

# COLOMBIA



**52.8M\***  
POPULATION

**17.3%**  
RURAL

**82.6%**  
URBAN

**9.0%**  
UNEMPLOYED

**37%**  
IN POVERTY

**32.7**  
MEDIAN AGE

**2019**  
YEAR  
ESTABLISHED

**43,122**  
BICYCLES  
PROVIDED

**241**  
MECHANICS  
TRAINED

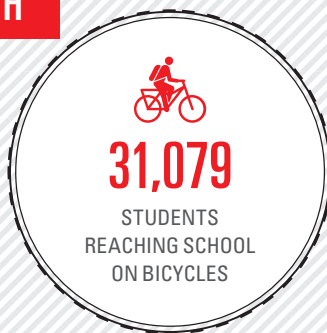
**2**  
BUFFALO  
SHOPS

**32**  
STAFF  
EMPLOYED

**\$92,000**  
SPARE PARTS  
SALES ('24)

## OUR REACH

2019-2024



## OUR PRESENCE

Ishashimana  
Barranquilla



Content above reflects activity through December 31, 2024

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

# PATHWAYS TO IMPACT 2024-2026

## GROW



**2,000+** student mechanics to be trained in the Buffalo Academy in 2025 alone, with an ambitious target of **9,000 by 2027**

**250** bicycles sold to consumers

**\$355,000** in spare parts sales

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

## PARTNER



**1** strategic partnership with UNICEF established to pilot WASH concept

**3** national-level MOUs with National Government Ministries or Agencies

**Leverage** Antioquia evidence to submit at least five proposals to regional/local governments and establish at least two new similar programs

**23,700** bicycles included in partnership agreements with organizations

**Expand** private sector relationships

## INFLUENCE



**Continue** developing Colombia-specific evidence base, especially with Antioquia partnership, to make case for similar activities

**Deepen** engagement in sector-specific focus areas of education, economic development, and WASH

**Present** strategy, theory of change, and evidence of impact to national level ministries to promote bicycle mobility in programming

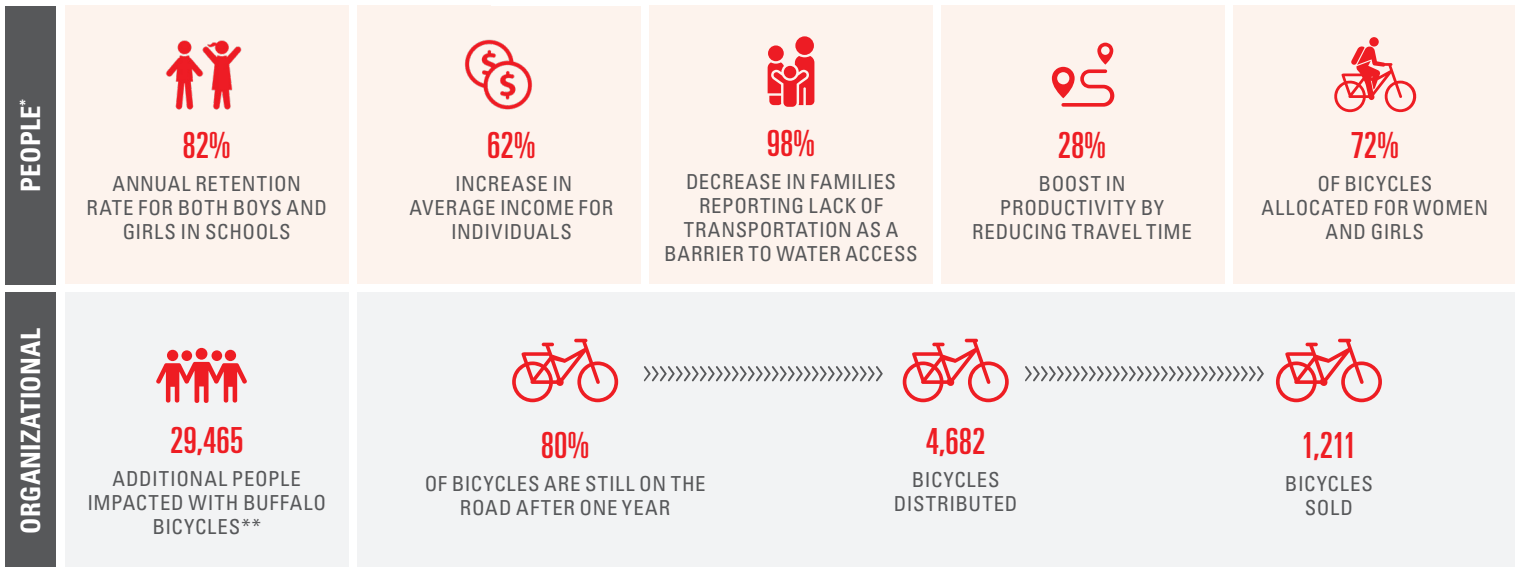
## GLOBAL STRATEGY

In 2024, World Bicycle Relief (WBR) launched its new three-year strategy (2024–2026) to scale the Power of Bicycles, prioritizing bicycle ownership and use among women, youth, and marginalized groups to improve outcomes in healthcare, education, and economic opportunities. Over three years, we aim to mobilize an additional 300,000 individuals, impacting 1.5 million lives in seven operating countries, including Colombia. During the first year of implementation, nearly 83,000 individuals were mobilized in rural areas across the globe, 269 mechanics trained, and 22 new shops opened—setting us on a path to achieve our three-year strategic goals.

## COLOMBIA IMPACT IN 2024

World Bicycle Relief combines impactful bicycle mobility solutions with social enterprise sales to meet the staggering need for reliable, accessible transportation in underserved markets. We measure progress toward reaching our 3-year global impact targets in two key areas: impact on People and Organizational performance.

### COLOMBIA OUTCOMES IN 2024



\* Stats Source for People Outcomes: La Guajira Mobilized Communities Annual Assessment, 2024

\*\* In the areas where World Bicycle Relief operates, the median household size exceeds 5 people, and research shows that bicycles in these households have multiple users and purposes. This results in a substantial 5x impact multiplier for each distributed bicycle.



View our latest global impact report from 2024: <https://worldbicyclerelief.org/impact-reports/>