purchased my Buffalo Bicycle about seven years ago which has been helping me sell my products that vary from agricultural products to clothing, depending on the season. I sell my products door to door because of the bike I have, I can travel across the whole ward in a shorter time and even go to Rusape, 30 km away, to buy more stock."

"My Buffalo Bicycle helps me. I had another bicycle in the past but this bike had become too costly because it was frequently breaking down. The Buffalo Bicycle can suit any terrain and its spare parts last longer. I last bought spare parts (bearings) for my bike almost two years ago," she adds.

"I can carry more goods at once and this has allowed me to raise more money to buy food and pay school fees for my family. I have also inspired another seven people in my community to purchase their own Buffalo Bicycles," Charity 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.

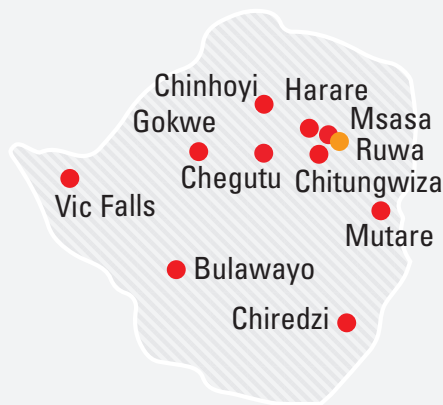
The Buffalo Bicycle, the result of over ten years of product development, is a new category of high-quality yet affordable bicycles created specifically to withstand rugged terrain and harsh climate conditions, based on the needs and preferences of the women, men, and children who ride it.



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 ZIMBABWE



We expanded our footprint in Zimbabwe by opening two 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.



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