



Providing Comprehensive Bicycle Programs

Mission: Simple, sustainable transportation is an essential element in disaster assistance and poverty relief. Bicycles fulfill basic needs by providing access to healthcare, education, and economic development. Our mission is to provide access to independence and livelihood through **The Power of Bicycles**.

The World Bicycle Relief Bicycle: An evolution of bikes available in Africa



Partnership

- **World Bicycle Relief partners with government and non government organizations** to fulfill specific transportation requirements. We develop program needs together, then establish and fulfill customer requirements in the most efficient and cost-effective manner.
- We are strongest in programs that are **scalable and sustainable** and **transfer maximum technology and processes** to the people we serve.
- We are **lean and efficient** because we focus primarily on delivering comprehensive bicycle programs and transportation solutions directly to our partner programs.
- **We are leaders in the bicycle industry**, sharing knowledge and resources with other humanitarian bicycle initiatives and helping create a voice to address the mobility needs of the poor

There are six main components to World Bicycle Relief's Comprehensive Bicycle Program

Design

- **Evolution not revolution.** Due to the disconnect between suppliers and end-users, most bicycles available in Africa are not robust, and they fall apart almost immediately after purchase. This has dire consequences for those who do not have access to other means of transportation. World Bicycle Relief works to reconnect the voice of the end user with the supplier base, and transfers technologies, processes and accountability to ensure end-users' needs are met.
- The program utilizes **appropriate technology** while considering the terrain and cultural acceptance of the bicycles
- Design benefits from **world-class engineering** from corporate sponsor SRAM Corporation, the 2nd-largest bicycle component manufacturer in the world

Sourcing and Manufacturing

- Bicycles are **sourced locally** using the existing supply chain.
- Process and systems are in place to **constantly improve the supply chain.**
- Improved, quality bicycles help **build sustainability** as people have dependable transportation.
- **All stakeholders are held accountable** from design through to maintenance and repair in the field.

Assembly

- Our improved assembly operations **move away from traditional "piecemeal" assembly.**
- Assemblers are **trained using proper tools and techniques.**
- The program implements **specialization and assembly-line processes.**
- **Quality control** is implemented throughout the process.
- Incentive pay has been introduced for **quality not quantity.**

Delivery

In Zambia, distributing bikes to rural villages in a county the size of Texas without a transportation infrastructure is a real challenge. To combat this, World Bicycle Relief developed and launched a distribution and maintenance training plan that includes:

- Trucks with specially designed racks
- 100 bicycle capacity without stacking
- Deliveries organized to ensure proper transfer of ownership

Maintenance and Repair

- For Project Zambia, World Bicycle Relief developed and implemented a plan to **distribute the bikes and train 400 local people** on bicycle mechanics and maintenance.
- Each mechanic **undergoes training for one week**, receives a uniform and a diploma, and then can then start his or her own bicycle mechanic business in their village.
- Training includes **two days of business and life skills and three days of technical training.**
- One field mechanic **services 50 bicycles.**
- The training includes both reaching out to train existing bicycle mechanics and **enrolling and training youth**
- The system **reinforces the existing supply chain** of parts.

Measurement and Evaluation

- For the duration of all projects, World Bicycle Relief employs **independent, third-party evaluation studies** to quantify the impact of the bicycles and the effectiveness of the program including bicycle utilization, economic empowerment and improved access to healthcare.
- As part of Project Zambia, World Bicycle Relief has contracted an independent consultancy to measure the effectiveness of the program as it is implemented. **The results of this measurement will be used to further refine the World Bicycle Relief model and will directly impact future programs.**

