



ANNUAL REPORT

FLONE
INITIATIVE

2019

**“CREATING
A SAFE & PROFESSIONAL
TRANSPORT INDUSTRY
FOR YOU & YOUR LOVED
ONES.”**



FLONE
INITIATIVE

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INTRODUCTION

The year has largely been quite engaging with a myriad of activities, enormous growth and expansion for Flone Initiative!

SET OBJECTIVES

SOME OF OUR MAJOR OBJECTIVES FOR THE YEAR INCLUDE:

KNOWLEDGE BUILDING

- ♦ Conduct research on gender equity mainstreaming and safety in public transport in Kenya
- ♦ Develop and disseminate a business case on High Capacity vehicles in public transport in Kenya

MOVEMENT BUILDING

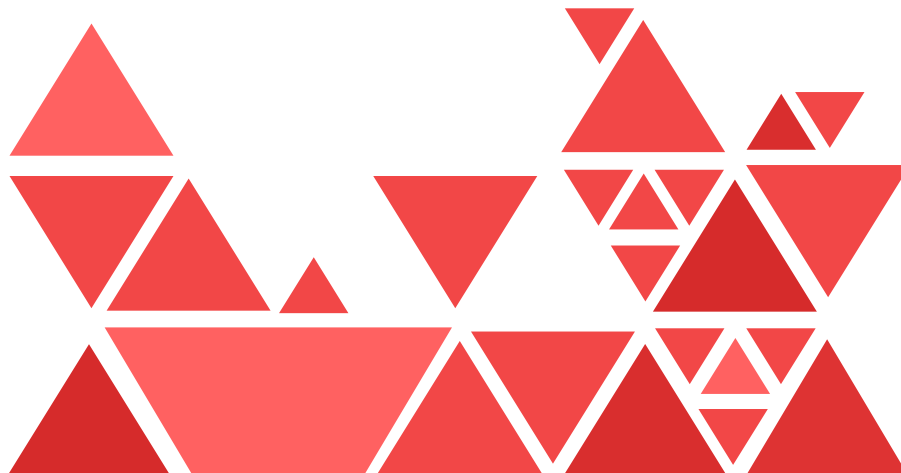
- ♦ To expand Flone Initiative work to an additional County in Kenya
- ♦ Organizing and facilitating the Women in Transportation Conference
- ♦ Strengthen partnerships and alliances aimed at improving the situation on commuters and female workers in public transport

BEHAVIOURAL CHANGE

- ♦ Support implementation of the gender sensitive toolkit among three PSV SACCOs in Nairobi as a pilot
- ♦ Celebrate women working in public transport sector in Kenya while increasing awareness on their plight through Msupa wa Nganya video and music

SHARING

- ♦ Share our knowledge and experience in development work



HIGHLIGHTS

The year has largely been quite engaging with a myriad of activities, enormous growth and expansion for Flone Initiative!



FLONE INITIATIVE

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

[FLONE WEBSITE](#)

[WOMEN & TRANSPORT CONFERENCE](#)

NEW WEBSITE

We are excited to present our new website! You can now access up-to-date information on all our programs, projects and all of Flone Initiative's publications. You can now access important gender and transport updates and reports under the 'Resources' page. Our new blog will provide regular updates and discuss the outcomes of our activities in more detail than the monthly newsletter.

WIT PROGRAM

Bursaries for Wamama wa Mathree

In October 2018, Flone Initiative staged the 'Wamama wa Mathree' (Women of Matatus) play to raise awareness of the challenges women in the matatu industry face. The play inspired Hon Esther Passaris, the Nairobi County Women's Representative to pledge funding from the National Government Affirmative Action Fund (NGAAF) towards education bursaries for the Women and Transport members and their children. Bursaries were presented to 7 women in March 2019.

International Women's Day 2019

In celebration of International Women's Day this year (March 8th), Flone joined the International Transport Workers Federation (ITF) in marching to the Ministry of Transport to present a position paper on BRT implementation in Nairobi. The procession was well attended, with over 20 women from our Women in Transport (WIT) Program. The conversation with ministry officials yielded assurances that the current matatu labour force would be prioritised when staffing the incoming BRT system.

WIT in Mombasa

Flone Initiative was so excited to facilitate a two-day workshop for women working in transportation in Mombasa. The group was made of women who worked in tuktuk, matatu, and Kenya Port Authority workers. Together, we explored the challenges they face as women working in a male dominated industry, shared skills on professionalism and community organizing, and came up with ways that they could continue to advocate for their rights. A total of 18 women namely tuktuk drivers, matatu owners, operators and port workers took part in the workshop that culminated in the formation of the WIT chapter in Mombasa that is currently in the process of formal registration.





Women in Transport Capacity Building Workshops

The Women in Transport program seeks to attract, retain and promote women in the transportation industry. This is done through skills provision and support necessary to realize a safe, sustainable and lucrative work environment free from violence. Several trainings were organized and carried out. The topics covered in the trainings were advised by the needs expressed by women and through ongoing evaluation by Flone Initiative. Course content was made up of over 70% practical training, made possible by our interactive training methodologies. Over the course of the year, Flone Initiative facilitated several training workshops;

- ▶ Basic First Aid training conducted by WITO initiative with participation of 27 women.
- ▶ Vehicle Maintenance Training facilitated by Kingsway Tyres KE, as part of their Women's Tyre Clinic with participation of 32 women.
- ▶ Sexual and Reproductive Health Training; this half-day training was organized by Flone Initiative as part of the Women in Transport (WIT) Program. The training was funded by Voice Global and facilitated by the Coptic Hospital. The session tackled sexual and reproductive health topics and sexual assault. 23 women participated in the workshop.
- ▶ WIT meetings and discussions on various cross-cutting issues; the women were eager to continue engagement after the scheduled Nairobi WIT activities conclusion. We were happy to see participants organize their own follow-up monthly meetings. In June, 16 women in transport organised a support group meeting to discuss the challenges they face as parents, and advised each other in a friendly and open space.
- ▶ WIT meetings and discussions on various cross-cutting issues; the women were eager to continue engagement after the scheduled Nairobi WIT activities conclusion. The women organised a series of independent meetings discussing parenting, financial management and womanhood. To further support the development of an independent Nairobi WIT Chapter, the next WIT activity is a two-day workshop scheduled for 2020 October where project participants will construct a constitution for the official registered group.



2nd Annual Women and Transport African Conference

Public transportation is notoriously unsafe for women, children, people living with disabilities and other vulnerable groups. Together, we must increase the visibility of women in the male dominated field of public transportation to reflect a more equitable and sustainable public transport system for everyone!

The Second Annual Women & Transportation African Conference, organized by Flone Initiative and the World Resource Institute Africa, took place on the 4th to 6th of December 2019 at the Capital Hotel in Addis Ababa, Ethiopia.

It provided a platform for practitioners, researchers, policy makers, government officials and other key stakeholders to engage in

skill-building, idea-sharing and experiential learning to inspire new solutions to transport challenges faced by women and other vulnerable road users. The conference sought to bridge the gap between research and policy initiatives pertaining to urban planning, public safety and gender-based violence issues and the real-world challenges facing women working in the transportation sector.

We were privileged to have the Ethiopian Transport Minister, Her Excellency Dagmawit Moges, grace the event together with over 200 participants from nearly 20 different countries across Africa, North and South America.



IMPLEMENTATION OF THE GENDER SENSITIVE TOOLKIT

The gender sensitive toolkit was launched on 28th February 2019 by Flone Initiative, and the pilot implementation phase kicked off in earnest through workshops attended by various SACCO officials. The participants reviewed the toolkit, provided feedback and developed action plans to implement the recommendations in their organisations. With support from Flone, the SACCOs will implement their action plans within the next one year.

Two selected SACCOs; KANI and INDIMANJE conducted training on the basics of sexual harassment and the development of an organizational sexual harassment policy, as recommended in the toolkit. These training sessions were an inclusive process allowing all employees of saccos from management to office staff, and informal field workers, an opportunity to share their input and own the policy development process.

Over 60 operators -drivers and conductors - and 6 managers in both PSV SACCOs have been sensitized on sexual harassment and customer service.

Both SACCOs have developed Sexual Harassment policies and customer services charters now in the process of roll out. Flone hopes to continually engage and encourage continual implementation of the policy by the SACCOs management to improve the operational environment across the industry.

Policies developed from recommendations in the toolkit are well under review by the officials of the participating SACCOS. INDIMANJE SACCO is implementing a new customer service initiative. At the beginning of each trip, when all the passengers board their vehicles, the driver and conductor introduce themselves, clarify the fare and destination, and then direct the passengers to all tie their seatbelts. They have already received positive feedback from their customers for this, and we wish them all they best as they continue to upgrade their services.



HABITAT
FOR HUMANITY
BETTER URBAN FUTURE

FLONE
INSTITUTE



Gender Sensitive Mini-Bus Services & Transport Infrastructure for African Cities: A Practical Toolkit

Based on a Mobility of Care Study & Gender Equity
Assessment of Nairobi's Minibus Transport Network



DIGITAL ADVOCACY CAMPAIGN

Flone Initiative works to develop practical and measurable programs to create safer public spaces for women. We recognize gender issues are deeply complicated and sometimes require more flexible interventions. We believe media awareness creation (social media, posters, videos clips and theatre) play a huge role as an effective way to reach out to the community and educate on sensitive yet important issues in a fun way.

Hivos Global supported Flone to run a campaign highlighting specific issues faced by women front-runners in transport. This campaign intends to foster nation-wide discussions about the experiences of women within the transport industry, and raise awareness with national-level actors.

Flone partnered with Mau Mau Arts - a Nairobi-based production company to develop a series of artistic projects to raise awareness of the challenges women face in the use and work in public transportation, and celebrate and protect them. These projects include:

▶ **A graffiti mural at Kwa DC bus stop in Kibera, Nairobi (Designed by Bankslave)**

▶ **A song and music video (Created by Turning Tables Ke)**

▶ **A short film titled Msupa wa Nganya (Created by Mau Mau Arts)**

Content Creation Workshops

In July, Flone conducted content creation workshops in Nairobi and Mombasa where women working in various capacities in the transport industry were invited to participate. The attendees discussed their experiences in the transport business, and highlighted areas essential to sensitize their co-workers and members of the public on with regards to the work they do and experience.



Msupa wa Nganya Campaign

“Msupa wa Nganya”, is a short film which highlights the challenges women face accessing and working in the public transport industry. The pictures below are from the music video shoot which took place on 18th August.



#MsupaWaNganya Screenings

#MsupaWaNganya short film and music video screenings were received with excitement, eagerness and enthusiasm. The totally sold out premiere screening in Nairobi, at PAWA 254 was graced by Hon. Esther Passaris, OGW, the Nairobi women representative.

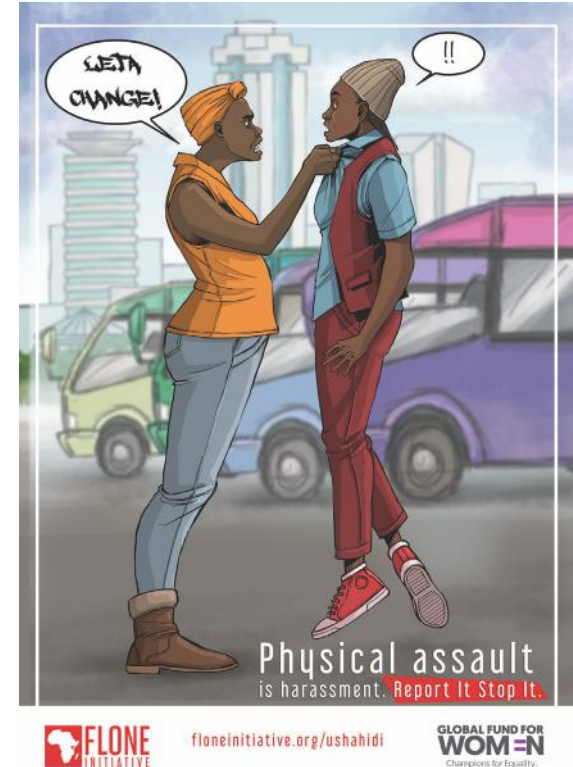
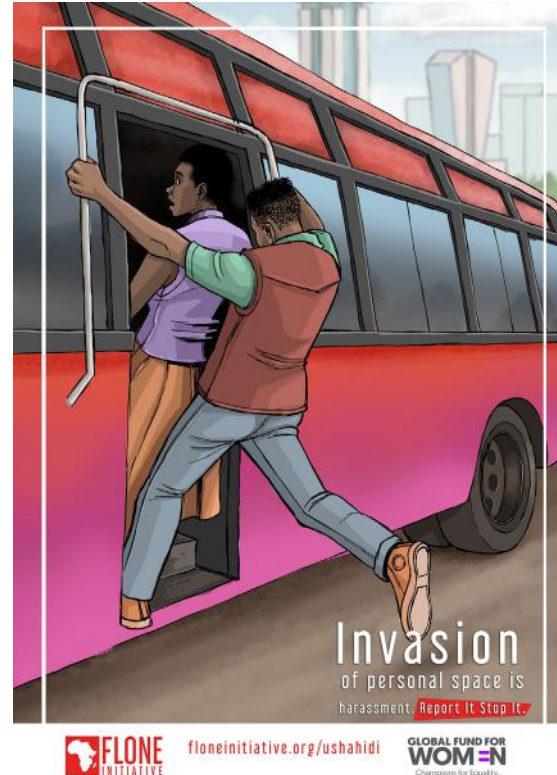
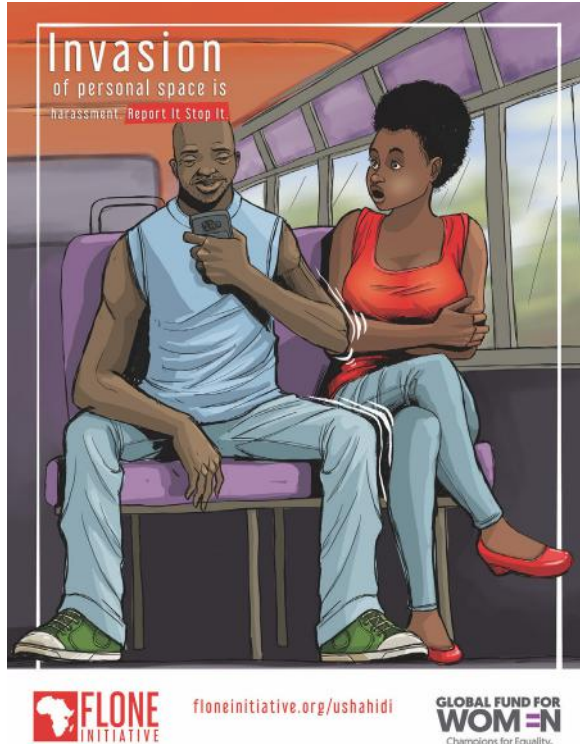
Hon Passaris lauded the women working in the matatu industry acknowledging the bold move to venture into a male dominated industry. She assured the women of her support. The film elicited strong reactions from the audience.

A panel discussion was conducted after the premiere screening with the support of Hivos (financial partner), Maumau arts (Creative partner), turning tables Kenya (Artists) and Flone Initiative. This opened up to intense social media conversations on women working in the matatu industry. Flone’s twitter page recorded the highest impressions during the screening of the film creating 4.3 M impressions and engaging 471,951 accounts.

The Report It Stop It Challenge

In order to raise awareness of the reporting platform, Fлоне Initiative worked with content creators to develop animated video guides. These videos guided viewers on the reporting process to submit reports and raise awareness on violence faced by women and girls.

These videos have been shared and promoted on social media platforms, i.e. YouTube, Facebook, Twitter, Instagram and WhatsApp. Fлоне also continued awareness raising through posters in Matatus and SACCO offices and also encouraged the use of the Report It Stop It platforms. The platform allows the public to report common forms of sexual harassment in public transport.



University Outreach - GBV Awareness

Flone commenced university outreach to sensitize university students on gender-based violence. Two trainings were conducted at Daystar University's two campuses with facilitation support of the Daystar Compassion & Care Centre, Elimu Trust/Vunja Kalabash and Bina Maseno (Badili Africa) youth groups.

The students were also introduced to Flone's crowd sourced harassment reporting platform Report It Stop It. Following the successful trainings, Flone intends to continue conducting these workshops across more universities and colleges in the country.





MEDIA COVERAGE

This year Flone Initiative had a stronger media presence, reaching a broader audience with discussions on women in the matatu industry, the launch of the Msupa Wa Nganya movie and sexual harassment. The stories aired in October during prime-time radio and TV slots.

The Flone Executive Director, Naomi Mwaura was featured on popular radio stations, Ghetto Radio local and international TV news channel, KTN and BBC respectively. In some interviews she was accompanied by women in the matatu industry such as Carol Anyango, Killeton SACCO Conductor, to talk more extensively on the realities of the matatu industry and its link to sexual harassment and ways to mitigate the abuse of women and girls. There were also numerous local and international publications exploring women in the public transportation industry, opening up new conversations on gender roles in the industry.

Magazine, Newspaper & Radio Mentions



East African Women in Transport coverage (January Edition)

WIT MEMBER, Lucia Coverage

Toolkit to Push for Gender-Sensitive Public Transportation (April Edition)

Advertisement <http://flihtml5.com/mrarn/qfra>



Can't achieve gender equality without engaging men: Mary Mwangi

<https://delhipostnews.com/cant-achieve-gender-equality-without-engaging-men-mary-mwangi/>



Kenya: Toolkit For Mini-Bus Drivers

<http://www.stopstreetharassment.org/2019/04/kenya-toolkits-minibus/>



Safe travel in urban Africa: matatus and Gender toolkits

<https://newcities.org/the-big-picture-safe-travel-in-urban-africa-matatus-and-gender-toolkits/>



Women are changing the narrative in East Africa's public transport sector

https://www.sei.org/featured/women-in-east-africas-public-transport-sector/?utm_content=bufferbf876&utm_medium=social&utm_source=facebook.com&utm_campaign=buffer.facebook

Social media posts of photo collection by Monika



Report it! Stop it!

<https://voice.global/report-it-stop-it/>



Groping of women rampant in matatus- report

<https://www.the-star.co.ke/news/2019-05-20-groping-of-women-rampant-in-matatus--report/>



BUSINESS DAILY



The “matatus” of Kenya: hostile territory for people with disabilities (translated from Spanish)

<https://www.lavanguardia.com/vida/20190724/463681455316/los-matatus-de-kenia-territorio-hostil-para-las-personas-con-discapacidad.html>

Episode 111: Women and Public Transport

<https://www.otherwisepodcast.com/episodes/episode-111-women-and-public-transport/?fbclid=IwAR0-mwshojAHimTeICEFJtbMKmqYtO7LH4SemBGX46Pgml8YHBEz9qYpJyY>

Husband and wife who are steering their own matatu

<https://www.businessdailyafrica.com/corporate/enterprise/Husband-and-wife-who-are-steering-their-own-matatu/4003126-5379638-s7wqgm/index.html>

Wanawake ngangari mombasa

Screening of Msupa wa Nganya film

Msupa wa Nganya film series



SPEAKING ENGAGEMENTS

FLONE INITIATIVE WAS HONOURED TO BE INVITED TO PRESENT AT THE FOLLOWING EVENTS:

- ▶ A two-day stakeholder workshop on **'Mobility Needs of the Urban Poor'**, Nairobi, Kenya. This is part of the Sustainable Transport Equity Partnerships (STEPS) project, hosted by The Institute for Development Studies (IDS), University of Nairobi in collaboration with University of Leeds, Walk21 Foundation, UNHabitat and UN Environment on 10th -11th April 2019.
- ▶ The **Tunis Forum on Gender Equality**, Tunis, Tunisia. This was hosted by Ministry of Women, Family, Childhood and the Elderly of the Government of Tunisia in collaboration with United Nations Development Programme, UN Women and the Government of Sweden on 24th - 26th April.
- ▶ **2nd Annual Women in Transportation African Conference**, Addis Ababa, Ethiopia. The conference brought together key players in the transport sector regionally and globally to discuss the issues and solutions to the challenges women in transport face. All Flone Initiative staff moderated plenary presentations and breakout sessions on the conference themes.
- ▶ **African Network of Women in Infrastructure (ANWIN)**, Kigali, Rwanda. As members ANWIN the Executive Director, Naomi Mwaura, participated in the meeting.
- ▶ **TUMI/VREF MAC Shift Conference**, Addis Ababa, Ethiopia. Flone presented its Gender Sensitive Toolkit and the Msupa wa Nganya Campaign at the Conference.
- ▶ **Gender Forum**, hosted by Heinrich Böll Stiftung at Alliance de Francaise, Nairobi, Kenya. Flone Executive Director discussed sexual harassment to a filled auditorium and introduced attendees to the Report it to Stop it platform.
- ▶ The **Paza Festival**, Nairobi, Kenya. This was a 2-day festival brought together grantees of the VOICE Kenya and Tanzania. Flone Initiative is a 2018-2019 grantee. The VOICE funding allowed Flone to provide more technical assistance and support to women working in the public transport industry in Kenya. The festival provided an environment to network and for mutual learning with knowledge sharing and exchange among grantees.



RESEARCH

Flone Initiative successfully conducted three research projects; a safety audit and a baseline survey and a business case on high capacity vehicles in Mombasa County, with the support of UN Habitat and Safety Pin.

Mombasa City Safety Audit

Flone Initiative, in partnership with SafetiPin, investigated the safety of Mombasa's streets based on 9 parameters: lighting, openness, visibility, people density, security, walk path, transportation, gender diversity and feeling. The team walked around Mombasa Island streets appraising each section. Many thanks to our 12 volunteers for helping make this activity a success. The report is available for review in our website.



The Baseline Study & Dissemination

Its objective is to establish a situational assessment on gender equity in public transport and safety situation in terms of sexual harassment marked the beginning of the interventions in Mombasa. Flone initiative in conducted the study and consequently facilitated several meetings with transportation stakeholders in Mombasa to share findings from the research conducted. During the stakeholders meeting, which included officials County Government Mombasa, KeNHA, Dept. of Health, Henrich Böll Stiftung and others, we presented findings from our Baseline Research as well as our Safetipin Safety Audit. These reports are available on Flone Initiative's website.

Our meeting with Kenya Ferry Services (KFS) sought to highlight the extreme prevalence of sexual harassment that was found to be occurring on the ferry. During this lively half-day meeting, we discussed meaningful action points on how KFS can combat sexual harassment and create safer commuter spaces! A detailed follow up plan has been drafted and shared with key stakeholders in Mombasa and plans are underway to jointly implement key action points beginning next year.

Business Case on High Capacity Vehicles

In 2018, Flone Initiative piloted the Gender Sensitive Minibus Services and Transport Infrastructure for African Cities: Practical Toolkit. The toolkit is a guide for transport operators to develop safer, more accessible matatu (minibus) services in Kenya.

As a follow up, Flone Initiative and UN Habitat sought to establish the role high capacity vehicles can play in meeting the toolkit recommendations by developing a business case on minibuses in Nairobi.

Through the business case, it is envisaged policy makers, investors and other transport stakeholders will adopt more sustainable and accessible modes of transport, including greater investment in high capacity vehicles. The business case report was developed and underwent peer review. A stakeholder's dissemination and review forum was held. 24 participants including matatu owners, policy makers, urban planners and researchers gave useful views to improve the feasibility and practicality of the business case. The report is currently in the process of final review.



PARTNERSHIPS & ALLIANCES

Flone Initiative believes it is essential to work with government, local representatives and the development community, to empower women commuters and women working in the transport industry. In 2019, Flone interacted with stakeholders across these sectors to draw more attention to this cause and encourage more investment in women, create employment, and improve safety. Our achievements this year would not have been possible without the support of the partnerships and alliances of all these stakeholders.

RESEARCH & SAFETY AUDIT

The safety audit was conducted by Flone Initiative in collaboration with Safetipin, an Indian-based social enterprise. The study was conducted in Mombasa city. Flone is working with the Mombasa county government and Kenya Ferry Services to address key issues which emerged in the research such as lighting and sexual harassment in public transport. We also collaborated with BOTAX and UTODA to reach women working in matatu and Tuk Tuk sector as well as SACCOs such as Xperia. Likoni SACCO and Munawar SACCO in Malindi.

WIT PROGRAM TRAINING PARTNERS

Flone worked with various partners to build the capacity of women in the transport industry through workshops. Flone hopes to continually engage the SACCOs management to encourage them on the benefits of these workshops. We are also grateful to Kingsway Tyres who assisted with facilitation of the vehicle maintenance training.

REPORT IT STOP IT PARTNERS

Flone collaborated with Daystar Compassion & Care Centre, Elim Trust/Vunja Kalabash and Bina Maseno (Badili Africa) to train college students on sexual harassment and the use of the Report It Stop it applications to report incidences of harassment.

TOOLKIT IMPLEMENTATION PARTNERS

Through the support of UN Habitat, Flone consulted, finalised and implemented the gender sensitive toolkit which has seen SACCOs develop sexual harassment policies and customer service charters.

2ND WIT ANNUAL CONFERENCE PARTNERS

Flone Initiative organised the second Women In Transport conference in partnership with World Resources Institute (WRI) Ethiopia. The partners were instrumental in making the conference a success.

MSUPA WA NGANYA PARTNERS

Thanks to the support of HIVOS Global, Maumau arts and Turning Tables Kenya, Flone produced a feature length movie, Msupa wa Nganya, to share the story of women in public transportation to open up debates on women in the industry and the realities of sexual harassment in the sector.

FUNDING PARTNERS

VISIT FROM GLOBAL FUND FOR WOMEN

It was an honor to host feminist philanthropists from Global Fund for Women in Nairobi.

Global Fund for Women has supported Flone Initiative for the past three years and we extremely grateful for their belief in our work.

Flone Initiatives 2019 accomplishments were made possible by the following donors:





RESULTS

IN 2019 WE ACHIEVED THE FOLLOWING KEY RESULTS:

- ✓ For the second time we successfully organized and held the Women in Transportation (WIT) conference. This time in Addis Ababa, Ethiopia, which saw an increase in the number of delegates.
- ✓ Msupa wa Nganya, the movie, digital campaign successfully opened up broader discussion on gender roles and the celebration of women working in the transport sector in Kenya.
- ✓ We scaled up our interventions to Mombasa County starting with a baseline assessment. And culminated in the establishment of a WIT chapter. It has also seen growth in stakeholder engagement with the Mombasa county Government and the Kenya Ferry Services.
- ✓ We achieved tremendous success in the implementation of the Gender Sensitive Minibus toolkit among two PSV SACCOs in Nairobi County. This led to the draft and adoption of sexual harassment policies and customer service charters.
- ✓ Improved our marketing and communication. We re-designed and launched our website, with regular updates sent to our partners through our monthly newsletters.



213

WOMEN PROFESSIONALS
ATTENDED WIT TRAININGS

10%

AVERAGE KNOWLEDGE GAIN ON
PRE-POST TESTS IN INDIVIDUAL
WIT WORKSHOPS

200+

CONFERENCE
PARTICIPANTS FROM
20 COUNTRIES

30

AVERAGE NUMBER OF
PARTICIPANTS REACHED IN
TOOLKIT IMPLEMENTATION
WORKSHOPS

50

STAKEHOLDERS FROM DIFFERENT
AGENCIES
(22 IN MOMBASA, 28 IN NAIROBI)

1

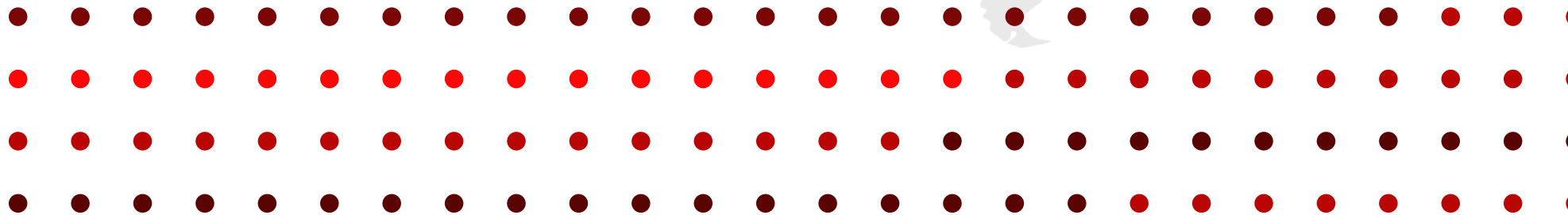
ADDITIONAL WIT
CHAPTER ESTABLISHED

1

INTERNATIONAL
CONFERENCE

4.3M

TWITTER PAGE IMPRESSIONS &
471,951 ACCOUNTS ENGAGED
AFTER MSUPA WA NGANYA
SCREENINGS





93%

PROPORTION OF PARTICIPANTS EXPRESSING SATISFACTION WITH EVENT LOGISTICS

750

POSTERS AND STICKERS DISSEMINATED ON RELEVANT PLATFORMS

106.7

PROPORTION OF TARGETED PARTICIPANTS TRAINED ON VEHICLE MAINTENANCE

3

REPORTS (MOMBASA BASELINE, MOMBASA SAFETY AUDIT & BUSINESS CASE)

30

AVERAGE NUMBER OF INDIVIDUAL WIT WORKSHOP PARTICIPANTS

2

PSV SACCOS IMPLEMENTING THE GENDER SENSITIVE MINIBUS TOOLKIT

86

PUBLIC TRANSPORT OPERATORS ATTENDED THE TOOLKIT IMPLEMENTATION TRAININGS

14

STAKEHOLDERS ENGAGED IN TOOLKIT IMPLEMENTATION



IMPACT BY NUMBERS

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



MAIN CHALLENGES & LESSONS

Growth management: With an increase in the number of programs, Flone was confronted with a larger workload. It was apparent that additional working partnerships in the countries we intend to set up projects is essential.

WAY FORWARD

- ✓ Strengthen newly formed WIT chapters
- ✓ Organize the 3rd Women in Transportation Conference
- ✓ Implementation of Gender Sensitive Minibus Toolkit
- ✓ Review, validation and publication of the business case on High Capacity Vehicles
- ✓ Up scaling interventions in two additional cities in East Africa
- ✓ Organizational development activities and strategic review

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