



OUR PROGRAMS

USALAMA W

Through this program

REPORT IT! ST

This is a crowd mapping survivors and victims of sexual violence and assault speak out about their ordeals in public spaces and support.

WOMEN IN TRAN

WIT program seeks to promote women in transport industry by providing training and support necessary to create sustainable and safe environments that are

WOMEN & TRAFIC AFRICA CON

These annual conferences are a platform for practitioners, policy makers and other stakeholders to engage in skill-based and experiential learning and develop new solutions to transport challenges faced by women and their groups.

CH



PEOPLE

- * PEOPLE LIVING WITH DISABILITY
- PEOPLE ABLED DIFFERENTLY
- PEOPLE WITH DISABILITY
- GIFTED DIFFERENTLY
- THE DISABLED



FLONE INITIATIVE

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

2023 ANNUAL REPORT

FLONE INITIATIVE TRUST

2023 Annual Report



Table of Contents

- 1. FLONE INITIATIVE.....05**
- 2. PROGRAMME UPDATE.....06**
 - a. Our Programs.....06
 - b. Summary Of 2023 Numbers07
 - c. Movement Building.....08
 - d. Behavioural Change.....12
 - e. Knowledge Generation.....13
- 3.0. PUBLIC AWARENESS AND SENSITIZATION CAMPAIGNS15**
 - a. Media Apperances.....15
 - b. Speaking Engagements.....15
 - c. Awards.....15
- 4.0. INSTITUTIONAL DEVELOPMENT.....16**
 - a. Organizational Capacity.....16
 - b. Strategic Partnerships and Alliances.....17
- 5.0. FLONE INITIATIVE FINANCIAL SUMMARY.....18**
- 6.0. FLONE INITIATIVE TEAM.....19**
 - a. Flone Board of Directors.....19
 - b. Flone Trustees.....20
 - c. Flone Staff.....20
- 7.0. HOW TO SUPPORT FLONE.....21**



About Us

Flone Initiative is a Pan-African women-led organization based in Kenya. Flone initiative advocates for a safe, sustainable and accessible public transport system in Africa by influencing behavioral change, generating knowledge and movement-building.



Our Mission

Flone Initiative is working towards the creation of safe, sustainable, and accessible public transportation spaces for women and vulnerable groups in Africa by influencing behavioral change, generating knowledge and movement-building



Our Vision

We envision a world where everyone can experience all freedoms of mobility.

1. FLONE INITIATIVE

2. PROGRAMME UPDATE



a. Our Programs

WOMEN IN TRANSPORT

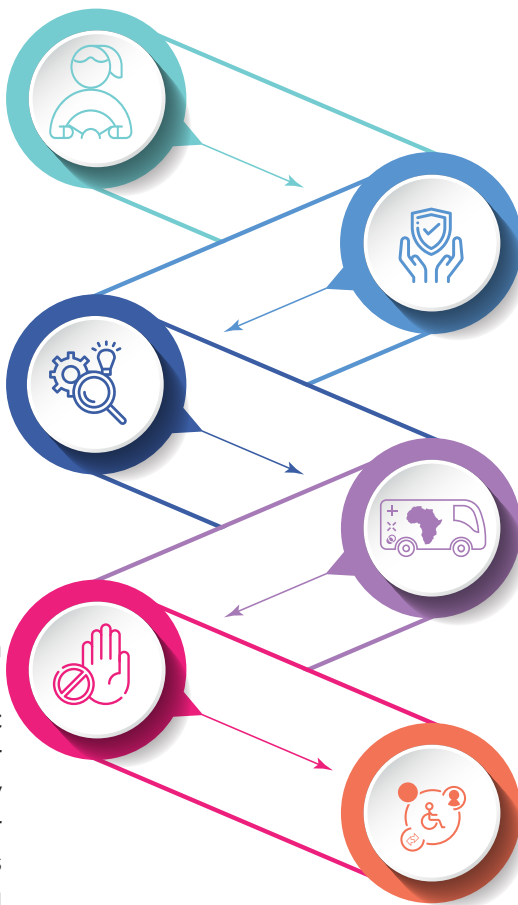
Women in Transport (WIT) program seeks to attract, retain and advance women in the transport sector through professional and personal development training.

RESEARCH PROGRAM

Research Program addresses the gender data gap by focusing on social economic and political aspects of the public transport sector.

REPORT IT! STOP IT!

Report It! Stop It! An application developed to facilitate mapping SGBV hotspots in public transport systems and their associated spaces and ultimately inform intervention areas for Flone Initiative. The platform is accessible via



USALAMA WA UMA

Usalama Wa Uma Program focuses on training public transport providers (mostly male workers) on sexual harassment prevention, gender sensitization, customer service and personal and professional development.

WOMEN & TRANSPORT AFRICA CONFERENCE

Stimulates thinking and research on transportation issues central to older persons, persons with disabilities, children & caregivers and women's quality of life in Africa.

MOVING BARRIERS PROGRAM

Aimed at recognizing and amplifying the voices of persons with disabilities as right holders of accessible and inclusive public transport systems.



Click

to learn more



Scan

to learn more

b. Summary of 2023 Numbers

Our 2023 Annual Report highlights how we went bigger and bolder in identifying commuter pain points and scaling solutions to inclusion issues.

3

Women In Transport (WIT) chapters

7

Women in Transport Self Help Groups

1

Community dialogue on disability inclusion in public transport convened

96

Women engaged

Saccos engaged

30⁺

Research publications developed

4

Women In Transport personal /professional development training offered

13

Courses accredited by NITA

2



1

Documentary developed

1

Joint petition submitted to NTSA

1

Animation video developed

2nd

Annual WIT Seminar convening

310

SGBV incidents mapped via Report It Stop It Platform



298

Applications for scholarships in professional development courses were received.



2

Advocacy videos on safe inclusive public transport developed



2

Twitter spaces organized

13 Media Appearances

1 Podcast Episode

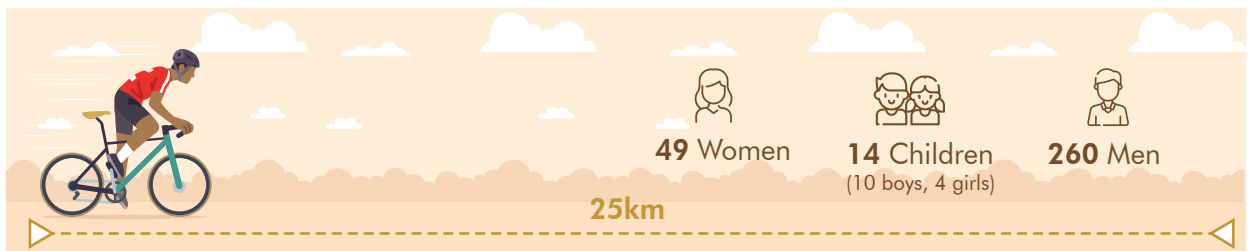
c. Movement Building

Flone increased the entry and visibility of women working in the transport industry in Kenya and beyond. This led to recognition and appreciation of women working and utilizing public transport systems. In 2023, Flone recognized and showcased women actively engaged in cycling from Nairobi:

1

The Remarkable Ride; Embracing Women In Cycling

We celebrated International Women's Day by recognizing, embracing, and celebrating women who have dissented the norms and taken up cycling in Nairobi. Through the Partnership with Critical Mass Nairobi and FIA Foundation, we organized the Remarkable Ride 2023. The event-themed **"Embracing Women In Cycling"** brought together an estimated 323 cyclists from the Nairobi Metropolitan Area:



The cyclists covered a 25-kilometer radius within Nairobi and its environs. Together we were able to:

- Provide a platform for women cyclist to share their experiences and
- Bring together stakeholders advocating for safe inclusive cycling in Nairobi and beyond.

[Resource Center](#)



[CLICK to View Album](#)



[SCAN to View Album](#)

Flone created a networking platform for women professionals to acquire knowledge and foster connections

The Women In Transport (WIT) Annual Seminar

We celebrated the WIT professionals' growth and the efforts they are putting in while navigating the male-dominated sector. In 2023, 56 WIT professionals from Nairobi, Nakuru, and Machakos Chapters convened in Nairobi. 95% of the women held leadership positions, representing over 300 women across the 3 counties. They had an opportunity to reflect, align their 2024 calendar of activities, benefit from peer-to-peer mentorship and further made recommendations to strengthen the movement. In the coming years, Flone hopes to mobilize and organize more women into different chapters.

[Resource Center](#)



[CLICK to View Album](#)



[SCAN to View Album](#)

Find the beautiful story of women who are empowered to effectively navigate the public transport workforce as PSV drivers and BodaBoda riders.

Women In Transport Database

The database enables women in transport professionals to showcase their skills and bridge the gap between WIT and potential employers. You can join a pool of WIT professionals in this WIT Database which has over 130 members so far

Across Counties, Flone empowered women to access and participate in economic activities, which have improved the livelihoods of WIT professionals.



Women Economic Empowerment and Improved Livelihoods Initiative

On average, 85% of women working in transport are also the heads of households with an average of 3 dependents. In Machakos¹, Nairobi² and Mombasa³ women account for about 10% of the public transport workforce, with a majority dominating the lowest-paying positions. For instance, in Machakos, the women are paid an average of USD.3 (kes 400) per day, insufficient to meet their daily needs. Through the economic empowerment initiative, the women engage in monthly table banking meetings to access loans to supplement their daily earnings and diversify their income through investments in preparation for retirement. In 2023, the groups had an estimated total revolving fund of USD. 27, 000(Kes. 2.7M) with a membership of about 100 women organized into 7 self-help groups.

Flone empowered women in Machakos, Nairobi, and Nakuru with the skills necessary to operate, invest in, and navigate the public transport sector. This has not only shaped their careers but also improved their autonomy to make decisions that improve their productivity in the sector.



Capacity Strengthening on Sexual Reproductive Health Rights Training in Machakos

The two training workshops focused on Child Adoption and GBV Referral Pathway. The workshops were organized in collaboration with the Little Angels Network and the State Department For Gender in Machakos. Over 25 WIT Professionals benefited.

- **Child Adoption Sensitization Workshop**

In Nairobi, about 85 % of Women in Transport are mothers or guardians to at least 3 dependents. Most of them are within the childbearing age, but due to informality in the sector characterized by lack of paid maternity leave and unguaranteed job security, many women highlighted they would not consider bearing more children. While working or using public transport, women are generally front-line responders to children abandoned in public transport systems or those who are lost. The workshop offered a platform for the WIT professionals to acquire knowledge on safeguarding children's rights, procedures for referring neglected children to adoption agencies and Kenya's child adoption process. The workshop saw the women deconstruct societal beliefs and learn about different ways to practice and enjoy motherhood by adopting children. They were also equipped with knowledge of Sexual Gender-Based Violence (SGBV) Referral Pathway Sensitization Workshop

The training aimed to raise awareness of SGBV among WIT, sensitize WIT on the legal instruments of SGBV in Kenya and further educate WIT on interventions and reporting mechanisms available on SGBV. Interact with the photo gallery from the workshop.

[Resource Center](#)



[CLICK to View Album](#)



[SCAN to View Album](#)

¹ Machakos Baseline Survey on Status of Women in Public Transport 2021

² Gender Sensitive Toolkit for African City

³ Mombasa Baseline Survey on Status of Women in Public Transport



Legal AID Clinic for Nairobi WIT

In partnership with Amka Africa, over 30 women participated in a sensitization workshop on the legal rights of women at the workplace and the household levels. The women engaged the lawyers through private one-on-one sessions. Following the success of the legal aid clinic Amka Africa has taken the initiative to organize subsequent training sessions on applicable laws in Kenya and paralegal trainings, extending invitations to the WIT at Amka Africa’s cost.



Drugs & Substance Use for Nairobi WIT

The workshop brought together 30 WIT professionals: conductors, drivers, kamageras and stage clerks. The informality in the public transport sector is characterized by job security uncertainties, inadequate structures to curb SGBV, sociocultural beliefs that increase the preference for male workers over female and inadequate measures to curb gender discrimination. Without the skills to navigate the industry confidently, women fall prey to drugs and substance abuse, which is relatively normalized. Mostly, it is difficult to manage the triggers, with a majority sinking into addiction. The workshop saw the participants equipped with the knowledge necessary to understand the physical, mental, and social effects of drug and substance abuse, as well as the associated health risks. It also provided a platform for the women to understand the referral pathways and assistance available to persons addicted to drugs and substance abuse.

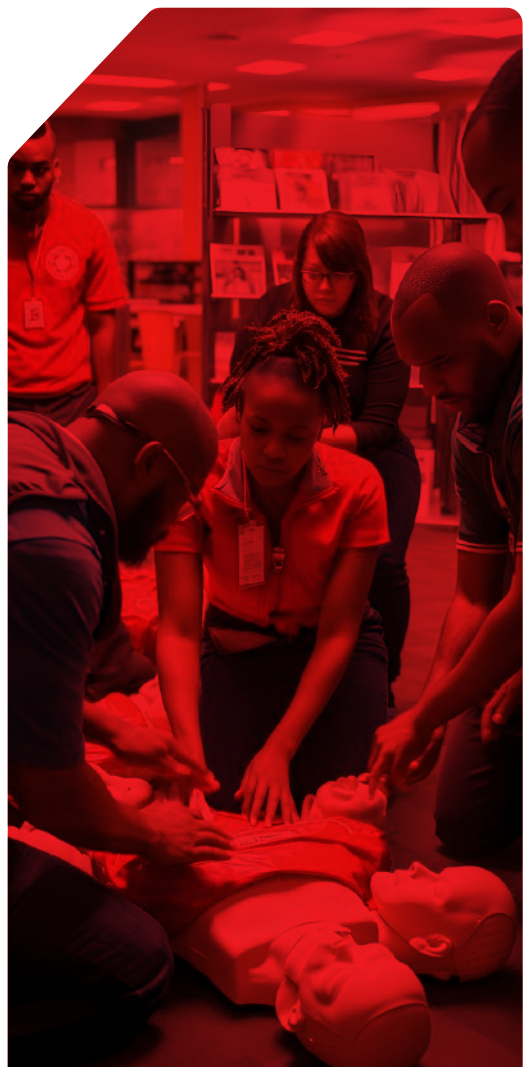
[Resource Center](#)  [CLICK to View Album](#)  [SCAN to View Album](#)





Occupational First AID Training In Machakos County

Public transport operators play a crucial role in ensuring the safety and well-being of passengers. In emergencies, the ability of transport operators to respond swiftly and effectively can make a significant difference. For 3 days the Machakos Women In Transport Chapter were trained on Occupational First Aid by the Kenya Red Cross. The workshop saw the women strengthen their skills as front-line responders during public transport emergencies. The women had mastered skills to respond quickly, calmly, and effectively to various emergencies, including medical incidents, accidents, and unexpected events.

They also acquired fundamental life-saving skills, such as cardiopulmonary resuscitation (CPR), the use of automated external defibrillators (AEDs), and basic first aid techniques. The women can recognize signs and symptoms of common medical emergencies, such as heart attacks, strokes, seizures, and allergic reactions, and respond appropriately.



[Resource Center](#)  [CLICK to Watch Video](#)  [SCAN to Watch Video](#)

Flore supported women to access financial support geared to initiatives that improve their personal and family well-being.



National Gender Affirmative Action Fund Bursaries

WIT professionals received a bursary award of Kes 220,000, which was channeled towards the payment of school fees among the WIT children. The bursaries were allocated to students studying in public secondary schools, TVETs, Colleges, and Universities. We thank Hon Esther Passaris' Office for supporting this cause.



Grant Funds to Boost the Revolving Fund Kitty

With support from Meghan Ference, WIT Machakos received a grant accounting to Kes. 36,017 to boost their revolving fund. Through the fund, the self-help group met the loan demands of its members. The WIT professionals have been utilizing the money to supplement their earnings and further meet the needs of their families

Flone shaped stakeholders' and partners' discussions on gender mainstreaming in the public transport sector. The engagement led to Flone informing dialogues on gender inclusion, focusing on leveraging gender in the E-mobility sector.



Women in E-mobility Networking Event

Flone in partnership with GIZ Kenya took part in the 'Gender and E-mobility side event session and the 'Women in Emobility Luncheon' at the AfricaE-Mobility Week. We were privileged to have the opportunity to explore the critical topics of gender inclusion in the E-mobility sector, the challenges women face, the strides they've made, and the powerful impact of gender diversity in the public transport industry. The Women in E-mobility Luncheon provided a platform for intimate, one-on-one conversations with women working in the E-mobility sector.

GUIDE TO INTERACTING WITH AND SUPPORTING PERSONS WITH DISABILITIES IN PUBLIC TRANSPORT

BASIC KENYA SIGN LANGUAGE SIGNS COMMONLY USED

Hello	Greeting	Good	Please	Thank you	Time	No	Which	There
Far	Near	Matatu	How much	Give me	Change	Nairobi	Touch	Rape
Angry	Problem	Report	Police Station	Hospital	School	City	Hour	

BASIC KENYA SIGN LANGUAGE NUMBERS COMMONLY USED IN TRANSPORT

1	2	3	4	5	6	7	8	9	10

d. Behavioral Change

Flone supported the Public transport agencies and stakeholders to mainstream gender in their operations.

Gender Inclusion In Cycling Capacity Strengthening Workshop

We mapped and trained 25 Community Cycling Trainers on gender mainstreaming to strengthen their capacity to address the cycling needs of women and girls. The training was embedded in the specific needs of women concerning bicycle designs, cycling accessories, and training processes. The trainers were equipped with the knowledge to identify and address these needs.

Flone Initiative strengthened the capacity of Public Transport Agencies to provide a better experience for vulnerable commuters.

1. Disability Inclusion in Public Transport Capacity Strengthening & Advocacy Campaign

2023 firmly cemented our work on disability inclusion in public transport. We were privileged to partner with the Gifted Community Centre(GCC), an organization run by and supporting persons with disabilities. The engagement saw us:

- Roll out multisectoral advocacy campaigns advocating for disability inclusion in public transport. A content creation workshop among persons with disabilities and community dialogue on disability inclusion in public transport. The content generated included messages calling PSV operators, policymakers, and commuters to adopt mechanisms and behaviors that promote the recognition of persons with disabilities as the right holders of accessible public transport systems. Stickers with symbols of commonly used words in public transport were equally developed.
- In Machakos and Nairobi, 55 WIT professionals were trained on Basic Kenya Sign Language and Tips to Interact with and Support persons with disabilities as active users of public transport. Public transport stakeholders were equipped with the skills to strengthen their interaction with commuters and workers with disabilities. The link to the photos can be found here.
- We engaged 30 persons with disabilities in a training session on self-advocacy while using or working in public transport. From the engagements, persons with different disabilities were equipped with the knowledge on features of inclusive mobility systems and advocate for the same

Flone Initiative strengthened the capacity of Public transport agencies to end SGBV in their operations. This has improved the experiences of women and vulnerable groups working and

2. Machakos County Public Transport Sexual Harassment & Gender-Based Violence Policy Sensitization Forums

With support from the Machakos County Government, Inter-Faith Council of Kenya, and National Gender & Equality Commission, we traversed the 9 sub-counties of Machakos conducting sensitization workshops on the Machakos County Public Transport Sexual Harassment & Gender-based Violence Policy. We engaged 50 public transport practitioners, 14 newly elected County officials and 25 interreligious leaders. The stakeholders made commitments to implement the policy adopted by the County in 2022.

Resource Center

Public transport practitioners' photos



CLICK to View Album



SCAN to View Album

County Officials photos



CLICK to View Album



SCAN to View Album

Interreligious leaders photos



CLICK to View Album



SCAN to View Album

e. Knowledge Generation

Flone conducted research and generated new evidence/data to bridge the data gap between public transport service providers, policy and users



Gender Inclusion Considerations in Cycling Resource

This resource material targets bicycle cycling trainers, assemblers /manufacturers, bicycle vendors/distributors and cyclists and highlights the needs of diverse categories of women. It aims to guide trainers in understanding and addressing women's cycling needs.

The resource focuses on the needs of women with caregiving responsibilities i.e. women accompanied by children and pregnant women. It dives deeper into the safety and security of women, which include women and helmet use, investment in reflector jackets, availability of women-friendly sanitation facilities, the prevalence of robberies, the prevalence of sexual and gender-based violence, and the availability of safe docking facilities for their bikes. The resource further elaborates on the needs linked to the unique travel patterns of women.

Resource Center



CLICK to Download



SCAN to Download



Gender Inclusion Considerations in Cycling Resource

SDG 11: Target 11.2 calls for the provision of accessible, safe, affordable and sustainable transport systems: with special attention to vulnerable groups by 2030. NaMATA is currently implementing the Bus Rapid Transit System to cater to mass mobility issues within the Nairobi Metropolitan area.

This report acts as a resource guide to ensure that as the BRT is being implemented, persons with disability and other vulnerable groups ('invisibles') are part of the agenda

To get things right the first time and help alleviate the current challenges faced by persons with disabilities in the current paratransit public transport sector.

The report was launched in collaboration with Kenyatta University's Directorate of Disability Services.

Resource Center



CLICK to Watch Video



SCAN to Watch Video





3

BluePrint for Developing a Public Transport Sexual Harassment and GBV Policy For Kenyan Counties

In 2021, Flone Initiative partnered with the County Government of Machakos. The partnership led to the development of the first public transport sexual harassment and gender-based violence policy. The policy was assented, launched, disseminated, and is now being implemented. Based on this success, Flone Initiative hopes to scale up the intervention countrywide.

Hence, this Blueprint documents the best practices and lessons that other Counties can learn from to develop a similar or related policy. The Blueprint was launched in collaboration with Machakos County, Makueni County, and Flone Initiative. Makueni County has since developed an interest in utilizing the blueprint to develop a similar policy.

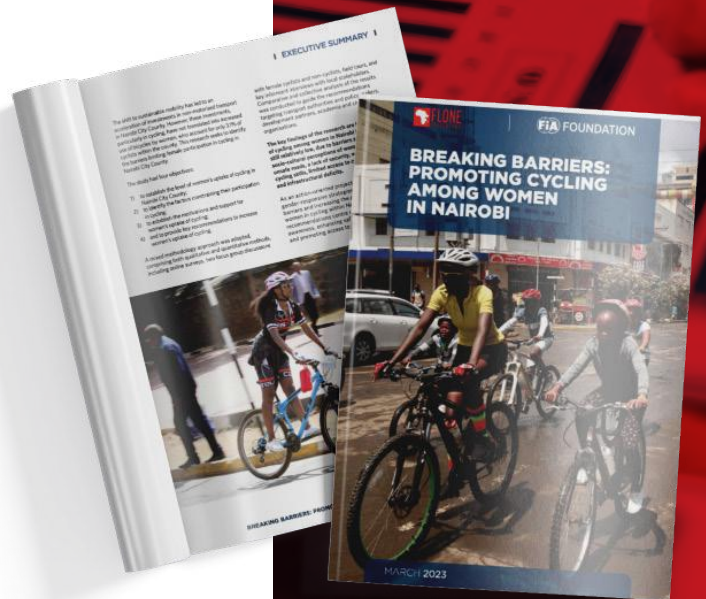




Resource Center  CLICK to Download  SCAN to Download

4

Breaking Barriers; Promoting Cycling Among Women in Nairobi

The report highlights the barriers to the uptake of cycling among women in Nairobi County. Some of the findings included: gaps in cycling skills, bicycle inaccessibility (design), inadequate facilities and amenities supporting cycling, socio-cultural perceptions, safety and security issues



Resource Center  CLICK to Download  SCAN to Download

3. PUBLIC AWARENESS AND SENSITIZATION CAMPAIGNS

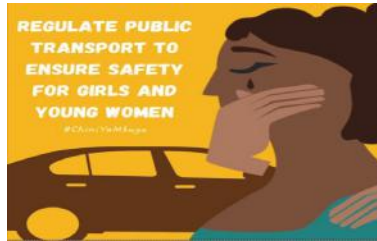


a. Media Appearances





Flohe Initiative was featured in the Dada Show at the Kenya Broadcasting Corporation (KBC) Television show. The program aired on May 1, 2023 (Labor Day). The feature featured the experiences of women transport professionals in their line of work.

 Click to Watch
  SCAN to Watch



Flohe was engaged by Akili Dada under their Chini Ya Mbuyu Podcast. Flohe spoke about the experiences of female professionals working and using public transportation. The podcast further highlights the role played by young feminists in demystifying and deconstructing discriminative practices in the Kenyan public transport industry.

 Click to Listen
  SCAN to Listen



The Launch of Disability Friendly BRT Report Newspaper Feature - The Star Newspaper; Television Feature - KU TV (from minute 16)

The Star Newspaper
 


KU TV
 


b. Speaking Engagements

In June, Flohe Initiative presented at the Architectural Association of Kenya(AAK) URBAN THINKERS CAMPUS. Flohe Initiative presented under the theme Ensuring Sustainable Mobility Solutions are Equitable and Inclusive To Address Social Inequalities in Access to Transportation. Flohe presented the efforts and interventions to promote gender and disability inclusion in public transportation. The solutions included the need to bridge the policy gaps and strengthen the implementation processes, bridge the skills gaps, and create continuous awareness of gender and disability inclusion.



AAK PROMOTING EXCELLENCE IN THE BUILT ENVIRONMENT

 Click to Watch
  SCAN to Watch

c. Awards

4. INSTITUTIONAL DEVELOPMENT



a. Organizational Capacity

1. The 2024-2028 Strategic Plan

The organization developed its 2024-2028 strategic plan. Since 2021, Flone has expanded its strategic focus due to dynamic changes in the public transport industry. Importantly Flone’s new strategic plan would focus on pressing issues like climate change to meet the increasing demand for sustainable public transport. The new strategic plan also positions Flone to innovate and implement more practical interventions that would integrate the mobility needs of vulnerable groups. The strategic plan has further enriched internal governing and management structures to promote growth and ideas diversification. Under the new strategic plan, the organization's strategic focus will be guided by the following thematic interventions:



2. NITA Accreditation

2023, marked 10 years since the foundation of Flone. It was exciting to mark one decade with training certification from NITA on Gender Diversity and Customer Service in Public Transport

3. Registration of the WIT Association

Exciting news in 2023 was the formal registration of the Women in Transport Association under the registrar of associations. The entity has a membership of over 300 women.



b. Strategic Partnerships and Alliances

1. Project Partners

- Critical Mass Nairobi- Supported the implementation of study recommendations from the project on Breaking Barriers to Promote the Uptake of Cycling by Women in Nairobi County.
- Gifted Community Centre- Supported the implementation of disability inclusion in public transport sensitization and advocacy projects.
- Kenyatta University Directorate of Disability Services- supported during the launch of the Disability Friendly BRT System in Kenya
- Kenya RedCross- Supported capacity strengthening for WIT Machakos on Occupational First Aid
- Little Angels Network-Supported the SRHR training
- State Department for Gender Machakos County-Supported in the SRHR sensitization workshop
- National Gender & Equality Commission-Supported in the sensitization of Machakos County stakeholders on Public Transport Sexual Harassment and Gender- Based Violence Policy
- Machakos County Government-Supported in research and Public Transport sexual harassment sensitization forums
- Interfaith Council Of Kenya-Supported in the sensitization of Machakos County stakeholders on Public Transport Sexual Harassment and Gender-Based Violence Policy
- National Council for Persons With Disabilities- Supported with the implementation of Disability Inclusion projects
- Nairobi City Council- Engaged in disability inclusion projects in public transportation.
- Office of the women-representative Nairobi- Bursary support to WIT professionals.
- Boda Boda Association of Kenya- Supported in research and capacity-strengthening workshops
- Amka Africa -Supported with capacity-strengthening sensitization workshops on law and human rights.

2. Funding Partners

- Heinrich Boll Stiftung
- FES
- FIA
- Cotswold
- Giving Joy
- JICA
- ICLD
- OSF





5. FLONE INITIATIVE FINANCIAL SUMMARY



Our annual composition on the source of funding for the financial year 1st February 2023 to 31st January 2024 in terms of percentages was:

1. Grants - 97%
2. Individual and In-Kind Donations - 1 %
3. Membership - 1%
4. Investment Income - 1%



Annual Expenses composition comprised of:

1. Administrative costs - 10%
2. Personnel costs - 10%
3. Program costs - 80%



Our interventions focus on three significant areas: Generate knowledge & Research, Movement building, and Behavioral change, which were represented by the below percentages showing which focus area was more active within the year.

1. Knowledge Generation and Research - 10 %
2. Movement Building - 40%
3. Behavioral change - 50%



Summary

In 2023, most of our funding focused on behavioral change and Movement building. This led to the expansion of our programs to other areas within Kenya, including the creation of the Nakuru WIT Chapter

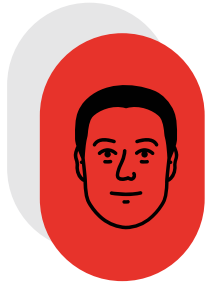
6. FLONE INITIATIVE TEAM

a. Flone Board of Directors



**Esther
Gacanja:**

A qualified Economist with over 20 years of working experience. Previously a manager at the Armed Forces Canteen Organization for seven years before joining civil service, where she has worked since 2008 to date as an Economist in various cadres. She has experience planning, implementing and evaluating government projects funded by the Government of Kenya and Development Partners. She is also interested in Climate Change and Gender mainstreaming within policies, projects and programs.



**JohnMark
Mwanika**

A Programs Officer at Amalgamated Transport and General Workers' Union (ATGWU-Uganda). He is passionate about workers' issues and, since 2010, has focused on his particular interest in designing innovative organizing programs for his union ATGWU. Among these are HIV/AIDS and climate change organizing transport workers in Uganda. With the most notable being: organizing informal transport workers resulting in the drastic growth of ATGWU's membership from less than 5,000 in 2012 to over 100,000 by the end of 2018. John Mark is currently working on building union influence and campaigning in Bus Rapid Transit (BRT) in Nairobi, Kenya, under the ITF Our Public Transport (OPT) Program. He is a holder of a Master's in Development Studies, a Bachelor of Social Science, and a Diploma in Education. He is the current Chair of the ITF Urban Transport Committee and a member of the ITF Climate Change Working Group.



**Dip
Patel**

An Antler Entrepreneur in Nairobi, a global early-stage venture capital firm enabling and investing in the world's most exceptional people building the defining companies of tomorrow. Before joining Antler, Dip was Swvl's General Manager in Kenya, which aimed to change how cities move by re-inventing mass transportation using technology. DIP is passionate about positively impacting the daily lives of people through technology. He is a Kenyan national who grew up in Nairobi, completed his bachelor's in the USA at Vassar College, pursued a master's in the United Kingdom at LSE, and returned to Kenya.



**Jeff
Turner**

Jeff Turner is the Theme Leader for Gender, Inclusion, and Vulnerable Groups for the DFID-funded High Volume Transport research programme. He has 30 years of experience in transport consultancy and research on transport policy and planning in Africa. In particular, he has specialized in the interaction between transport and gender, poverty reduction and social inclusion. Jeff has worked for a range of clients including the World Bank, DFID, EU, and the African Development Bank. Jeff is also a visiting lecturer at the Institute for Transport Studies at the University of Leeds. He has written widely for a range of audiences, including many academic journal articles and conference papers and articles for a general audience.



Naomi Mwaura

Founder of Flone Initiative, an organization working to create a safe and professional public transport industry in Kenya. She was one of the lead organizers of the MyDressMyChoice campaign that saw thousands of women protest gender-based violence in Kenyan public transport. A co-author of the Institute for Transportation and Development Policy "Street for Walking and Cycling: Designing for comfort, safety and accessibility in African cities" guidebook in partnership with UNHabitat. She has been involved in developing the Cairo Bus Rapid Transit (BRT) Gender plan and study on expanding access to cycling for women in Cairo. She is also a co-founder of Mama Afrika Festival, which highlights and celebrates women in the arts. Naomi holds a Bachelor's Degree in Psychology (Honors). As part of the Mandela Washington Fellowship for Young African Leaders, Naomi completed a civic leadership fellowship at Tulane University, USA. She was named "BBC 100 Inspirational and Influential Women" in 2017 and featured in Forbes Women, BBC and Aljazeera. She is among the winners of the 2018 Ashoka Challenging Norms, Powering Economies Challenge.

b. Flone Trustees

Faith Adhiambo

She is the Communications Officer at African Union (AU), Directorate of Information – Agenda 2063. Under the direct supervision of the Director, DIC, the Communication Officer for Agenda 2063 is responsible for developing and implementing communication projects for Agenda 2063

Bina Maseno:

She is currently the Founder and Executive Director – of Badili Africa. Badili Africa merges beauty with civic dialogues for political awareness and involvement with governance and democratic processes in Africa.

Rose Odengo

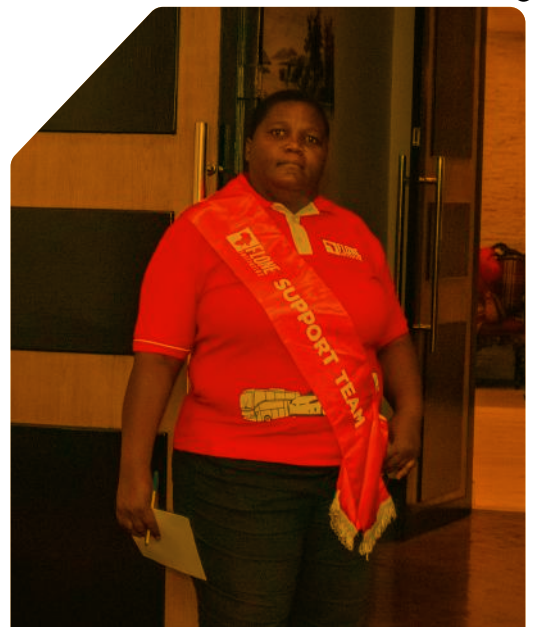
A highly organized communication specialist with 15 years of experience in communication. Areas of expertise include web, print and radio content development, communication, brand and social media strategy development and communication management. Creative and strategic communications leader with exceptional writing and editorial skills. Proven experience in managing communication strategies for USAID, DFID and World Bank-funded projects.

Naomi Mwaura

Founder of Flone Initiative, an organization working to create a safe and professional public transport industry in Kenya.

c. Flone Staff

1. Naomi Mwaura - Executive Director
2. Lucy Kihonge - Program Officer
3. Diana Odera - Communications Consultant
4. Elizabeth Kinuthia - WIT Coordinator
5. Robert Gatimu - Finance Officer
6. Emily Midora - Field Officer Mombasa County
7. Jedida Mwivithi - Field Officer Machakos County



7. HOW TO SUPPORT FLONE

Your donation will directly impact creating a safe and professional transport industry for you and your loved ones. Please make a gift donation today, and together we can make public transport the preferred workplace and mode of transportation for Kenyans!



Donate via MPESA or Card through our M-Changa account:



We are open to collaborating with you or your organization to create a format of giving that matches your interest. Send us an e-mail to donations@floneinitiative.org.



Donate via Cheque



- **Double/Match your Gift:** Many employers will match your charitable contributions-doubling your impact at no cost to you! Check with your organization’s human resources department for a matching gift form. Send us an e-mail to donations@floneinitiative.org.
- **Giving Circles & Crowdfunding:** Host a Giving circle and crowdfunding campaign: We would love to work with you to help launch a giving circle or crowdfunding campaign on behalf of Flone Initiative. Send us an e-mail to donations@floneinitiative.org.
- **Organize the production of the “Wamama Wa Mathree” Play.** The play was co-created by women working in Nairobi’s matatu sector; Wamama wa Mathree offers a glimpse into the life of Nairobi’s matatu women. Inspired by one woman’s perseverance and courage to stand up for herself and others, the play follows her journey from a past filled with violence to her redemption as a leader of women’s rights in the matatu industry. Support women working in transport by producing a performance of this excellent play! E-mail donations@floneinitiative.org for more information.

Address the Cheque to
Flone Initiative Trust
 Please drop the cheque at the following address;
Flone Initiative Trust
KCDF House 3rd Floor, Suite 3B,
Pangani
P.O. Box 569 – 00900- Kiambu,
Kenya
 c/o Finance Officer
+(254) 768 052 577/
donations@floneinitiative.org
 Any amount helps – We value your Generosity!



FLONE INITIATIVE

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

Office:

KCDF House | 3rd Floor | Chai Road | Pangani | Nairobi, Kenya

Phone:

+254 768 052 577



info@floneinitiative.org



www.floneinitiative.org



Follow Us



• Flone Initiative •