

# 2018 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.

# ZAMBIA COUNTRY PROFILE



**16.4M**  
POPULATION<sup>2</sup>



**22/Km<sup>2</sup>**  
POPULATION DENSITY



**58%** LIVE IN RURAL AREAS<sup>2</sup>



**42%** LIVE IN URBAN COMMUNITIES<sup>2</sup>

In areas of Zambia where walking is the primary mode of transportation, **distance is a challenge to earning a livelihood.**



**77%**  
OF RURAL ZAMBIANS  
LIVE ON LESS THAN  
\$2 PER DAY<sup>3</sup>



## SCHOOL ENROLLMENT RATE<sup>4</sup>

**92%**



PRIMARY  
GIRLS

**24%**



SECONDARY  
GIRLS

**89%**



PRIMARY  
BOYS

**27%**



SECONDARY  
BOYS



LIFE EXPECTANCY<sup>2</sup>  
**54.6 YEARS**



HIV PREVALENCE<sup>3</sup>  
**11.6%**



ACCESS TO SAFE WATER<sup>5</sup>  
**68%**

In areas where distance is a challenge, meeting everyday needs is a struggle against time and fatigue.



**20%**  
OF RURAL RESIDENCES  
ARE MORE THAN 6KM FROM  
PRIMARY SCHOOLS<sup>6</sup>



**78%**  
OF RURAL RESIDENCES  
ARE MORE THAN 6KM FROM  
SECONDARY SCHOOLS<sup>6</sup>



**32%**  
OF WOMEN IN RURAL AREAS  
LIST DISTANCE AS A  
BARRIER TO HEALTHCARE<sup>7</sup>

## REFERENCES:

1) 2013-14 Zambia Demographics and Health Survey

2) Central Statistical Office December 2017 Monthly Bulletin

3) Seventh National Development Plan 2017-2021

4) 2016 Educational Statistical Bulletin

5) 2015 Living Conditions and Monitoring Survey Report

6) Updated Situation Analysis of Women and Children in Zambia Part 2

7) Zambia Demographic and Health Survey

## DEAR FRIENDS

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2018 can be summed up as "a smile for every mile". We had a record breaking year, distributing over 23,000 Buffalo Bicycles in Zambia! Highlights included:

- This year we continued our partnership with the District Education Board Secretaries (DEBS). They joined us in implementing the Bicycles for Educational Empowerment Program (BEEP) and conducted routine monitoring visits to check on the usage and maintenance of the bicycles in our BEEP schools.
- We extended our reach into the Shibuyunji District of Central Province. In Kafue District, existing BEEP schools received additional bicycles following successful implementation of the program in previous years. In total, we distributed 2,550 bicycles to schools in these districts.
- Our social enterprise sales continue to grow and we extended our reach by opening two new shops in Chipata and Kaoma districts of Eastern and Western provinces. The two stores are performing well and we are sure this is an indication of more sales to come.
- We celebrated the inaugural United Nations' (UN) World Bicycle Day by hosting an "Open House" event at our office in Lusaka. Representatives from Government and Non-Governmental Organizations attended the event to commemorate the Power of Bicycles.
- We participated in the World Day of Remembrance for Road Traffic Victims under the theme "Roads have Stories" where we joined the Road Transport and Safety Agency (RTSA) in raising public awareness on the importance of road safety.
- In September I undertook a 500km (310 mi) ride from Lusaka to Livingstone to celebrate the 56,000+ bicycles we have distributed to students in Zambia to date. I was welcomed into Livingstone by the Mayor, the Permanent Secretary of the Ministry of General Education (MOGE) and the Colonel of the Airforce and his cycling team. What a ride it was!

I want to say a final thank you to you, the generous souls that continue to support WBR and the people of Zambia through providing the life-changing gift of bicycles.

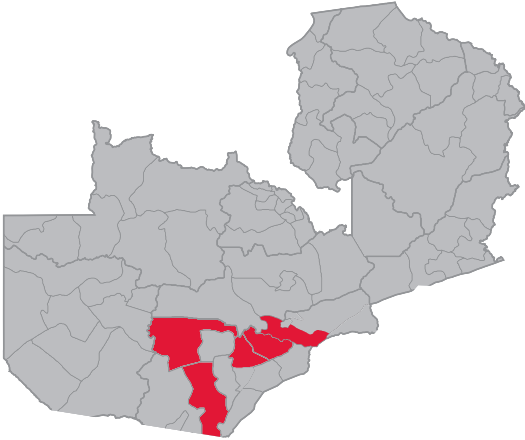


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# OUR IMPACT IN ZAMBIA

WHERE WE WORKED IN 2018



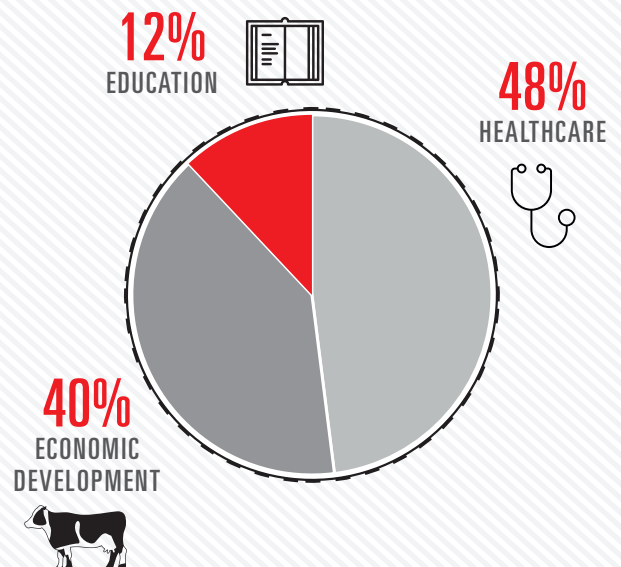
Program Sector	Type	Location	Partner	# of Bicycles
EDUCATION	PHILANTHROPIC	Kafue	MOGE	1,485
		Shibuyunji	MOGE	1,065
		Various	Various	304
HEALTHCARE		Various	Various	1,146
		TOTAL		4,000
EDUCATION	SOCIAL ENTERPRISE	Various	Various	47
HEALTHCARE		Various	Various	10,103
ECONOMIC DEVELOPMENT		Various	Various	9,160
		TOTAL		19,310

## PHILANTHROPIC DISTRIBUTIONS & SOCIAL ENTERPRISE

	2018	TOTAL TO DATE
 PHILANTHROPIC PROGRAMS	4,000	78,511
 SOCIAL ENTERPRISE	19,310	104,510
 TOTAL BICYCLES DISTRIBUTED	23,310	183,021
 MECHANICS TRAINED	14	346

Program Sector percentages are based on 2018 bicycle distribution data.

### BY PROGRAM SECTOR



# MONITORING & EVALUATION

At World Bicycle Relief we believe that all answers are found in the field. As this ethos lies at the heart of our organization, we have a dedicated Monitoring and Evaluation (M&E) team that extensively measures the impact of our bicycles and programs in the communities in which we operate. Through data collection and face-to-face interactions, we capture data and process the results, not only to demonstrate where our donor money goes, but also to help us continuously improve our programs and our Buffalo Bicycles.

What we measure:

## PERFORMANCE

We monitor attendance, performance, empowerment and retention as well as overall bicycle usage

## ACCOUNTABILITY

We ensure accountability through monthly reporting and termly meetings with our Bicycle Supervisory Committees (BSCs) and partners

## DURABILITY

We evaluate trends related to the durability of our bicycles through service logs and conversations with our specially-trained Buffalo Bicycle mechanics

## SUSTAINABILITY

We look at baseline through to endline evidence and monitor all aspects of our programs to ensure longevity and sustainable impact



## THE IMPACT OF BICYCLES ON ADOLESCENT GIRLS' EDUCATION & EMPOWERMENT IN ZAMBIA

In 2017 we embarked on a major randomized control trial (RCT) study with the independent research organization Innovations for Poverty Action (IPA) in the Kalomo, Mazabuka and Monze districts. Through this study, co-funded by the UBS Optimus Foundation, we intend to measure the impact of our BEEP program and Buffalo Bicycles on short-term educational and long term personal outcomes of female school students in Zambia.

While enrollment and gender parity in Zambia have improved at the basic education level, more girls than boys still drop out. School factors, economic constraints, early pregnancy and marriage as well as harassment and feeling unsafe on the way to school are all factors that influence the high drop out rate amongst girls.

One year of impact data was collected in 2018 as a follow up activity to the 2017 data collected before students received bicycles. The study included 2,471 eligible girl students enrolled in Grade 5, 6 or 7, who live between 3 and 15 km from their school. It covered 100 schools, with 45 of the schools receiving bicycles (treatment schools) and 55 not receiving bicycles (control schools) to compare the findings.

The impact evaluation focused on the impact of having a bicycle on education outcomes such as performance, attendance and retention in school, as well as outcomes pertaining to girls' empowerment and their bargaining position in the households.

The independent report findings will be finalized mid-2019 and WBR will use them to contribute to policy discussions and strategies for keeping girls in school in developing countries.

## BEEP ACTIVITIES IN 2018



BICYCLES  
DISTRIBUTED

4,000



SCHOOLS  
REACHED

20



SCHOOLS ATTENDED  
TERMLY COORDINATION  
MEETINGS

97%



BICYCLE SUPERVISORY  
COMMITTEES TRAINED

14



NEW MECHANICS  
TRAINED

14

# BICYCLES FOR EDUCATION EMPOWERMENT PROGRAM (BEEP)

## CASE STUDY: NAMWALA DISTRICT

In 2016, the Namwala district of Zambia was selected for BEEP implementation following an extensive needs assessment of the area. The assessment findings showed a high level of absenteeism and need, indicating that Namwala district would benefit from BEEP. The 2,408 bicycle program was implemented through World Vision Zambia and the Ministry of General Education Zambia in 15 schools in Namwala.

As standard practice when we implement BEEP, a Bicycle Supervisory Committee (BSC) was established in each of the schools. This committee manages the program, chooses beneficiaries, manages the Field Mechanic and submits monthly and termly data such as school attendance logs, bicycle usage and updates on how the program is faring at the school.

To study the impact of the program in schools over time, WBR collected data on attendance and performance from a sample of student recipients and non-recipients across 10 schools.

After two years of program implementation, the schools that we studied reported the following:

- **Punctuality:** Students with bicycles reduced the number of days they arrived late at school from 12 days to six days, a 50% reduction.
- **Travel time:** Students reduced their travel time from 80 to 55 minutes, a reduction of 31%.
- **Safety:** There was an 81% increase in students reporting they feel safer traveling to school.

## OUTCOME IMPROVEMENTS



**31%**  
DECREASE  
IN TIME



**81%**  
INCREASE  
IN SAFETY



**50%**  
DECREASE  
IN DAYS LATE



## FLYING COLOURS FOR FRIDAY

Eleven-year-old Friday Beene is a Grade 4 pupil at Maala Primary School. He lives in the fishing village of Kahau, in the Namwala District of Zambia. Due to the far distance that he would need to walk each day, Friday often missed school or arrived late for classes. When he did attend school, he would struggle to concentrate and often dozed off during lessons from the sheer exhaustion of walking to school.

In 2017, one of Friday's friends received a bicycle as part of WBR's BEEP program at his school. His friend would offer to give Friday a lift to school each day and this immediately had an impact on his performance. In Term 1, Friday's average performance was at 40%, and by end of Term 3, owing to his regular attendance at school, his average performance went up to 60%.

In the beginning of 2018, due to the fact that a previous recipient of a Buffalo Bicycle failed to meet the parameters set out in the BEEP agreement, Friday was identified as a pupil that showed promise and was given the reallocated bicycle. After receiving the bicycle, Friday demonstrated his commitment to the program and would arrive early at school each day. He also became very involved in activities in the classroom and his performance improved even more. In Term 1 of 2018, he was placed 5th in the class and by the end of the third term, he was placed 3rd in his class. His overall mark jumped to an 89% average. The bicycle not only helped Friday improve his results, it also helped shift his attitude towards school in general.



# OUR SOCIAL ENTERPRISE MODEL

The sustainability and scalability of our programs are two things that are key for us at WBR. Our model combines philanthropic distributions with social enterprise sales, helping us achieve greater efficiencies of scale and distribute more bicycles per donor dollar.

## ZAMBIA 2018 SOCIAL ENTERPRISE HIGHLIGHTS

- Two new shops were opened, one in the Chipata District in Eastern Province and one in Kaoma District in Western Province. The Chipata shop caters to customers from Chipata and surrounding areas such as Petauke, Lundazi and the Nyimba District. Being centrally located, the Kaoma shop mainly caters to tobacco farmers across the Western Province.
- To enhance efficiency and data capture, we began integrating Shopify into all of our shops. This point of sales (POS) software helps simplify the sales and stock management processes and speeds up the sales experience.
- We established relationships with two agents to sell bicycles and spare parts on behalf of Buffalo Bicycles Zambia in the Solwezi and Chibombo Districts respectively. These agents help to further expand our reach in areas where we don't currently operate.
- On 1 June 2018, we held an "Open House" event at our head office in Lusaka. The event commemorated the inaugural World Bicycle Day on the 3rd of June, which was sanctioned by the UN. Approximately 25 guests from the Ministry of General Education and several international NGOs attended. We gave them a tour of our assembly plant and educated them about World Bicycle Relief and Buffalo Bicycles.
- In September 2018, we fulfilled an order of 8,737 bicycles for Churches Health Association of Zambia (CHAZ). These bicycles were used for various health programs and advocacy campaigns across Zambia to help healthcare workers overcome the barrier of distance.

## STRONG LIKE A BUFFALO

The Buffalo Bicycle has been specially designed to withstand tough conditions and rural roads, and our expert team of developers are constantly looking at ways of improving the bicycle to ensure its durability. From the solid steel frame, to the braking system, spokes, tyres, heavy-duty carrier (with a carry load of up to 100kg), seat and handlebars, right through to the optimal brand of grease needed to maintain the bicycle, World Bicycle Relief is committed to excellence in product development and to using well-designed parts that improve the bicycle's functionality, reliability and strength – keeping the bicycles rolling. Our Buffalo Bicycles are locally assembled by our specially-trained team of assemblers, creating local jobs and ensuring that each bicycle is of the same high-quality.



## THE YOUNG FIELD MECHANIC

Lameck Daka, a 22-year-old from Chipapa in the Kafue District, completed his schooling in 2016 but had no hope for the future as his father was unable to sponsor his tuition for college or university. He became very despondent as he struggled to find work after graduating.

In 2017, Makangwe Primary School, located 3km from Lameck's house, was selected to receive bicycles as part of WBR's BEEP. The Bicycle Supervisory Committee (BSC) saw Lameck's plight and nominated him to join WBR's Field Mechanics training course. He is now the school's dedicated Field Mechanic and one of WBR's youngest Field Mechanics in Zambia.

As a Field Mechanic and member of the BSC, Lameck received a Buffalo Bicycle along with a toolkit to fix and maintain bicycles at the school. He engages in monthly maintenance of the bicycles and undertakes any repairs that need to be done. He also engages the parents of the beneficiaries to remind them of the important role that preventative maintenance has in prolonging the lifespan and efficiency of the bicycle.

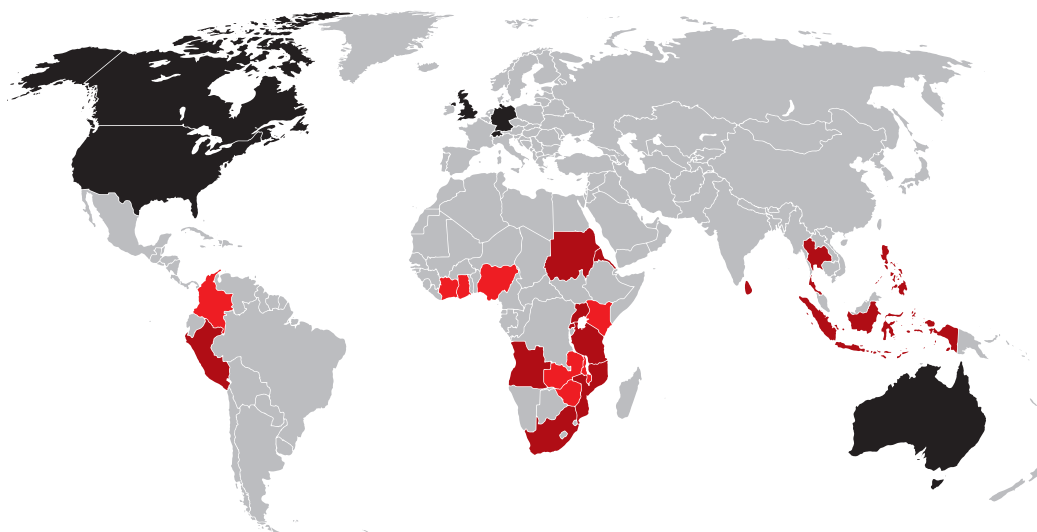
*"I have benefitted from this job in that it supports me financially. From the money that I get am able to buy some food, clothes and talktime, among other things," says Lameck. On average he earns K300 (approximately USD27) per month from the work that he does at the school.*

When he is not at the school Lameck uses his Buffalo Bicycle to volunteer at a local clinic, helping with the distribution of medication to schools and conducting sensitization on malaria and vaccinations in the community. His bicycle also helps support the household's income as his father uses it to deliver chickens to the market.

*"Over the last year, I have become more experienced with bicycle repairs and I can fix any problem on a Buffalo and other bicycles. Most importantly, I have learnt how to interact with different people and how to serve people in a more practical way," adds Lameck.*

Lameck hopes that with the money he can save, he will one day be able to study a course in Environmental Health.

# WHERE WE WORK



**PROGRAM LOCATIONS (2018)**  
Colombia, Ghana, Ivory Coast,  
Kenya, Malawi, Nigeria,  
Zambia, Zimbabwe

**PROGRAM LOCATIONS  
(2005-2017)**  
Angola, Eritrea, Indonesia,  
Mozambique, Peru,  
Philippines, Rwanda, South  
Africa, Sudan, Sri Lanka,  
Tanzania, Thailand, Uganda

**FUNDRAISING OFFICES (2019)**  
U.S., U.K., Germany, Canada,  
Australia, Switzerland

## OUR GLOBAL IMPACT



**208,480**

PHILANTHROPIC  
BICYCLES



**238,860**

SOCIAL ENTERPRISE  
BICYCLES



**447,340**

TOTAL BICYCLES  
DISTRIBUTED



**2,201**

MECHANICS  
TRAINED



**WORLD BICYCLE RELIEF®**

**WORLD BICYCLE RELIEF MOBILIZES PEOPLE THROUGH THE POWER OF BICYCLES.**

[WORLDBICYCLERELIEF.ORG](http://WORLDBICYCLERELIEF.ORG)



**BUFFALO BICYCLES**  
ZAMBIA

BUILT FOR BIG LOADS ON TOUGH ROADS IN AFRICA  
[www.buffalobicycle.com](http://www.buffalobicycle.com)

**OFFICE/WAREHOUSE**  
**Lusaka**  
Plot 2405  
Kabelenga Road,  
Lusaka

**SHOP**  
**Chipata**  
Plot No. 1, Kafula Road,  
Kapata/Comesa Market,  
Chipata

**SHOP**  
**Choma**  
Plot 20B, Singani Road,  
Makalanguzu,  
Choma

**SHOP**  
**Kaloma**  
Stand No. 8A,  
Kwame Nkurumah Road, CBD,  
Kalomo

**SHOP**  
**Kamwala**  
Plot. No. 101011,  
Bombay Street, Kamwala  
Business Centre, Lusaka

**SHOP**  
**Kaoma**  
Plot No. 547,  
Mulamatila Area,  
Kaoma Town

**SHOP**  
**Mazabuka**  
Plot No. 25, Nakambala Market,  
Kafue Street,  
Mazabuka Town

**SHOP**  
**Monze**  
Plot No. 292, Nchete Area,  
St. Mary's Road,  
Monze Town