

# 2021 COLOMBIA IMPACT REPORT



WORLD BICYCLE RELIEF®



DEAR FRIENDS

Despite the ongoing challenges of the COVID-19 pandemic and civil unrest in Colombia, 2021 was a year in which World Bicycle Relief Colombia achieved significant consolidation and growth. Through our programs and the expansion of our social enterprise efforts, we distributed 7,492 Buffalo Bicycles in the country.

We also launched our Mobilized Communities program approach in the Mid-Sinú region of the Department of Córdoba where we distributed 2,254 Buffalo Bicycles to school students to help them with their educational outcomes, and farmers from productive associations to help them improve their livelihoods. In the municipalities of Manaure and Riohacha in the Department of La Guajira, girls and boys in eight ethno-educational institutes received bicycles through our Bicycles for Educational Empowerment Program (BEEP), while in Atlántico and Bolivar, 882 bicycles were distributed into educational, cultural and livelihood programs.

Some additional highlights from the year:

- Colombian downhill rider and former national champion Marcelo Gutierrez and his partner Valentina Vallejo supported World Bicycle Relief with an important fundraising and media campaign, accompanying us to our assembly plant and delivering bicycles to a school in La Guajira.
- A Memorandum of Understanding was signed with the international non-governmental organization Plan International and its Plan Colombia Foundation. Our first joint program in education in Santa Catalina Bolivar benefits Venezuelan migrant children, helping them have better access and integrate into the school system in Colombia.
- A cooperation agreement was signed with the Postobón Foundation and the Office of the High Commissioner for Peace for the Mi Bici Pazo a Pazo program. World Bicycle Relief contributed 200 Buffalo Bicycles and technical program support to accompany the 1,877 Buffalo Bicycles purchased for programs in 38 municipalities of 12 departments in the first half of 2022.

In the year ahead, we look forward to carrying out the needs assessment and implementation of our second Mobilized Communities program in Colombia, in the region of La Guajira. Through the support of EF professional cycling team and Rapha, we will also be implementing BEEP in the Mid-Sinú region. This year we will also continue to build evidence of the impact of our implemented programs and support the agenda around micro-mobility in rural areas in Colombia and the region.

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








*Andrew Wright*

Andrew Wright  
Country Director  
World Bicycle Relief: Colombia

OUR IMPACT IN COLOMBIA  
WHERE WE WORKED IN 2021



	2021	TOTAL TO DATE
 TOTAL BICYCLES DISTRIBUTED	7,492	20,215*
 PROGRAM BICYCLES	5,157	15,047*
 SOCIAL ENTERPRISE	2,335	5,168*
 MECHANICS TRAINED	30	32
 SHOPS OPENED	1	2

\* We had a presence in Colombia through partners prior to opening our office in 2020

OUR GLOBAL IMPACT TO DATE (2021)

  
635,478  
TOTAL BICYCLES  
DISTRIBUTED

  
260,262  
WBR PROGRAM  
BICYCLES

  
375,216  
SOCIAL ENTERPRISE  
BICYCLES

  
2,680  
MECHANICS  
TRAINED



# MOBILIZED COMMUNITIES

## DEPARTMENT OF CORDOBA

### WHAT IS 'MOBILIZED COMMUNITIES'?

An evolution of World Bicycle Relief's work since 2005, the Mobilized Communities model drives sustainable bicycle use through community-led programming to improve rural access to health, education, conservation, and livelihoods. In partnership with communities, non-governmental organizations (NGOs), governments and the private sector, targeted regions benefit from an infusion of quality bicycles, programming and mechanic training.

With widespread access to reliable transportation, individuals within these communities can begin to lift themselves out of poverty by increasing productivity, income and access to education and healthcare. Women and girls, in particular, whose empowerment is essential for community wellbeing, are prioritized under the Mobilized Communities model.

### WHY CORDOBA?

The Department of Córdoba is located in the northern region of Colombia, approximately 465km from the country's capital, Bogotá. Our first phase of Mobilized Communities in this region will focus on Cereté, an area characterized by high rates of poverty related to inadequate government investment in rural agriculture, low education levels, and insufficient job opportunities. A strong bicycle culture exists within Cereté, with many households owning at least one bicycle for their overall needs. However, these bicycles are generally low-quality imports that were not designed for rugged terrain, heavy loads, or universal use. Given the low incomes in rural regions, households aspire to own high-quality bicycles that are cost-effective to maintain and serve as a long-lasting productive asset to support their transport and sustainable mobility needs.

## CORDOBA BASELINE SUMMARY

44%

HAVE NO FORM OF EMPLOYMENT

48%

REPORT A LACK OF TRANSPORT AFFECTS THEIR DECISION TO TRAVEL OUTSIDE OF THEIR VILLAGE

14%

REPORT DISTANCE AND LACK OF TRANSPORT AS A CHALLENGE TO ACCESSING WATER

4%

TRAVEL AT LEAST ONE HOUR (ONE WAY) TO THE NEAREST HEALTH FACILITY

86%

HOLD VOLUNTEER POSITIONS IN THEIR COMMUNITY

The baseline survey was conducted in September 2021 and included 77 participants

In our baseline survey, although over half of the Mobilized Communities participants reported that they are in some form of employment, the majority of these are "working poor". Their employment is not necessarily sufficient to allow them to live above the country's national poverty threshold and they would typically be precarious or poorly paid, with little or no job security. A bicycle is a tool that can help individuals access better opportunities, improve their productivity, and diversify their revenue streams.



## PRIORITIZING GIRLS' EDUCATION



The COVID-19 pandemic resulted in increased school dropouts and a decrease in school attendance among all students in our program countries. Girls have long faced greater cultural challenges to staying in school than their male classmates and bear the brunt of the COVID-19 disruptions. In our programs, we prioritize girls to ensure that they don't get left behind.

## MARCELO GUTIERREZ HELPS MOBILIZE A SCHOOL



Colombian downhill champion and Giant mountain bike ambassador Marcelo Gutierrez supported World Bicycle Relief through a fundraising and media campaign. Marcelo and his partner, Valentina Vallejo, visited our assembly plant and helped distribute Buffalo Bicycles at a school in La Guajira.

## EXPANDING OUR SHOP NETWORK



In 2021, we opened our second Buffalo Bicycles shop in the country in Mosquera. Our shops are an integral part of our sustainable model as they help support our programs and social enterprise partnerships by giving access to bicycles, spare parts, and after-sales and mechanics services. In 2022, we will open a third outlet in Cereté.

## CARRYING THE HEAVY LOAD IN CERETÉ

Jonny Cogollo (55) is a small-scale farmer in the Retiro de los Indios community of Cereté. The main livelihood activities in the community include hourly paid work and small-scale farming, with a focus on eggplant, cassava, yam and banana production.

Jonny received a Buffalo Bicycle as part of World Bicycle Relief's Mobilized Communities Livelihoods program in Cereté. Before he received the bicycle, Jonny would walk an average of 6 km one way to reach the fields for harvesting and to take his yield to market. He would push a wheelbarrow with the produce, which was heavy and tiring, and the journey would take up to two hours one way.

*"I use the bicycle to transport my fruit and vegetables. I can get to the places I frequently visit much faster. The bicycle has been very useful to me because I can't lift a lot of weight and the rack helps me carry what I need to. The bicycle makes it easier to transport my produce, I can carry more weight and a greater variety," says Jonny. "To travel 6 km, walking it used to take me 120 minutes and now 30 minutes with the bike."*



Jonny's bike helps him carry more produce to market





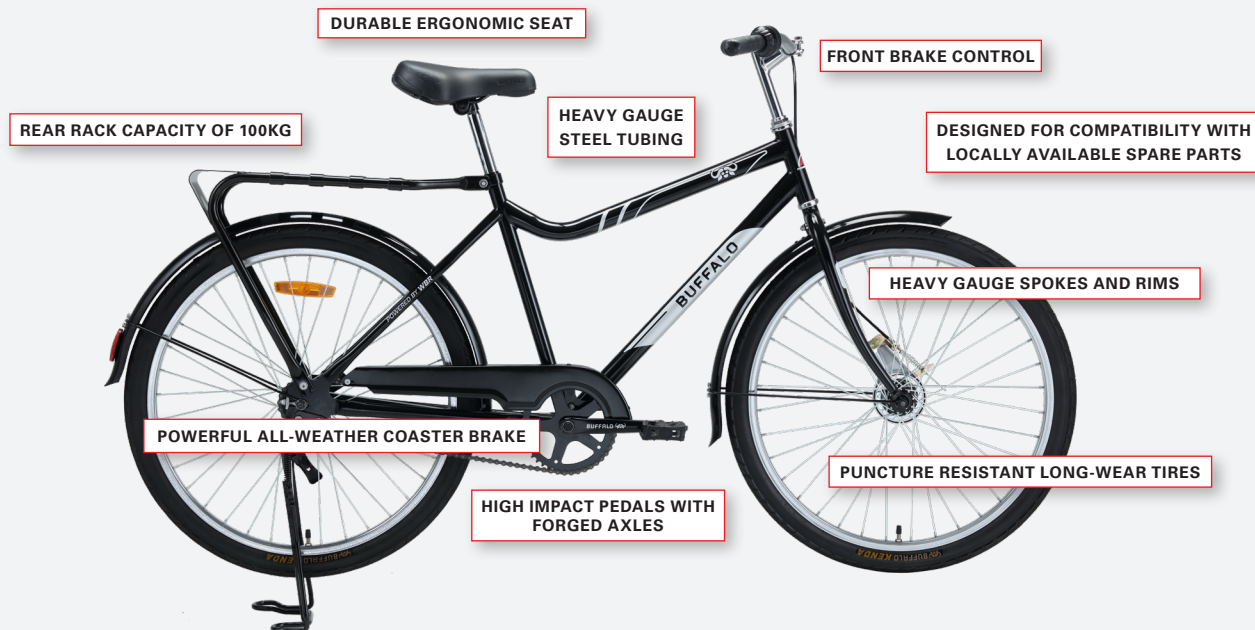
# BUFFALO BICYCLES

Designed to be stronger, simpler, and more sustainable than other bikes



Buffalo Bicycles 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.



**BUFFALO BICYCLES**  
COLOMBIA

BUILT FOR BIG LOADS ON TOUGH ROADS  
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**WORLD BICYCLE RELIEF MOBILIZES PEOPLE THROUGH THE POWER OF BICYCLES.**

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