



FLONE
INITIATIVE

ANNUAL REPORT

2018



Creating a Safe and Professional Transport
Industry for You and Your Loved Ones

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INTRODUCTION

2018 was a year of enormous growth and activity for Flone Initiative! Some of our major objectives for the year included:

- ⇒ Strengthening Flone Initiative's organization capacity and impact
- ⇒ Building the Women in Transportation program and starting to make significant progress in attracting, retaining and promoting women in the public transportation industry in Kenya
- ⇒ Organizing and facilitating the first Eastern Africa Women in Transportation Conference
- ⇒ Contributing to the reduction of Gender-Based Violence (GBV) in the transport industry among women and other vulnerable groups

2018 HIGHLIGHTS!

1. East Africa Women in Transport Conference

The first ever Eastern Africa Women in Transportation Conference took place on the 22nd and 23rd of November, at the University of Nairobi, Kenya. The conference was organized by Flone Initiative, which has been working on the issue of women in transport, sexual harassment and female matatu workers in Kenya. This conference was realized thanks to the financial support of Stockholm Environment Institute (SEI), the German Development Corporation (GIZ), Transforming Urban Mobility Initiative (TUMI), UN Environment, UN-Habitat, International Federation of Transport Workers (ITF), University of Nairobi (UoN), Coca-Cola Company, FIA Foundation, VOICE, and the Global Fund for Women and strategic partnerships with Humanity and Inclusion (HI), KUWA, Men Engage Kenya Network (MenKen) and the Institute for Transportation and Development Policy (ITDP). The conference was not only the first such gathering to discuss issues of women's empowerment in transport in Eastern Africa, but it also distinguished itself for its inclusiveness, by providing a platform for drivers and conductors from the Kenyan Matatu and Boda industry, the Dala dala industry of Tanzania and other informal transport operators from Uganda, Rwanda and Ethiopia. Click here to view the official conference report:

eastafriawitconference.com/presentations_reports/

2. Wamama wa Mathree: Stories from Nairobi's Matatu Women

Flone Initiative has used theater in the past to explore the complex social dynamics surrounding gender and the many intersecting issues around gender such as VAGINA

Monologue and MENDING Monologue. While the organization works to develop practical and measurable programs that create safer public spaces for women, we also recognize that gender issues are deeply complicated and sometimes require more flexible interventions. We believe that art and theatre provide this exploratory space.

Wamama wa Mathree: Stories from Nairobi's Matatu Women was developed by a group of women who work in the matatu industry over the course of six workshops. The women shared their stories and collaborated on the structure of the play by engaging in writing exercises, theatre games, improvisation and discussion. We wanted to develop an original play with women working in Nairobi's matatu industry for two main reasons: to create an opportunity for Women in Transportation (WIT) participants to meaningfully engage in a creative project that allowed them to express themselves and share their stories and to challenge the perceptions that Nairobi commuters have about women who work in the matatu industry.

3. Women in Transport Capacity Building Workshops

The Women in Transport program seeks to attract, retain and promote women in the transportation industry by providing women with the skills and support necessary to realize a safe, sustainable and lucrative working environment that is free from violence. Over the course of the year, Flone Initiative facilitated training workshops in the following areas:

- ⇒ Mental Health & Wellness
- ⇒ Road Safety
- ⇒ Customer Service
- ⇒ Gender-Based Violence
- ⇒ Financial Management
- ⇒ How to Handle Person's Living with Disabilities

These workshops were organized based on a needs assessment conducted with a small group of women working in the matatu sector in 2017. Each workshop sought to provide women with the skills to either grow personally and/or professionally in her field.

4. Graffiti Project

Matatus are an iconic presence on the busy streets of Nairobi. Graffiti artists try to make each matatu louder than the next with custom designs covered in flashy colors, and state of the art entertainment. The more glitzy and effervescent the matatu, the more prominent it becomes to attract passengers. Matatu graffiti art is a unique culture that exhibits a high sense of local creativity. However, many of these images portray women in highly sexualized ways, and rarely, if ever, do they feature women leaders or

historical figures. The objective of this project is to utilize graffiti art to create public awareness on GBV and encourage reporting of harassment and assault on public transport and in related spaces. So far, we have been able to create awareness on GBV and objectification of women with about 15 graffiti artists from Nairobi. In 2019, Flone hopes to work with more graffiti artists and public transport organizations to develop graffiti art and messaging against GBV which will be displayed on matatus in Nairobi. If you are interested in supporting the project, contact Flone initiative for more details!

5. Public Awareness Animation Videos

Flone Initiative has been working on outreach to local universities in order to encourage reporting of incidents of sexual harassment through the online crowd mapping platform, Report It! Stop It!. The Report It! Stop It! platform not only maps incidences of harassment but also provides survivors with access to essential information and support in seeking legal redress, counselling resources and medical attention. In order to raise awareness of the reporting platform, Flone Initiative has been working with Medina Agencies to develop animation videos to guide on how to submit a report and raise awareness of the violence faced by women and girls. The animation videos will be shared and promoted on social media platforms, i.e. YouTube, Facebook, Twitter, Instagram and WhatsApp.

AWARDS

Flone's Founding Director, Naomi Mwaura, was one of four winners of the "Challenging Norms Powering Economies" challenge, which was launched by Ashoka in collaboration with Open Society Foundations and UN Women. The funding acquired through this award will allow Flone Initiative to expand its programs into Tanzania and Uganda over the next three years! Read more at:

ashoka.org/en-KE/story/announcing-final-winners-challenging-norms-powering-economies



MEDIA COVERAGE

- April 2018 Monika Krystyna – “The Flone Initiative”
monikakrystyna.com/blog-2/2018/3/16/the-flone-initiative
- May 2018: Urbanet – “Women’s Growing Need for Safe Mobility”, written by Mary Mwangi
urbanet.info/women-safe-mobility-nairobi/
- July 2018 Sustainable Urban Transport Project (SUTP) – Save the Date: 22-23 November 2018 Eastern Africa Women in Transportation Conference
sutp.org/en/news-reader/safe-the-date-22-23-november-2018-eastern-africa-women-in-transportation-conference.html
- August 2018: The Pixel Project- “Inspirational Interview – Naomi Mwaura, Founder of Flone Initiative”
thepixelproject.net/2018/07/29/inspirational-interview-naomi-mwaura-founder-of-flone-initiative-part-i/
- October 2018: Business Daily – “When every cast member weaves one blogger’s story”, written by Margaretta wa Gacheru
businessdailyafrica.com/lifestyle/art/When-every-cast-member-weave-s-one-blogger-s-story/3815712-4822432-ku924s/index.html
- November 2018: Business Daily – “From Fairy Tale to What Matatu Women Can Do”, written by Margaretta wa Gacheru
businessdailyafrica.com/lifestyle/art/From-fairy-tale-to-what-matatu-women-can-do/3815712-4832862-h4js3k/index.html
- November 2018: Voice Global Blog – “Matatu tout by day; community leader at spare time – meet Doris from Nairobi!”
voice.global/blog/matatu-tout-by-day-community-leader-at-spare-time-meet-doris/
- December 2018: Changing Transport – ‘Why aspire to buy more cars?’, published by Carol Mutiso
changing-transport.org/why-aspire-to-buy-more-cars/
- December 2018: UN Habitat – “Key Actors Discuss Safety for Women Using Public Transport in Eastern Africa”
unhabitat.org/key-actors-discuss-safety-for-women-using-public-transport-in-eastern-africa/

SPEAKING ENGAGEMENTS

1. **WomenMobilizeWomen International Conference**

Flone Initiative participated in the WomenMobilizeWomen Conference was held on May 22nd, 2018 in Leipzig, Germany. The Conference aimed to discuss strategies to empower women in the transport sector and change mobility systems to cater to women's needs.. This inaugural conference on Women in Transport was organized by Transformative Urban Mobility Initiative (TUMI) to kick-start a debate on the role and potential of women in the transport sector. The conference focused on challenges and success stories of female empowerment in the transport sector – how Women Mobilize Women.

2. **Impact!Africa Summit**

IMPACT!AFRICA is a mobilizing summit which aims to accelerate innovative solutions to Africa's most pressing challenges by inspiring, supporting and connecting leading social entrepreneurs and key ecosystem players across countries, organisations and sectors – such as policy, social investment, business and education.

3. **Mobilize Dar es Salaam Summit**

Flone Initiative participated in the Breakout session: Women, Access and Equity during the 2018 Mobilize Summit in Dar es Salaam, Tanzania on June 28th, 2018 at the Serena Hotel. The session focused on ways to alleviate women's caretaker burdens, cities' need for gender-responsive policies to address women's diverse mobility patterns and needs, as well as the options for more accessible cities, neighbourhoods, and transit hubs.

4. **BEAT IT Conference**

Boosting East Africa Trade by Improving Transport (BEAT IT) was a one-day conference on held 5th September 2018 at the Intercontinental Hotel (Nairobi) to discuss the role of transport in the 21st Century and why a range of improvements in transport, both large and small, are of major importance in growing the regional economy. Flone Initiative made a presentation on impact of gender mainstreaming in the transport industry on the economy.

5. **Eastern Africa Women in Transportation Conference**

The Eastern Africa Women in Transportation Conference brought together key players in the transport sector regionally and globally to discuss the issues facing women in transport and try to identify solutions. Flone Initiative was the primary organiser, with two

representatives, Naomi Mwaura and Mary Mwangi, hosting Day 1 and 2 of the conference respectively. Naomi also moderated the first panel of the day: Understanding Women in Transport. Mary presented during the 'Interventions to Increase Women in Transport' session. During the 2nd day, Flone researcher, Kevin Muriuki presented about the upcoming release of the Gender-Sensitive Toolkit for Minibus Services and Transport Infrastructure for African cities.

6. Development Finance Forum

The Development Finance Forum is KfW Development Bank's most important annual event that focuses on a current topic related to development cooperation each respective year. The theme of the 2018 forum was Sustainable Mobility. The meeting was entitled "Getting on the Right Track – The Future of Urban Mobility" and took place on the 18th and 19th of December, at the KfW head office in Frankfurt, Germany. Flone Initiative's Programs Manager was one of the over 200 experts from all over the world who attended the forum.

RESEARCH

Flone Initiative successfully conducted two main research studies, with the support of UN Habitat, in 2018: the Gender Equity Assessment survey and Mobility of Care survey.

The Mobility of Care Study was based on a theory developed by Prof. Inés Sánchez de Madariaga (Technical University of Madrid) that looked at the travel behaviour of caregivers (mostly women) in three identified areas around Nairobi, and how their travel behaviour is impacted by transportation services. **The Gender Equity Assessment** was conducted on three transportation organizations (SACCOs) to assess the ways in which gender considerations were mainstreamed into the organizations policies, infrastructure and operations.

The two studies informed the development of **The Gender-Sensitive Toolkit for Minibus Services and Transport Infrastructure for African cities**, whose objective is to provide a practical guide on how informal transportation organizations and operators can mainstream gender issues into their employment, service delivery and infrastructure policies. 2019 marks the beginning of the testing phase of the toolkit. Flone initiative will implement the toolkit with Transport Organizations in Nairobi and Mombasa in Kenya, Dar es Salaam in Tanzania and Kampala in Uganda.

PARTNERSHIPS & ALLIANCES

Our achievements this year would not have been possible without the support of the partnerships and alliances detailed below:

1. Research and the Development of the Toolkit

The toolkit is a synthesis of primary and secondary information taken from two case studies from Nairobi, Kenya, and a literature review to identify best practices on gender and urban transport applied in cities around the world, with a particular focus on developing cities. These case studies (Gender Equity Assessment and Mobility of Care Survey) were conducted by Flone Initiative in collaboration with UN-Habitat and Prof. Inés Sánchez Madariaga, an expert in Gender and Urban Planning, affiliated with the University of Madrid and part of UN-Habitat's Advisory Group on Gender Issues (AGGI). The studies were conducted mainly on workers and customers of 3 transport organisations: Kenya Bus Service (KBS), Indimaje SACCO and Kaani SACCO.

2. WIT Program Training Partners

In light of changing social and political situations, we regularly ask women about the challenges they are facing and how we can support them. Additionally, our engagement with stakeholders (in particular unions and SACCOs) has allowed us to identify what services are currently being provided to women and where the gaps are. We conducted another needs assessment that identified an opportunity for Flone to provide educational sponsorships to women who are demonstrating significant investment in their career in transportation. The upcoming challenge identified is the upcoming Nairobi Bus Rapid Transit (BRT) and how it will affect the employment opportunities for women operators. Additionally, Flone has not yet been able to get the buy in from all the SACCO's in Kiambu and Nairobi Counties. This is because most SACCO management is afraid that training of their staff will result to questioning of the ways they manage the SACCOs. As a result, some operators attend the trainings without the knowledge of the SACCO management. Flone hopes to continually engage the SACCOs management by assuring them that we are working to ensure betterment of the industry.

The following organisations assisted in the facilitation of trainings in 2018:



3. EA WIT Conference Planning Committee

The conference planning committee was made up of Flone Initiative staff and consultants, as well as representatives from various sponsors and strategic partners. Organisations represented included: GIZ, Kuwa, University of Nairobi, Humanity & Inclusion (HI), MenKen, Matatu Workers' Union, and Kenyatta University. As well as providing support during the organisation of the conference, the committee was also key in analysing Flone's performance, and how the organisation of the conference could be improved for 2019. The following partners provided us with partial financial and/or technical support for the conference:



4. Funding Partners

Flone's 2018 accomplishments were made possible by the following main donors:





IMPACT BY NUMBERS

All this fantastic support allowed us to make the following impact through our work:

6 WIT Workshops

30 Individual Workshop Participants

1 International Conference

15 Countries Represented

3 Research studies

200+ Conference Participants

350 Viewers of Wamama wa Mathree play

17 Partnerships

300

Reported Incidences on Report it! Stop it!

WAYS FORWARD

The following projects are on our docket for 2019:





ASANTE!

Thank you for your support during what was a very successful year for us. Please keep in touch!

For additional details on the contents of this report, contact:

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Susan Goodwillie, WIT Program Coordinator (susan@floneinitiative.org)

For more information about Flone Initiative, visit our website at:

www.floneinitiative.org.

For regular updates, follow our social media accounts:

www.facebook.com/FloneInitiative/

www.twitter.com/FloneInitiative/

www.instagram.com/flone_initiative/

www.youtube.com/channel/UCGRkWqdvVsGp2dCf2kyWUYg

www.flickr.com/photos/153809468@N06/



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