



FLONE INITIATIVE

INCLUSIVE MOBILITY

Annual
Report
2024

TABLE OF CONTENTS:

ABOUT US	3
PROGRAMME BRIEF	4
SUMMARY OF 2024 NUMBERS	5
KEY PROGRAMMES PRIORITIES	6
Key Priority 1: Research & Knowledge Generation	6
Key Priority 2: Inclusive & Functional Public Transport System	7
Key Priority 3: Policy Engagement And Advocacy	12
Key Priority 4: Health & Environmental Sustainability	13
Key Priority 5: Institutional Development	14
PUBLIC AWARENESS AND SENSITISATION CAMPAIGNS	15
a. Media Appearances	15
b. Speaking Engagements	15
c. Awards	15
d. Strategic Partnerships and Alliances	15
FLONE INITIATIVE FINANCIAL SUMMARY	16
FLONE INITIATIVE TEAM	18
a. Flone Board of Directors	18
b. Flone Trustees	20
c. Flone Staff	21
HOW TO SUPPORT FLONE	22

ABOUT US

Flone Initiative, founded in 2013 and registered as a charitable trust in Kenya, is a women-led organisation dedicated to achieving a just and inclusive public transport system. The organisation involves communities in better understanding their challenges and needs and addresses critical data gaps through evidence-based research. Using this approach, Flone Initiative advocates for policies and laws that advance safe, accessible, and inclusive mobility. The organisation envisions a public transport system that upholds the rights of women, girls, people with disabilities, and youth.

MISSION

To promote a safe, inclusive, and accessible public mobility system for all, especially vulnerable and marginalised groups in Kenya, through research, policy engagement and advocacy.

VISION

A just public mobility system.

Our Key Priorities



*Research & Knowledge
Generation*



*Policy Engagement
and Advocacy*



*Inclusive & Functional
Public Transport System*



*Health & Environmental
Sustainability*



PROGRAMME BRIEF

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

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.

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

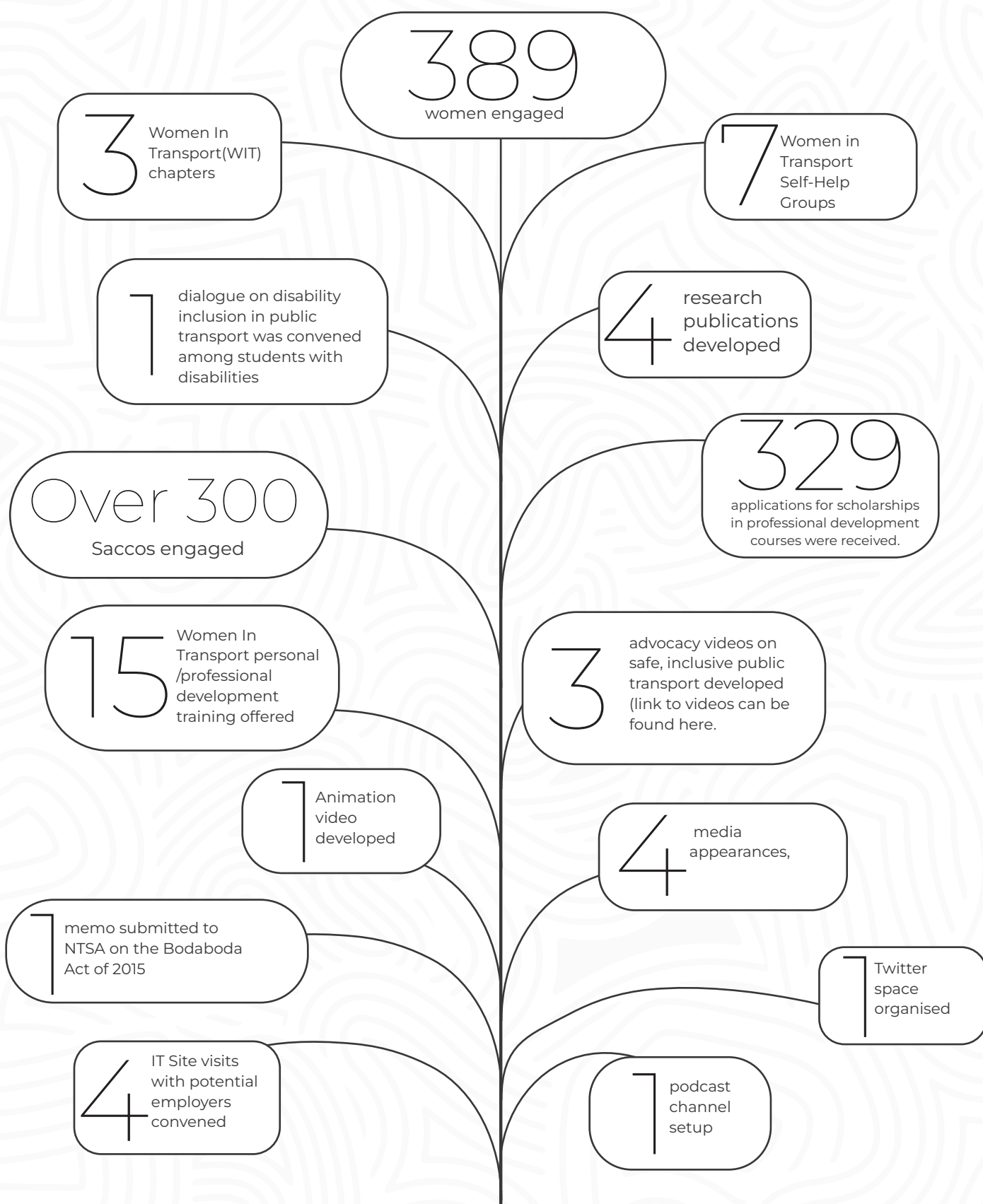
Women & Transport Africa Conference: Stimulates thinking and research on transportation issues central to older persons, persons with disabilities, children & caregivers and women's quality of life in Africa.

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

Moving Barriers Program - Aimed at recognizing and amplifying the voices of persons with disabilities as rights-holders of accessible and inclusive public transport systems.

Our 2024 Annual Report highlights how we went bigger and bolder in identifying commuter pain points and scaling solutions to inclusion issues.

SUMMARY OF 2024 NUMBERS



KEY PROGRAMMES PRIORITIES

Key Priority 1

Research & Knowledge Generation

1.1: Baseline Survey Report On The Status Of Vulnerable Groups In Makueni County Public Transport.

Did you know that only 4% of the public transport workforce in Makueni is comprised of women, with 49% of the female workers and 59% of the commuters being survivors of harassment. Approximately 85% of these incidents are never reported due to a lack of systems and structures in place to address them. Supported by Heinrich Boll Stiftung Foundation, the report was launched in November in collaboration with the government of Makueni County and the Technical Working Group on Inclusive Public Transport in Makueni. The report's findings will set the pace for implementing interventions on inclusive mobility within the county. Read the full and abridged reports [here](#) & [here](#)

1.2: Baseline Assessment on Gender Inclusive Financing Models for 2 & 3 Wheelers in Nairobi

With support from the Ford Foundation, we initiated a research study to establish sustainable financing models that enhance women's access to two- and three-wheeler vehicles in Nairobi. Be on the lookout on our socials, the findings will be out in 2025

1.3: Thika Town Safety Audit Report & Tactical Urbanism Report

Following the safety audit on 11th December 2024 that was conducted in Thika town in partnership with Kiambu County, there was a virtual launch of the report where 25 stakeholders, including citizens, business associations and county representatives attended. Access the findings from the Thika Town Safety Audit Report and the Tactical Urbanism for Inclusive Transport.

1.4: Journal, Inclusive Transportation for Students With Disabilities

In collaboration with Gifted Community Centre, we organised a writing competition among 15 students with disabilities. Flone team thereafter conducted a sensitisation workshop with the student on inclusive mobility. The competition led to the publication of this joint journal with recommendations on inclusive public transport.

1.5: Increasing accessibility of Research Reports.

We improved the accessibility of some of our research publications by translating them into audiobooks. The audio version of the resource guide on supporting and interacting with persons with disabilities in public transport can now be accessible to persons with visual impairments Here

Key Priority 2

Inclusive & Functional Public Transport System

2.1: Improving WIT Economic Wellbeing and Livelihoods.

In our journey to support and economically empower women in the public transport sector, we mobilised and organised the women into self-help groups. The women benefit from table banking, a platform that enables them to save and access affordable loans. The groups currently have a revolving fund of over KES 3,540,500. Do you know a woman who is interested in joining the WIT program? Share this link : [Meet our registered women in transport self-help groups](#):

WIT MACHAKOS CHAPTER <i>Meet the women</i>	<i>Machakos Women In Action Self-Help Group</i>
WIT NAIROBI CHAPTER	<i>Women With Purpose Self-Help Group</i> <i>Simba Table Banking Self-Help Group</i> <i>Blessed Assurance Self-Help Group</i> <i>Amazing Grace Women's Self-Help Group</i>
WIT NAKURU CHAPTER	<i>Team Kujituma Self-Help Group</i> <i>Vision Riders Self-Help Group</i> <i>Lioness Self-Help Group</i>

2.2: Improving Access to Legal Information and Services among WIT Nakuru, Nairobi & Machakos.

In collaboration with Amka Africa, we organised a legal aid clinic brought together over 34 lawyers and over 200 women based in Nakuru, Nairobi Clinic, Machakos. The women had access to free legal advisory services from the advocates.

2.3: Providing Linkages Between WIT & Industry Players

We were privileged to link the Women In Transport from Nakuru, Nairobi and Machakos with potential employers. The linkages provided a platform for the women to identify the skills gaps in the market and the trends in technology adaptations. The women were also able to assess the available pathways toward public transport asset ownership. Women met the Mkopa Team and Bajaj Ebee, Basigo and Bajaj.

2.4: Advocacy campaign on disability inclusion in public transport

As part of advocacy towards disability inclusion in public transport, we partnered with Embassava SACCO to distribute over 100 stickers with messages on disability inclusion, primarily on the need to preserve priority seats for persons with disabilities, older persons and pregnant women. Priority Seating Campaign



2.5: Advocating for the Safety of Vulnerable Commuters & Workers

Supported by Vectos, Flone trained 9 members of the Embassava Board on the provisions of the SHE CAN Tool. The tool provides guidelines for public transport stakeholders to make decisions or learn about tackling sexual harassment in public transport. The engagement also led to the rollout of the End SGBV Advocacy Campaign, involving the distribution of stickers. The campaign also aimed to raise awareness and improve the reporting structures with Embassava SACCO, was launched at Commercial Buspark along Accra Road, Nairobi. It targeted 100 Embassava buses and over 1,000 operators.

2.6: Improving Access to Medical Services & Information

In 2024, the Flone Initiative celebrated the invaluable contributions of women in public transport in Kenya through an International Women's Day (IWD) event—a Medical Camp dedicated to the well-being of the WIT (Women in Transport). The 2024 IWD theme was to Inspire Inclusion. As Flone commemorated the achievements and resilience of women worldwide, we recognised the role WIT plays in ensuring the smooth functioning of our public transportation systems. Flone extended the invitation to GCC Kenya to celebrate the work of the women taking care of children with disabilities in Kenya. [Link to photos](#)



2.7: Improving Awareness on Helmet Wear & Standards

Supported by Transaid and done in collaboration with the County Government of Nakuru, NTSA, the Ministry of Interior and National Administration, and the National Police Service Department of Traffic in Nakuru, Flone conducted the four-day training on safe helmet wear and standards: Njoro, Subukia, Kabatini and Nakuru East. Meet the bodaboda operators.

2.8: Creating Awareness on Drugs & Substance Use Among WIT Machakos & Nakuru

Seventy women benefited from the training. A significant percentage are in the process of recovery. The women have since improved their productivity and participation in the public transport workforce. The women have also portrayed behaviour change, thus gaining trust from the customers. Listen to their stories of hope and resilience.

2.9: Promoting Leadership & Professionalism Among WIT Machakos

The training brought together 10 WIT professionals based in Machakos. The workshop not only imparted knowledge on professionalism but also focused on practices to strengthen women's career growth. Photos from the workshop can be found [here](#)



2.10: The Women & Transport Africa Conference X Building Feminist Cities

The sixth convening of the Women & Transport Africa Conference was bigger and more informative. Supported by GIZ and Women Mobilize Women, it brought together 420 participants from 9 different countries, 49 panellists, 38 female panellists, 35 sessions, and 17 partners. The focus was on research, policies, lived experiences and solutions to barriers to inclusive and functional public transport. Listen to the conference recordings [here](#), and interact with the photo gallery from the 3-day engagement

2.11: Our Agenda on Inclusive Public Transport at the Rethinking Lab 2024

Supported by GIZ, we were excited to make contributions at the lab that took place in Accra, Ghana, bringing together 20 transport professionals from different sectors (Academia, Civil society Organisations, International Organisations). Our contributions at the lab were clear on practical ways to involve women and persons with disabilities in the public transport agenda.

2.12: Feedback from the Community Cycling Trainers

We finally interacted with the Cycling trainers one year after the training on gender inclusion in cycling. The project was supported by the FIA Foundation. From the analysis, the cyclists are more gender responsive in their training, including considering the training approaches and times suitable for women. Here is what they had to say.



Key Priority 3

Policy Engagement And Advocacy

3.1: NTSA Memo submission on Operations of Motorcycles Regulations, 2015, and the Operations of Public Service Vehicles, 2014,

Flone's submission focused on sexual harassment and gender based violence and the integration of technology in ensuring the safety of public transport users. We are excited that 2 of the recommendations were adopted and included in the draft bill. Adopting the recommendation to install a GPS tracking device will enhance the safety of public transport users, especially women and children, thus making it easier to locate bodaboda riders engaged in perpetrating sexual and gender based violence among vulnerable communities. The other recommendation was to strengthen the rules on helmet and reflective jackets wearing to enhance safety for the riders and the pillion passengers

3.2 Technical Support to Nakuru County Government in Developing a Public Transport Code of Conduct

Supported by TUMI Lab, we offered technical support to Nakuru County Government in developing its first public transport code of conduct. The code of conduct addresses six key elements:



1. Commitment to Zero Tolerance for Sexual Harassment & Gender-Based Violence in the Management and Operations
2. Commitment to Mainstream Gender in the Management and Operations
3. Commitment to Mainstream Disability in the Management and Operations.
4. Commitment to Improve Customer and Service Delivery
5. Commitment to Promote Road Safety
6. Commitment Towards Sustainable Climate Action

Popular version & Detailed version, Watch the process involved, Listen to the podcast

3.3: Technical support in conducting an Accessibility Audit of the ABC place

We provided technical support to KeNHA, APDK and NCPWD on the process of conducting an accessibility audit.

The report in soft copy was shared with the relevant stakeholders (KeNHA, APDK, NCPWD) and also uploaded to Flone's website. The physical copies of the report were disseminated during the follow-up meeting with the corridor A Director in OCTOBER 2025. The link can be found here.

Key Priority 4

Health & Environmental Sustainability

Launch of the women in the e-mobility network; do you want to join the network where members engage in discussions around: research and policy advocacy, access to resources including financing, skills mentorship and coaching?

Register here.



Key Priority 5

Institutional Development

5.1: Development of a Conductors Manual

We are officially certified to offer a professional conductors course. Supported by the Kenya Bus Services Training Centre and accredited by the National Industrial Training Authority (NITA), Flone has finally developed a Conductors training manual that will meet the industry's training demands for professional conductors.

NITA officially accredited Flone to offer the course to individuals interested in improving their effectiveness and efficiency as professional conductors.

5.2: Flone 2024-2028 Strategic Plan

The new strategic plan was officially launched on the 4th of December 2024. The strategic plan will inform Flone's operations and interventions towards advocating for a safe, inclusive and accessible public transport system for all. Interact with the abridged version of the strategic plan [here](#)

5.3: Partnership Strengthening

Flone and GMC formalised their partnership by signing an MoU, with this partnership aimed at transforming the public transport

sector and empowering vulnerable groups in Makueni. Through this partnership, Flone will continue offering technical support on issues of inclusion within the County's public transport. In 2025, Flone will be actively engaged in the development of the First Public Transport Policy for the County.

5.4: New Office

Welcome to our accessible office. We are currently located at:

Kenya Police Sacco Plaza Ngara, Nairobi, 4th floor, wing B.

5.5: Website Development

The website was revamped to be more modern and responsive to users. It currently contains more information on our values, mission and vision and serves as the main gateway between stakeholders and the organisation. Publications and research, latest news and updates, media resources and the Staff team are some of the messages contained highlighted on the website. The WIT membership platform is also embedded.

[Interact with our new website](#)

PUBLIC AWARENESS AND SENSITISATION CAMPAIGNS

A. Media Appearances

Development of the Nakuru Public transport code of conduct

- i. Star feature
- ii. Kenya news feature
- iii. MBCI Radio Feature
- iv. Makueni Feature

B. Speaking Engagements

- i. We presented our research at the Annual Disability Rights Conference 2024-Centre Of Human Rights, University of Pretoria in Johannesburg, South Africa. We Made A Presentation On Integrating Technology in the Nairobi Metropolitan Area's Upcoming Brt System. The Theme Of The

Conference was Information Communication and Technology(ICT).

- ii. With support from Vectos and HVT, we spoke at the Empower 2 Seminar in Cape Town, highlighting our efforts to address SGBV within the public transport sector.

C. Awards

Hiil Innovation Award

Flone Initiative was among the top 3 innovators honoured during the HIIL Innovations Investors Circle award ceremony. Flone received seed funding to improve its ReportItStopIt Program that seeks to provide data and evidence on SGBV in public transport. [Link to Photos.](#)

Strategic Partnerships and Alliances

Funding Partners

- i. TUMI
- ii. Open Society Foundation
- iii. Ford Foundation
- iv. GIZ
- v. VREF
- vi. ICLD
- vii. Women Mobilize Women
- viii. HBS
- ix. VECTOS
- x. HIIL
- xi. Cotswold

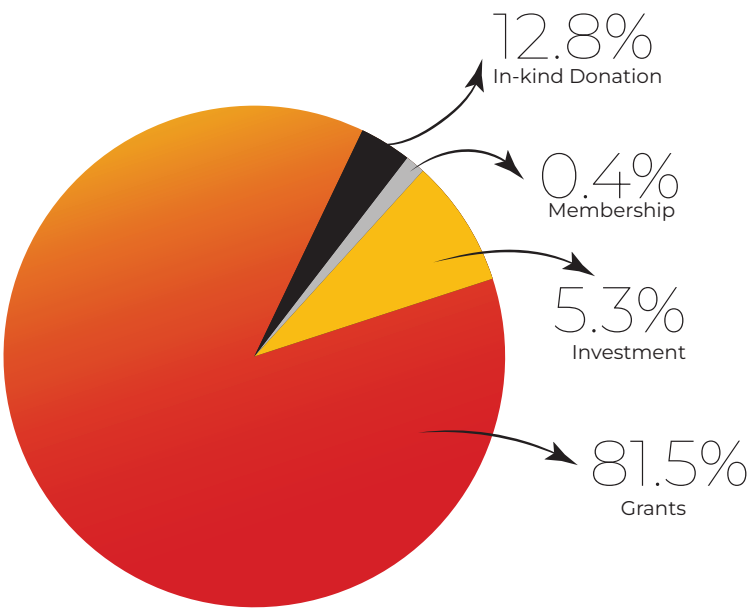
Programs Partners

- i. Amka Africa
- ii. Gifted Community Centre
- iii. Embassava SACCO
- iv. Nakuru, Makueni & Machakos County Governments
- v. Equity Afia
- vi. Diwopa Catholic Church
- vii. National Hospital Insurance Fund
- viii. KeNHA
- ix. NCPWD
- x. APDK

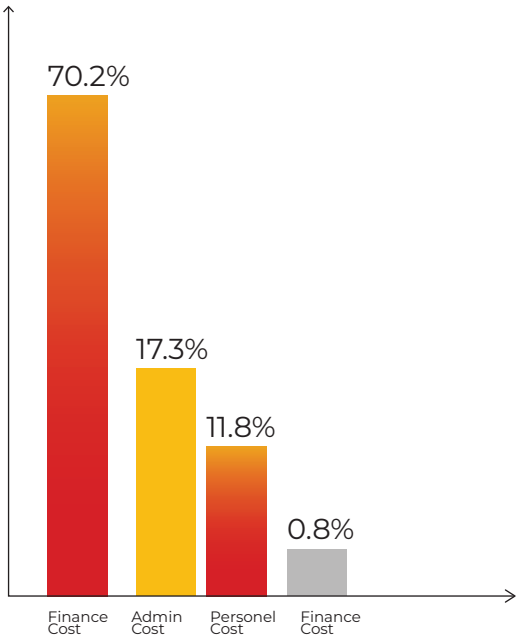
FINANCIAL SUMMARY

Our annual composition on the source of funding and uses of funds for the financial year 1st February 2024 to 31st January 2025 in terms of percentages was:

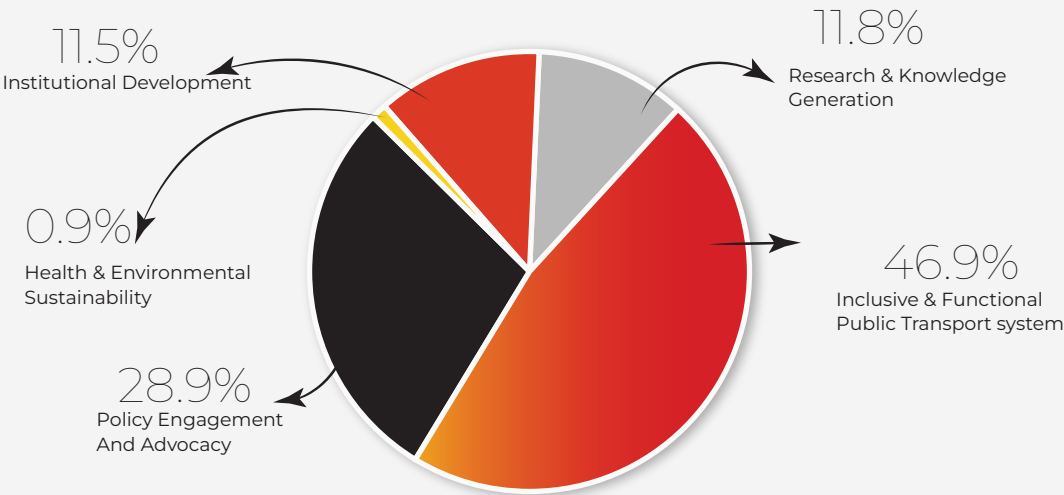
Source of Funds



Uses of Funds



We focused on the following key priorities during the year: Research & Knowledge Generation Inclusive & Functional Public Transport System, Policy Engagement And Advocacy, Health & Environmental Sustainability, and Institutional Development. These are shown in percentages in the chart below.



Summary

In 2024, most of our funding focused on inclusive and functional public transportation, as well as policy engagement and advocacy. This led to Strong strategic partnerships that drive policy change in the mobility sector, as well as Improved safety and security in public mobility.

FLONE INITIATIVE TEAM

Flone Board of Directors

Caroline Kioko:

Caroline Kioko is a dynamic human rights lawyer and a gender and inclusive development specialist with extensive experience advocating for justice, inclusion and equity and an accredited professional mediator. Currently, Caroline serves as the global equity and inclusion Senior Analyst for Porticus. The co-founder and co-director of Meza Yetu.



Lady Wangu Kanja:

Lady, Wangu Kanja is the founder/Executive Director of the Wangu Kanja Foundation (WKF) and a Human Rights Defender for the last 18 years. She is the convenor of the Survivors of Sexual Violence in Kenya Network for the last 6 years.

Edwin Mariwa:

An open-minded lifelong learner with a knack for Creative and User Interface & Experience Design. With over four years of work experience, He has worked with organizations and clients across Africa on multiple creative design and tech projects. I am currently working as a User Interface & experience designer at SAND Technologies, a US-based company that implements digital transformation projects for leading organizations and governments around the world.



Naomi Mwaura:

Founder of Flone Initiative, an organisation working to create a safe and professional public transport industry in Kenya and co-founder of Mama Afrika Festival. She was one of the lead organizers of the MyDressMyChoice campaign that saw thousands of women protest gender-based violence in Kenyan public transport.

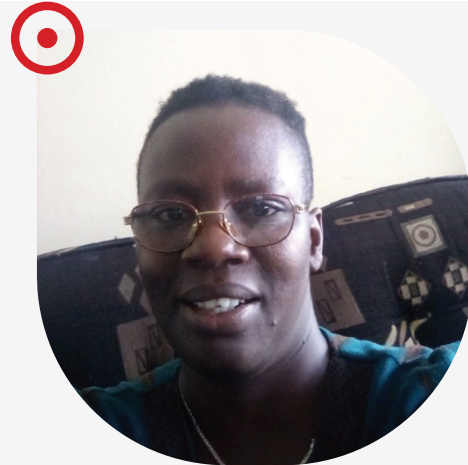


Faith Njahîra Wangarî:

Faith Njahîra Wangarî (She/Her/Hers) is a feminist scholar-activist, independent consultant, researcher, author and disability inclusion expert with muscular dystrophy committed to research and community work guided by disability justice, feminism and anti-ableism. As an Open Society Foundations Scholar, Njahira is a graduate of Syracuse University's Disability rights and Inclusive education Master's program.

Barbara Wamunyokoli:

Barbara is a HR professional with a cumulative experience spanning 24 years in the Administration and HR role having worked in the Education sector for the past 10 years. She is currently working as a Human Resource Manager at Kitengela International Schools.



Levi Mulei:

A dynamic finance professional with 14 years of diverse experience spanning national and international organizations and roles, including a successful tenure as Head of Finance and Administration at Amnesty International Kenya. his qualifications include a Master of Business Administration in Strategic Management from the University of Nairobi, a Bachelor of Arts degree in Economics from Kenyatta University.

Edwins Mukabanah:

A professional Public Transport Planner with 39 years of experience. Currently, he is a Vice President representing Africa and a member of the UITP board of directors based in Brussels. Through UITP, he has built strong international public transport networks of professionals, manufacturers, financiers, and technology suppliers.

He has 19 years experience at board of directors level having been on the board of Mumias Sugar Company Ltd, Kirinyaga University, National Transport and Safety Authority and currently serving on Maseno University Council and member of the National Steering Committee on Drought Response.



Flone Trustees

Faith Adhiambo:

She is the Communications Officer at the 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.

Flone Staff

Naomi Mwaura

Executive Director

Robert Gatimu

Finance Officer

Beatrice Wairimu

Resource Mobilizer

Constantine Sunday

Operations Manager

Joy Nieri

Communications Officer

Lucy Kihonge

Program Officer

Elizabeth Kinuthia

WIT Coordinator

Caroline Nyamwaro

Finance Intern

Evans Sumba

Program Assistant

Cynthia Kipsang

Program Assistant

How to Support Flone:

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

Different options for giving:



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

<https://secure.changa.co.ke/myweb/share/45729>

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.



Double/Match your Gift:

Many employers will match your charitable contributions to 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.



Donate via Cheque

Write a Cheque to Flone: Send us an email to donations@floneinitiative.org. Address the Cheque to Flone Initiative Trust

Please drop the cheque at the following address;

Flone Initiative Trust
Kenya Police Sacco Plaza Ngara,
Nairobi, 4th floor wing B.
P.O. Box 569 – 00900- Kiambu,
Kenya
Finance Officer
+(254) 768 052 577/ +(254) 751 958 525
donations@floneinitiative.org

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