

2021 ZAMBIA IMPACT REPORT



WORLD BICYCLE RELIEF®

DEAR FRIENDS

I am pleased to share with you many successes we achieved in 2021, as well as some of the challenges we encountered this year:

- On 11 August, Zambia held its much-anticipated general election. We witnessed a change of government from the Patriotic Front to the United Party for National Development (UPND), with Honorable Hakainde Hichilema taking over as president. The elections caused some disruptions to operations as we partner with a number of Government departments. There was also some anticipation of potential protests around the elections, but the change of government was mostly peaceful.
- We launched our Mobilized Communities pilot in two wards in the Mumbwa District of Central Province. A total number of 1,300 Buffalo Bicycles was distributed to program participants in the education, livelihoods, health and environment sectors in this first year of the program.
- We distributed 1,635 Buffalo Bicycles to schools in the Monze, Mazabuka and Kalomo districts where we previously conducted our Wheels of Change study. An additional 20 Buffalo Bicycles were distributed to students at Chikumbuso, a community-based organization that helps women, orphans, and vulnerable children.
- With the support of the Stewardship Foundation, we were able to distribute 273 Buffalo Bicycles to six health facilities in Kalomo. These bicycles help Community Health Workers, who provide different health services in their rural communities, reach the individual households in their catchment areas.
- On the social enterprise side, we opened a total number of eight new shops in Zambia. Looking at our shop strategy and feasibility of each shop, we also decided to close one shop. This brings the total number of outlets in the country (including our Head Office and Warehouse in Lusaka) to 24.
- Despite all these successes, the country office met some challenges which affected the smooth implementation of the program and social enterprise activities. Zambia, like any other country in the world, continued to do business under the "new normal" setting following the COVID-19 Pandemic, which disrupted the socio-economic activities for many countries in the world. The education sector in Zambia was highly affected as schools were closed for five months from 19th March to 5th September, 2021.
- Most of the cooperate entities were closed during the same period and some only resumed operations after 6th September, 2021.

In 2022, we plan to expand our Mobilized Communities programs in Mumbwa, to include six additional wards, and we will launch another Mobilized Communities site in Eastern Province. To grow our reach and to support our existing programs across the country, we will expand to five new districts where we will establish new shops to ensure a continued supply of Buffalo Bicycles and quality spare parts.

I wish to extend my gratitude to our donors, supporters, customers and staff for their continued support. Through your continued partnership we are able to impact many lives in rural communities of Zambia and help communities transform their lives through the power of bicycles.



Brian Moonga
Country Director
World Bicycle Relief: Zambia

OUR IMPACT IN ZAMBIA
WHERE WE WORKED IN 2021



		2021	TOTAL TO DATE
	TOTAL BICYCLES DISTRIBUTED	22,734	247,198
	PROGRAM BICYCLES	3,231	87,037
	SOCIAL ENTERPRISE	19,503	160,161
	MECHANICS TRAINED	29	1,221
	SHOPS OPENED	8	24

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

MUMBWA DISTRICT

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 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.

MUMBWA BASELINE SUMMARY

36%
HAVE NO FORM OF
EMPLOYMENT

81%
REPORT A LACK OF
TRANSPORT AFFECTS THEIR
DECISION TO TRAVEL OUTSIDE
OF THEIR VILLAGE

55%
REPORT DISTANCE AND LACK OF
TRANSPORT AS A CHALLENGE
TO ACCESSING WATER

90%
TRAVEL AT LEAST ONE HOUR
(ONE WAY) TO THE NEAREST
HEALTH FACILITY

49%
HOLD VOLUNTEER POSITIONS
IN THEIR COMMUNITY

The baseline survey was conducted in October 2021
and included 163 participants

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 MUMBWA?

Mumbwa district is located in the Central Province of Zambia, approximately 142 km northwest of Lusaka. Many people in the district live in poverty, significantly due to lack of access to education, essential services, and economic opportunities. Further, environmental degradation and deforestation continue to put the Mumbwa community's food security and economic development at risk. Mumbwa residents primarily rely on smallholder crops (such as corn, soybeans, peanuts, and watermelon) and cattle production to earn a living. However, community members have challenges accessing basic economic services such as agricultural support, markets, and financial institutions. With poorly maintained and deteriorating roads in rural areas, transport of agricultural produce remains expensive and contributes to high levels of post-harvest losses.

IMPROVING FOOD SECURITY IN CHIKANDA

Chikanda agricultural camp, in the Nalusanga ward of the Mumbwa district, is one of the communities where World Bicycle Relief is implementing its Mobilized Communities program approach. The program launched in 2021, and in its first year 331 Buffalo Bicycles were distributed to program participants in the education, health, livelihoods and environmental sectors.

One of the livelihood programs under Mobilized Communities targets community volunteers or ‘lead farmers’ who provide technical agricultural training and support to small-scale farmers in the community, supporting agricultural extension workers employed by the government.

In 2013, Chikanda camp started with five lead farmers. That number has since grown to 28 lead farmers, 15 women and 13 men. Each lead farmer provides agricultural support to 15 small-scale farmers who then each provide this training to 10 additional farmers. Through this model, over 3,750 farmers have benefited from training on farming best practices, including knowledge on the management of maize, soya beans, cassava and beans, among other crops.

In general, the lead farmer is meant to be in contact with each of the farmers under them every two weeks. However they struggled to touch base due to the time it would take to reach all 15 farmers. Some of the plots were far from the lead farmers’ homesteads, and those located nearest were often the only ones to benefit from their expertise. On average, each lead farmer travels 19 kms every two weeks to provide a service to the fellow farmers.

Responding to the mobility challenges faced by the lead farmers, World Bicycle Relief provided 10 Buffalo Bicycles to help ease their plight. From the time they received the bicycles, lead farmers have reported that their contact with their fellow farmers has dramatically improved. They are now able to visit the farmers in their catchment area twice a month.



Lead farmer Chipso Beenzu with Koniya Shabafumpi in Chikanda agricultural camp, Mumbwa.

In a bid to improve the quality of extension services the Camp Officer, Joseph Phiri, who is employed by the Ministry of Agriculture, holds capacity-building sessions for the lead farmers. This season the training took the form of a ‘farmer field school’ where two fields (50m by 50m) were planted with maize and soya beans. The Camp Officer demonstrates techniques that help improve the yield.

The fields used for this year's field school belong to Koniya Shabafumpi (80), a leprosy survivor who struggles with manual labor. It is hoped that while this exercise teaches the lead farmers and helps their communities going forward, it will also help support Koniya Shabafumpi's food security for the coming months.

The Buffalo Bicycles have helped lead farmers in Chikanda Agricultural Camp reach more farmers in their community with life-changing farming techniques and support.

“The attendance during the farmer school field has also improved because lead farmers feel motivated with a Buffalo Bicycle to do more for the fellow farmers,” says Joseph Phiri, Camp Officer, Chikanda.



HELPING FEMALE ENTREPRENEURS



Ruth Mulumba (31) is a member of the Village Action Group from Katowa village in the Chipa community of Mumbwa district, Zambia. Ruth received a Buffalo Bicycle in December 2021. She is also a member of the Bicycle Supervisory Committee (BSC) for World Bicycle Relief’s Mobilized Communities program in her area. The BSC manages the bicycle program at community level, and meets regularly to monitor the successes and challenges of the program, reporting the data in to the Steering Committee. To earn an income, Ruth sells fresh produce from local community gardens. She travels an average of 5 kms to the collect the vegetables from the gardens and the bike helps her bring her goods to market.



Monica Simbunji (34) is a member of the Atuyume Savings Group, a women’s group involved in livelihood activities in the Nakanjoli community of Mumbwa district, Zambia. To earn an income, Monica is involved in a range of businesses including running a grocery store, selling second-hand clothing, and buying and reselling groundnuts and maize to her community. As part of World Bicycle Relief’s Mobilized Communities program in the area, Monica received a Buffalo Bicycle in December 2021. The bicycle helps her shorten the distance to obtaining her wares to sell, as well as deliver clothes to customers.

THE PANDEMIC’S IMPACT ON GIRLS’ EDUCATION

Once schools reopened, the COVID-19 pandemic resulted in increased school dropouts and a decrease in school attendance among all students in our program countries. UNICEF¹ reports that school closures affected roughly 250 million students in sub-Saharan Africa alone. Girls have long faced greater cultural challenges to staying in school than their male classmates and bear the brunt of these disruptions.

A randomized controlled trial study by Innovations for Poverty Action (IPA) studied our Bicycles for Educational Empowerment Program (BEEP) between 2017 and 2018 and revealed that bicycle access improves the educational and empowerment outcomes of girls in rural Zambia. Follow-up studies in 2019 and 2020 revealed that bicycles continued to keep girls in school despite the effects of the pandemic and subsequent school closures.

In 2021, we partnered with Munich Technical University to conduct a final follow-up on this student cohort. The key research objectives will assess long-term bicycle ownership, status, and use among recipients to understand how bicycles influence students’ sense of empowerment. This new research will investigate the pandemic’s impact on child marriage, sexual and reproductive health, and domestic violence in Zambia and examine how cultural and contextual differences shaped the impact of the pandemic on the above gender equality outcomes.



19%

Girls with bicycles are 19% less likely to drop out of school than girls without bicycles²

¹ <https://www.unicef.org/esa/press-releases/covid-19-catastrophe-for-children-in-sub-saharan-africa>
² 2019-2020 follow up data from the Wheels of Change Randomized Controlled Trial (RCT) cohort in Zambia

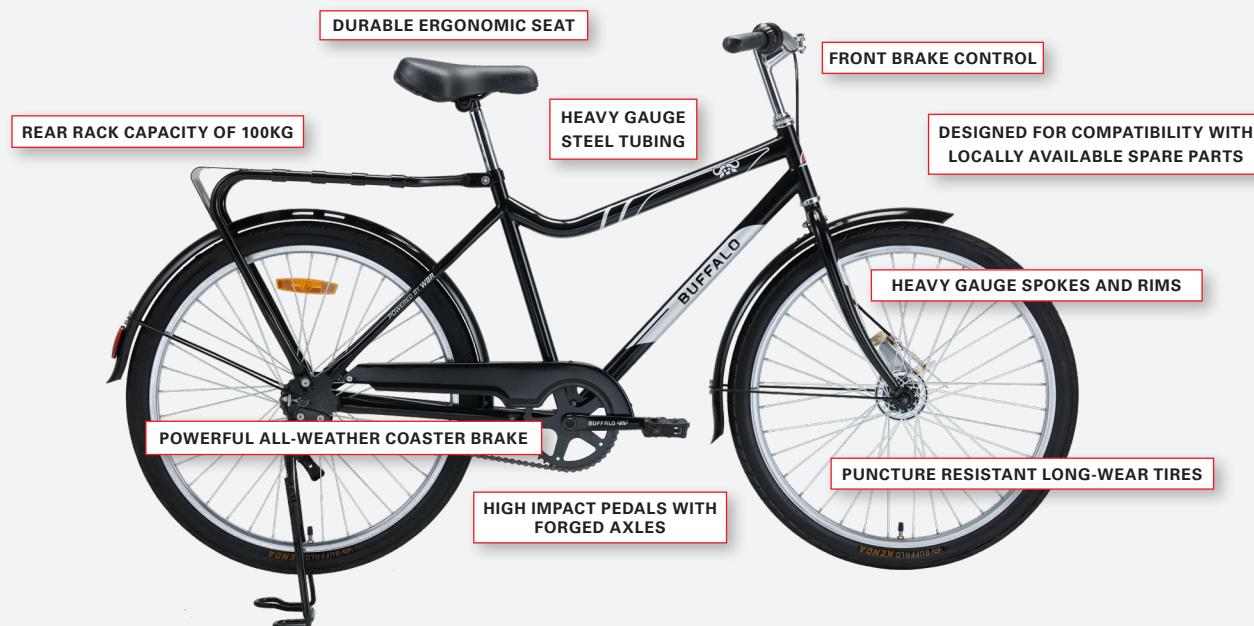
BUFFALO BICYCLES

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



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.



BUFFALO BICYCLES
ZAMBIA

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