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

We had yet another great year filled with lots of exciting experiences focused on reducing communities’ mobility challenges and changing lives for the better. At the end of 2019, World Bicycle Relief (WBR) celebrated our 500,000th bicycle in the field. An outstanding achievement for our organization.

Here are some of the highlights from Zambia in 2019:

• Thanks to our ongoing partnership with the Ministry of General Education and the support of the respective District Education Board Secretary offices, we were able to extend the reach of our Bicycles for Educational Empowerment Program (BEEP) to Chongwe district. We also implemented BEEP in schools in Kafue and Shibuyunji districts.

• The findings of the randomized controlled trial by Innovations for Poverty Action (IPA), which looked at the impact of BEEP on girls’ empowerment and educational outcomes between 2017 and 2018, were finalized in 2019. We shared preliminary results of this study, Wheels of Change, with partners and followers at an event that we hosted with the Ministry of General Education (MoGE) in Lusaka in May, and we are proud to share the findings of the study in this report.

• We celebrated World Bicycle Day on 3 June, “live from the field” in Kafue, by broadcasting a bicycle distribution ceremony on WBR’s social media channels.

• We marked the Day of the African Child (16 June) at Chinkuli Primary School and the Day of the Girl Child (11 October) at Mphango Primary School with special guests from the District Education Board Secretary offices.

• We collaborated with both the Road Transport and Safety Agency (RTSA) and the Drug Enforcement Commission, hosting them as special guests at some of our bicycle distribution ceremonies at schools. RTSA addressed students and community members on safe riding and road use and provided 550 cycling reflector bibs and educational road safety materials to bicycle recipients. The Drug Enforcement Commission educated students on drug awareness and the counselling services that it has available.

• In response to customer demands, we expanded our social enterprise network of shops to five new locations in Kapiri Mposhi, Solwezi, Mumbwa, Lusaka (Soweto market) and Chongwe districts.

• In 2019, WBR Zambia was admitted as a member of the Zambia National Education Coalition (ZANEC). The coalition promotes networking, sharing of information and collaboration for NGOs working in the education sector.

We would like to thank you for your continued support and trust that we can continue to change lives together. In 2020 we will roll out our three-year integrated country strategy, which is rooted in our work in the field and aims to ensure that we are strategic in our growth and can serve more people.

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## OUR IMPACT IN ZAMBIA
### WHERE WE WORKED IN 2019

### PHILANTHROPIC DISTRIBUTIONS & SOCIAL ENTERPRISE

**Program Sector** | **Type** | **Location** | **Partner** | **# of Bicycles**
--- | --- | --- | --- | ---
**PHILANTHROPIC** | **EDUCATION** | Chongwe | MoGE | 1,842
| | | Kafue | MoGE | 1,938
| | | Shibuyunji | MoGE | 320
| | **TOTAL** | | | **4,100**

- **EDUCATION**
  - 29
- **HEALTHCARE**
  - 3,253
- **ECONOMIC DEVELOPMENT**
  - 15,879

**TOTAL** | **19,161**

### Total Bicycles Distributed

<table>
<thead>
<tr>
<th>2019</th>
<th>TOTAL TO DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>23,261</strong></td>
</tr>
<tr>
<td>PHILANTHROPIC PROGRAMS</td>
<td><strong>4,100</strong></td>
</tr>
<tr>
<td>SOCIAL ENTERPRISE</td>
<td><strong>19,161</strong></td>
</tr>
<tr>
<td>MECHANICS TRAINED</td>
<td><strong>47</strong></td>
</tr>
</tbody>
</table>

Program Sector percentages are based on 2019 bicycle distribution data.
ZAMBIA - THE NEED

58%¹ of Zambia’s 16.4 million population lives in rural areas. In parts of Zambia where walking is the primary mode of transportation, distance is a challenge to earning a livelihood, and 77% of rural Zambians live on less than US $2 per day.² This also affects school enrollment and retention rates as students often have to cover long distances to get to school.

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

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Distance and Accessibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>OF RURAL RESIDENCES ARE MORE THAN 6KM FROM PRIMARY SCHOOLS</td>
</tr>
<tr>
<td>78%</td>
<td>OF RURAL RESIDENCES ARE MORE THAN 6KM FROM SECONDARY SCHOOLS</td>
</tr>
<tr>
<td>32%</td>
<td>OF WOMEN IN RURAL AREAS LIST DISTANCE AS A BARRIER TO HEALTHCARE</td>
</tr>
</tbody>
</table>

³ Central Statistical Office December 2017 Monthly Bulletin
² Seventh National Development Plan 2017 - 2021

BICYCLES FOR EDUCATIONAL EMPOWERMENT PROGRAM (BEEP)

BEEP is World Bicycle Relief’s flagship program. Across the globe, to date we have provided over 209,743 life-changing Buffalo Bicycles to students in rural areas where distance affects their ability to obtain education.

2019 ZAMBIA BEEP IMPACT:

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>GIRL / BOY STUDENTS RECEIVED BICYCLES</td>
<td>2,483/1,258</td>
</tr>
<tr>
<td>TOTAL SCHOOLS REACHED</td>
<td>28</td>
</tr>
<tr>
<td>NEW BICYCLE SUPERVISORY COMMITTEES TRAINED</td>
<td>29</td>
</tr>
<tr>
<td>NEW MECHANICS TRAINED</td>
<td>47</td>
</tr>
<tr>
<td>EXISTING MECHANICS UPSKILLED</td>
<td>24</td>
</tr>
<tr>
<td>SCHOOLS THAT ATTENDED TERMLY COORDINATION MEETINGS (TCMS)</td>
<td>100%</td>
</tr>
<tr>
<td>AVERAGE BICYCLE USAGE</td>
<td>83%</td>
</tr>
<tr>
<td>AVERAGE STUDENT ATTENDANCE</td>
<td>87%</td>
</tr>
</tbody>
</table>

PERFECT ATTENDANCE ADDS UP FOR SAMARIA

Samaria (15), a grade 7 pupil at Shabasonje Primary School, lives in Musowe village in Shibuyunji district. Each day she would walk for almost two hours to cover the 3.5km distance to school and back.

Samaria was well known to arrive late at school. Some days she wouldn’t attend school at all or she would sneak out of class early to start her journey home before it got dark. Arriving late, missing lessons and skipping school affected her overall performance, and her class teachers feared that she might drop out of school because of the long distance she was covering each day.

Her teachers reached out to her parents to encourage her to come to school everyday. This appeal helped for a little while, but soon she started to miss school again, on average two days per week. She also continued to arrive late, as the distance and the time to cover the distance remained the same.

In July 2018, Samaria’s school was selected to implement BEEP and Samaria was included on the recipient list. From the time she received the Buffalo Bicycle, her attendance, behavior at school and concentration all improved dramatically.

In 2019, Samaria achieved the highest grade in Mathematics and Integrated Science. She was selected to represent her school at a district competition where she emerged as the winner and selected to represent Shibuyunji district in inter districts quiz competition in Kabwe.
After 10 years of successfully implementing BEEP in partnership with the Ministry of General Education (MoGE) in Zambia, WBR aimed to assess the program’s impact through a rigorous evaluation by independent researchers. WBR partnered with Innovations for Poverty Action (IPA), a nonprofit organization that evaluates solutions to social and development problems, to conduct a randomized controlled trial (RCT) evaluating the impact of WBR’s bicycle programs on school-going adolescent girls’ education and empowerment in rural Zambia.

A randomized controlled trial study is regarded as the highest standard for research because its design provides the most accurate evidence of interventions. Participants are randomly allocated to a “treatment” group (which receives the intervention) or a “control” group (which does not receive the intervention). The effectiveness of the intervention is assessed by comparing data from the two groups after the program implementation.

The study took place from 2017 to 2018 in the Monze, Mazabuka, and Kalomo districts in the Southern Province of Zambia. The cohort consisted of 2,471 girl students across 100 government primary schools (45 treatment schools and 55 control schools). Randomization was at the school level.

- 1,112 girl students received Buffalo Bicycles (treatment group) and 1,359 girls did not receive bicycles (control group)
- Girls in the study were in grades 5, 6 and 7
- The average age of participants was 13 years old
- Participants lived between 3km and 10km from school

**KEY FINDINGS**

**PERFORMANCE**

- **ATTENDANCE**
  - Reduced absenteeism by 28%.
  - Girls with bicycles attended school five more days per year

- **MATH SCORE**
  - Girls with bicycles scored higher on the Mathematics assessment

**TIME & SAFETY**

- **TRAVEL TIME**
  - Reduced commute time by one-third: a savings of over one hour per day

- **PUNCTUALITY**
  - Increased punctuality by 66%.
  - The bicycles reduced the days that girls arrived late by 1.45 days per week

- **SAFETY**
  - Girls were less likely to miss school due to safety concerns

- **HARASSMENT**
  - Girls were 22% less likely to be whistled at or teased on their way to school

**EMPOWERMENT**

- **LOCUS OF CONTROL**
  - Girls reported feeling more in control of the decisions affecting their lives

- **SELF-IMAGE**
  - Girls ranked themselves higher academically and believed more in their potential for success in life

- **PRO-SOCIALITY**
  - Girls were more willing to help a friend, join local clubs and their knowledge of local leaders improved

- **BARGAINING**
  - Girls with bicycles had access to and control over resources, and more communication with parents

- **INCOME GENERATION**
  - Girls with bicycles were less likely to engage in income generating activities

These results suggest that giving girls access to bicycles to travel to and from school can increase school attendance and self-confidence, and lead to better learning outcomes in rural Zambia and possibly other developing-country contexts where distance to school is a barrier.
OUR MECHANICS AT WORK

For Buffalo Bicycle Field Mechanics like Phillimon Mwengu, being associated with World Bicycle Relief (WBR) not only creates an additional income stream, it gives them a sense of credibility in their community. "I benefited greatly with the knowledge of the bicycle and acquired a certificate on top of it all," says Phillimon. "Being a mechanic means a lot to me, people in the community rate me very highly and it is one of the ways that I make money."

Field mechanics are an essential component of WBR’s program offering. They ensure that the Buffalo Bicycles are regularly maintained to prevent damage and also correctly fit spare parts and conduct repairs when necessary. All mechanics are trained by our team of expert Field Mechanic Trainers and they are in regular contact.

True to WBR’s commitment to continuous improvement, in 2019 our Strategic Information and Innovation (SII) team conducted a survey of Bicycles for Educational Empowerment Program (BEEP) field mechanics across four of our countries of operation, Zambia, Malawi, Kenya and Zimbabwe. The aim of this survey was to evaluate, after 12 years of training Buffalo Bicycle field mechanics, the successes of the mechanics program, the challenges faced by mechanics, the common wear and tear of the Buffalo Bicycles and to identify areas for improvement.

KEY FINDINGS IN ZAMBIA:

- On average, mechanics spend 17 hours a week on BEEP work and 11 hours on non-BEEP work
- Mechanics spend around six days in a month at BEEP schools
- 13% of the mechanics are currently only engaged in fixing and maintaining bicycles
- Acquiring new knowledge and skills was by far the most cited benefit of the training (57%)
- Other noted benefits included gaining respect/confidence from their communities (10%), earning income from repairs (15%) and receiving a bicycle tool kit (12%)

CELEBRATING THE POWER OF BICYCLES

World Bicycle Day on 3 June, is a United Nations-decreed day that devotes particular attention to the bicycle as a means of fostering sustainable development, strengthening education, promoting health, preventing disease and promoting a culture of peace. This year we celebrated World Bicycle Day with a special bicycle distribution ceremony at Magoba Primary School in Kafue, with special guests from our corporate partner in the Netherlands, citizenM. This ceremony was shared “live from the field” with photos and videos featured across WBR’s social media pages. We distributed 124 life-changing Buffalo Bicycles to students and community supporters at Magoba Primary School.

WOMEN POWER

Twenty-year-old Ruth Gatawa joined the WBR Zambia team this year, becoming the first female bicycle assembler in Zambia. Ruth was taught to fix and maintain bicycles by her brother who is a bicycle mechanic in Mumbwa, and her impressive skills helped her get the job in the Lusaka assembly. Since joining, she has inspired three more women to train as Buffalo Bicycle assemblers.

“I enjoy working for WBR...I urge all women out there: you can go to college to learn, but you can also do what you know already to build your life.”
Buffalo Bicycles

Designed by World Bicycle Relief, the Buffalo Bicycle isn’t your typical bike. It was born out of a need for quality bicycles in countries where complex, lightweight bicycles often fall apart in months due to harsh rural conditions and heavy loads. Our team of designers collaborated with industry leaders to create a simple, durable, purpose-built bicycle that has a greater carrying capacity and can withstand extreme terrain.

The Proof is in the Demand

As more Buffalo Bicycles were distributed in rural areas through our philanthropic programs, the demand for the sturdy, reliable Buffalo grew, and consumers from the communities and development organizations asked where they could purchase Buffalo Bicycles. This is how WBR’s wholly-owned for profit subsidiary, Buffalo Bicycles Ltd., came to be in 2008. Not only does our innovative social enterprise allow rural consumers to invest in a quality bicycle that helps their everyday life, it allows us to multiply our impact by working with partners and helps us achieve greater efficiencies of scale and distribute more bicycles per donor dollar. At the end of 2019, through a combination of our philanthropic program work and social enterprise sales, we proudly delivered our 500,000th Buffalo Bicycle.

Our collaboration with industry leaders reflects a commitment to creating a stronger, simpler, and sustainable bicycle that can withstand harsh rural conditions

Increasing Access Through Buffalo Bicycles Shops

Over the past five years, Buffalo Bicycles has expanded its network of retail outlets to help ensure recipients from WBR and partner programs as well as consumers are able to purchase new Buffalo Bicycles and quality spare parts, and access help from our trained staff. We currently have 23 shops and four warehouse outlets across four countries in Africa, with the aim of expanding our reach each year.
WHERE WE WORK

PROGRAM LOCATIONS (2019)
Colombia, Ghana, Ivory Coast, Kenya, Malawi, Tanzania, Zambia, Zimbabwe

PROGRAM LOCATIONS (2005-2018)
Angola, Eritrea, Indonesia, Mozambique, Nigeria, Peru, Philippines, Rwanda, South Africa, Sudan, Sri Lanka, Thailand, Uganda

FUNDRAISING OFFICES (2020)
U.S., U.K., Germany, Canada, Australia, Switzerland

OUR GLOBAL IMPACT

506,257
TOTAL BICYCLES DISTRIBUTED

229,447
PHILANTHROPIC BICYCLES

276,810
SOCIAL ENTERPRISE BICYCLES

2,323
MECHANICS TRAINED

WORLD BICYCLE RELIEF MOBILIZES PEOPLE THROUGH THE POWER OF BICYCLES.
WORLDBICYCLERELIEF.ORG

BUFFALO BICYCLES ZAMBIA

OFFICE/WAREHOUSE
Plot 2405
Kabelenga Rd,
Lusaka

SHOP - Chipata
Plot No. 1, Kafula Rd,
Kapata/Comesa Market, Chipata

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

SHOP - Choma
Plot 20B, Singani Rd,
Makalanguzu,
Choma

SHOP - Kalomo
Stand No. 8A,
Kwame Nkurumah Rd,
Kalomo

SHOP - Monze
Plot No. 292,
Nchete Area,
St. Mary’s Rd,
Monze Town

SHOP - Kabwe
Stand No. F112, Paul Lane St,
Mukuyu Tree Market Area,
Kabwe

SHOP - Soweto
Stand No. 4,
Lubumbashi Rd,
Soweto, Lusaka

SHOP - Mumbwa
Stand No. 7,
D. Jax Complex, New Market Area,
Mumbwa

SHOP - Kapiri
Stand No. 5,
Old Katambala Market,
Kapiri Mposhi

SHOP - Solwezi
Plot No. 2014,
Kyawama Rd,
Kyawama Market,
Solwezi

SHOP - Chongwe
Plot No. 12,
Chongwe Secondary School Rd,
Chongwe

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WHERE WE WORK

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