

# COLOMBIA



**51.9M\***  
POPULATION

**18%**  
RURAL

**82%**  
URBAN

**13.4%**  
UNEMPLOYED

**37%**  
IN POVERTY

**32.4**  
MEDIAN AGE

**2019**  
PROGRAM  
ESTABLISHED

**37,280**  
BICYCLE  
DISTRIBUTED

**201**  
MECHANICS  
TRAINED

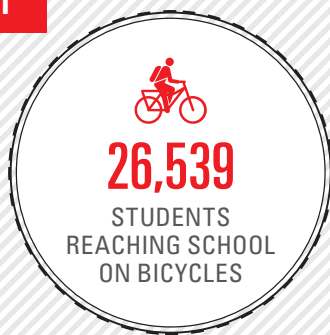
**5**  
BUFFALO  
SHOPS

**32**  
STAFF  
EMPLOYED

**\$148,000**  
SPARE PARTS  
SALES ('23)

## OUR REACH

2007-2023



## OUR PRESENCE



## PATHWAYS TO IMPACT 2024-2026

### GROW



- 3 shops added
- 100 more mechanics trained
- 200 bikes sold to consumer\*\*
- \$355,000 in spare parts sales

\*\*World Bicycle Relief funded Buffalo Bicycles will be distributed through the Grow and Partner pathways.

### PARTNER



- 1 strategic partnerships with UNICEF established to pilot WASH concept
- 3 national level MOUs with Rural Development Agency, FAO, and MoEd
- Leverage Antioquia evidence to submit at least five proposals to regional/local governments and establish at least two new similar programs
- 23,700 bikes sold to organizations

### INFLUENCE



- Continue developing Colombia-specific evidence base, especially with Antioquia partnership to make case for similar activities
- Deepen engagement in sector specific fora around education, economic development, and WASH
- Present strategy, theory of change, and evidence of impact to national level ministries to promote bicycle mobility in programming

\*Sources - population figures and poverty rate: World Bank Development Indicators; unemployment rate: national statistical agency; median age: CIA World Factbook

# MOBILIZED COMMUNITIES PROGRAM OUTCOMES 2023

World Bicycle Relief mobilizes communities in rural regions around the world to thrive with life-changing bicycles. We envision a world where distance is no longer a barrier to independence and livelihood. Since 2005 we have mobilized more than 785,331 people and their families in 21 countries.

**Addressing rural exclusion:** Mobilized Communities promotes bicycle use through community-led programming and a market-based bicycle ecosystem. Its general attributes include:

- Program design based on a community mobility needs assessment, Co-created with communities,
- Includes NGO and government partners,
- Infuses gender integration,
- Locally monitored and managed,
- Nurtures a sustainable bicycle mobility ecosystem with mechanics, spare parts, and shops, and
- Embraces a holistic, multi-sectoral, multi-year program approach.

By mobilizing the education, health, economic opportunities, and environment sectors, Mobilized Communities is cost efficient and has a high return on impact. Over the long-term, World Bicycle Relief expects the program to help individuals, families, and entire communities lift themselves out of poverty.

## HEALTH



35%

TRANSPORTED A SICK FAMILY MEMBER TO THE HEALTH FACILITY



55%

DECREASE IN FAMILIES REPORTING A TRANSPORT CONSTRAINT TO ACCESS HEALTHCARE



6X

INCREASE IN THE USE OF BICYCLES TO ACCESS HEALTHCARE



15KM

AVERAGE DISTANCE TO A HEALTH FACILITY

## EDUCATION



36%

REDUCTION IN SCHOOL ABSENCES



36%

INCREASE IN STUDENTS FEELING SAFE TRAVELING FROM SCHOOL



70%

OF BICYCLES TO GIRL STUDENTS



58%

REDUCTION IN DAYS LATE TO SCHOOL

## ECONOMIC OPPORTUNITY



75%

REPORTED THAT BICYCLES INCREASED THEIR INCOME



46%

INCREASE IN PER CAPITA INCOME\*



35%

DECREASE IN EXPENDITURE ON TRANSPORTATION



24%

INCREASE IN FAMILIES REPORTING SATISFACTION WITH THEIR ECONOMIC SITUATION