# ANNUAL REPORT



# 2025

FLONE INITIATIVE
INCLUSIVE MOBILITY

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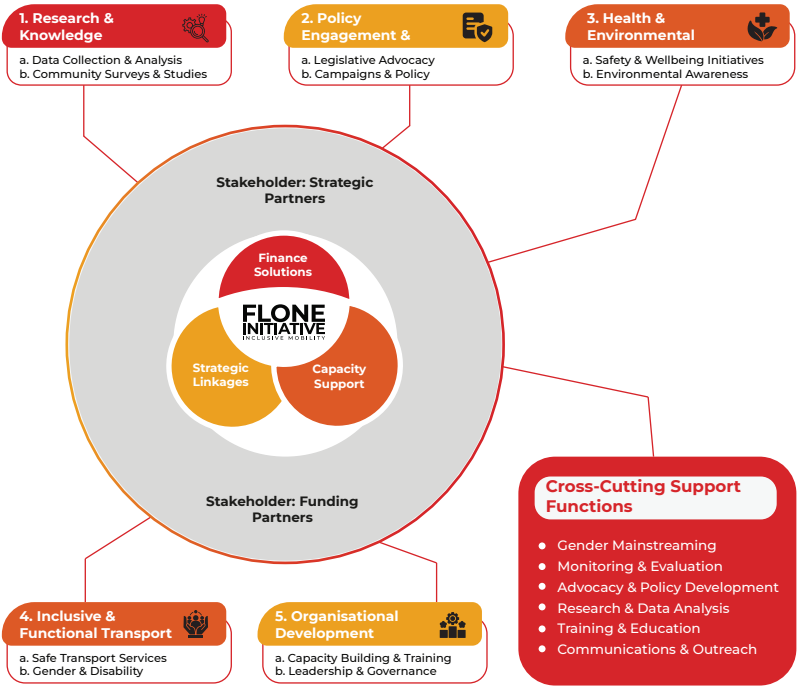
# About Flone Initiative

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. We involve communities in understanding their challenges and address critical data gaps through evidence-based research, advocating for policies that advance safe, accessible, and inclusive mobility—upholding the rights of **women, girls, people with disabilities, and youth.**

Since our founding, we have grown from a small advocacy collective into a nationally recognised organisation with a presence across Nairobi, Nakuru, Machakos and Makueni counties and an increasingly continental footprint across Africa and beyond.

| | |
|---|---|
| **Our Mission** | To promote a safe, inclusive, accessible public mobility system for all, especially vulnerable and marginalised groups in Kenya, through research, policy engagement and advocacy. |
| **Our Vision** | A just public mobility system. |
| **Legal status** | Non Governmental Organization, Kenya |
| **Year founded** | 2013, Nairobi, Kenya |

# Flone Initiative Business Model




## Flagship Project: WITA CONFERENCE

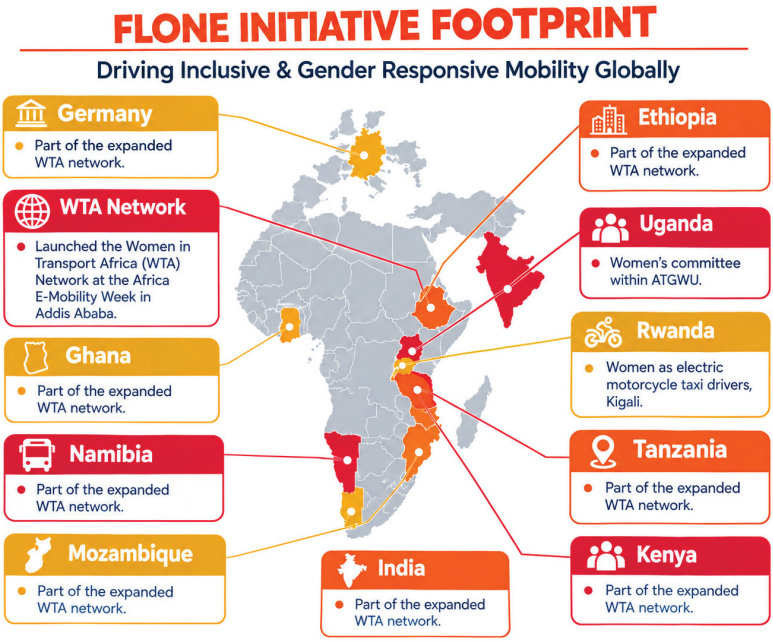
Promoting Inclusive, Accessible and Safe Public Transport In Kenya and Africa

# Where we work

In 2025, Flone Initiative operated across Kenya and continued to build its continental presence through the Women & Transport Africa Conference and the Women in E-Mobility Network.

| Project | Funder/donor | Goal/Objectives | Scope |
|---|---|---|---|
| Establishing Sustainable Financing Models to Enable Access for Women to Two- and Three-Wheelers in Kenya | FORD FOUNDATION | To explore, design, and pilot sustainable financing models specifically tailored to support women acquiring and operating two- and three-wheelers in Kenya | Kenya |
| Disability Inclusion in Public Transport | COTSWOLD | To institutionalize universal accessibility by bridging the gap between infrastructure design, transport operations, and social inclusion within Kenya's urban and educational ecosystems. | Nairobi |
| Makueni Public Transport Policy | Heinrich Böll Stiftung | To support the County Government of Makueni in developing and adopting a public transport policy that is inclusive,gender-responsive, and centred on protecting human rights. | Makueni |
| Situational Analysis-Sexual and Gender-Based Violence Reporting Systems & Referral Pathways in Nairobi County | HIIL | To strengthen reporting and access to Justice among survivors of SGBV in public transport | Nairobi |
| Women in E-Mobility | Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) (Promotion of Electric Mobility in Kenya) | STRATEGIC PLAN 2026-2031 | Kenya |
| Moving barriers | WISHES TO REMAIN ANONYMOUS | To build a community of disability inclusion champions in public transport | Nairobi, Nakuru, Makueni |
| Empower Her Mobility-Enhancing Inclusion & Skills in Sustainable Transport | WE4D ( Empower Her Mobility project, commissioned by the German Government and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH through the Employment | Accelerating inclusion in green transformation in the public transport sector | Kenya |

| | | | |
|---|---|---|---|
| | Promotion for Women for the Green Transformation in Africa (WE4D) programme.) | | |
| WTA Conference 2025 | GIZ. UNEP, FES, AAR, ITF, KENHA | To advance gender equality, inclusivity, and innovation in Africa's transport sector.<br><br>Theme: Leading the way, Mobility Re-imagined | Africa |



# MESSAGE FROM THE EXECUTIVE DIRECTOR




2025 has been a defining year for Flone Initiative, a year we deepened our impact, expanded our reach, and strengthened our voice in shaping inclusive mobility across Kenya and beyond.

We continued to grow Women in Transport chapters and self-help groups, creating safe spaces for women to organize, support one another, and access opportunities within the transport sector. We worked closely with transport SACCOs to drive change within the system and conducted site visits with potential employers to open pathways to dignified work.

Capacity building remained central: we delivered personal and professional development training for 104 people among them women in transport and persons with disability reflecting a growing demand for advancement. Through key media appearances, we kept the realities of women in transport part of the national dialogue, while research publications contributed to policy conversations and more informed transport planning.

None of this work stands alone; it's part of a broader movement redefining who belongs in the transport sector. Behind every number is a story: a woman stepping into a new opportunity, a community speaking up, and a system beginning to shift. None of it has been easy. All of it has been necessary.

This report reflects not just what we've achieved, but the resilience of the women we serve, and a renewed call for a transport system that is safe, inclusive, and just for all.

Naomi Mwaura
Executive Director, Flone Initiative

# Flone's 2025 Scorecard at a Glance

A snapshot of our reach, impact, and momentum across all programme areas in 2025.

| | | | |
|---|---|---|---|
| **4.76M**<br>Digital reach | **260**<br>WTA conference participants | **55**<br>KBS operators trained (52 men, 3 women) | **10**<br>Mentees in the Women in E-Mobility mentorship programme |
| **27**<br>WIT Nakuru members trained on disability inclusion | **59**<br>Women trained on financial literacy & seating business management | **24**<br>Students with disability trained on accessibility audit | **4**<br>E-mobility companies onboarded to receive technical support & in gender & disability inclusion |
| **840**<br>Advocacy materials distributes | **4**<br>Media (TV broadcast) features | **1**<br>Public Transport Policy Developed | |

STRATEGIC PRIORITY 1

# Inclusive & Functional Public Transport System

At the heart of everything Flone does is a commitment to a public transport system that works for everyone. In 2025, this translated into intensified work on disability inclusion, women's economic empowerment, and community-level behaviour change across Kenya, anchored in institutional partnerships.

A legal aid clinic with Amka Africa at the Machakos bus park served 86 residents, bridging a documented 61% regional gap in legal services with free advisory support on accident recovery, insurance, and workplace grievances, backed by an ongoing referral and follow-up system. With Kenya Bus Services, a formal MOU and disability inclusion training for 55 operators produced a 95% improvement in knowledge, while a priority seating campaign branded 15 buses and distributed 500 stickers across matatus in six Makueni subcounties.

In Nakuru, disability inclusion training for 27 WIT members lifted knowledge by 85%. Financially, seven WIT self-help groups across Nairobi, Nakuru, and Machakos grew combined revolving funds to KES 4.7 million (USD 36,196), a 32.8% increase, funding education, business, healthcare, and early moves toward asset ownership. In March 2025, 35 women graduated from professional development and driving programmes, three already employed, while the driving scholarship programme certified seven more (five drivers, two riders) across the 2D2, 3D1, and 2A2 categories.

On safety, SGBV training reached 59 women transport workers in Nairobi and Nakuru, and nine WIT members accessed individual therapy through a Flone-onboarded therapist. The Moving Barriers Campaign distributed over 600 tools and infographics for women aged 25–34, including the "Dignity in Motion" series and a Safe Helmet Wear initiative, with related training lifting knowledge by 80% among 25 WIT members. At Embassava SACCO, three new Occurrence Books gave SGBV and rights violations a formal route into record-keeping for the first time.







*Left to right: Legal Aid Clinic (Machakos) KBS MOU Signing | WIT Graduation*

STRATEGIC PRIORITY 2

# Health & Environmental Sustainability

2025 was a breakthrough year for Flone's work at the intersection of environmental sustainability and inclusive mobility. Through the Empower Her Mobility programme, the Women in E-Mobility Network, and active participation in continental e-mobility forums, Flone positioned itself as a leading voice for gender-inclusive green transport in Africa, addressing a critical sectoral gap where the green transition often overlooks gender-specific barriers to entry and safety.

This took shape through the WE4D Programme with GIZ Kenya, which prepared 36 women for vocational training as e-conductors (23) and e-bus drivers (13), with 15 projected to secure employment. The programme also improved working conditions and income prospects for 450 people across the wider e-mobility ecosystem (28% women) and encouraged four companies to adopt gender-responsive employment practices, underpinned by four training manuals on gender, disability, and technical e-mobility competencies, plus a Recruit, Advance, and Retain framework to institutionalise safe, dignified workplaces.

Financing and leadership development moved in parallel. A partnership with Strathmore University convened 58 stakeholders, financiers, manufacturers, and policymakers to demystify investment pathways for women-led enterprises, while a "Pathways to Career Advancement" workshop brought together 43 industry actors to strengthen linkages across academia, manufacturing, and entrepreneurship in areas like battery technology and assembly. A mentorship programme launched alongside this recorded an 80% success rate in its first cohort, sustaining knowledge transfer and leadership development among women entering technical roles previously closed to them.

This momentum culminated in the institutional launch of the Women in Transport Africa (WTA) Network at Africa E-Mobility Week in Addis Ababa, onboarding over 120 women from across the continent into a structured platform for collaboration and leadership in sustainable transport. The launch engaged over 100 stakeholders through Strathmore University workshops and financing webinars addressing gender gaps in access to capital, and was reinforced by a "Gender-Inclusive Innovations" webinar co-hosted with UN-Habitat, connecting practitioners from Ghana, Rwanda, and South Africa. A companion mentorship programme onboarded its first 10 mentees, giving women who previously operated in fragmented networks a coordinated platform for regional collaboration and knowledge exchange.



STRATEGIC PRIORITY 3

# Research & Knowledge Generation

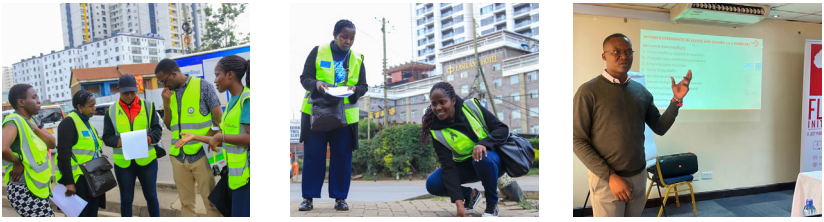
Evidence is the backbone of Flone's advocacy. In 2025, Flone produced and disseminated research placing the lived experiences of women, girls, and persons with disabilities at the centre of Kenya's transport policy discussions.

Under the FORD programme, Flone combined field research with project systems to design financing solutions that reduce entry risks for women seeking to own two- and three-wheelers in Nairobi. Focus group discussions surfaced financing needs aligned to women's cash-flow patterns and non-financial barriers like skills gaps, informing a broader support ecosystem and embedding monitoring and evaluation systems to strengthen scalability.

Accessibility research followed a similarly participatory approach. The Kilimani Ring Road NMT Corridor Audit, supported by Cotswold, convened 22 participants, including persons with disabilities, NCCG, NCPWD, KIPPRA, and the Kilimani Project Foundation, generating findings on signage gaps, maintenance failures, and safety risks now integrated into Nairobi City County's Biennial NMT Status Report. The Mount Kenya University Built Environment Accessibility Audit trained 24 students with disabilities as "user-experts" to lead their own assessments, generating baseline data and a proposed MOU for sustained collaboration.

This research fed directly into national policy dialogue: Flone co-hosted a Skills Development for the Green Economy workshop at Strathmore University, participated in IDinsight's dissemination on motorcycle and delivery drivers' economic lives, presented accessibility findings for the Nairobi–Mombasa Expressway ESIA, and presented on gender inclusion in e-mobility at KIPPRA's 8th Regional Conference.

Complementing this, the ReportIt! StopIt! programme, supported by the HiiL Innovation Fund and Develop for Good, mapped SGBV reporting channels and referral pathways across Nairobi's transport SACCOs, replacing assumptions with verified data, identifying gaps in survivor support, and prompting SACCOs to reflect on their reporting readiness.



*Kilimani Ring Road NMT Accessibility Audit, November 2025*

STRATEGIC PRIORITY 4

# Policy Engagement & Advocacy

Flone's advocacy in 2025 operated at three levels: community behaviour change, institutional policy development, and continental knowledge exchange.

At the county level, Flone led the development of the Makueni Transport Policy Zero Draft in June 2025, establishing a Technical Working Group to guide its design and implementation. The draft covers safety, accessibility, and operational systems, embedding gender and disability inclusion as core requirements for operators. Sensitisation forums held across six subcounties reached 413 stakeholders, including 374 public transport operators, NTSA officers, financial representatives, and county officials. 500 matatu stickers carrying disability and gender inclusion messages were distributed along transport routes to reinforce the policy on the ground.

Flone's voice extended well beyond borders in 2025. The organisation spoke at the Africa E-Mobility Week in Addis Ababa on a gender panel and at the WIT Network launch, presented on gender inclusion in e-mobility and youth employment pathways at KIPPRA's 8th Regional Conference, and addressed disability inclusion in public transport at the ITDP Universal Access Webinar.

Further engagements included the Intersolar Summit (gender inclusion in renewable energy), the IDInsight dissemination event (women's access to motorcycle and delivery driver financing), the Nairobi–Mombasa Expressway ESIA (accessibility and disability inclusion recommendations), and the Strathmore University research validation workshop on green economy skills. Flone also hosted the Women & Transport Africa Conference itself, drawing over 300 delegates across a three-day programme.

This advocacy translated into substantial public reach. Social media content on the WIT graduation, KBS MOU, e-mobility work, and conference coverage generated over 2.2 million impressions. The website recorded 900,000 sessions across publications, blog posts, and updates.

Mainstream outlets, KTN, NTV, and TV47, ran 15+ features on Flone's financing research and KBS partnership. YouTube content on the WIT graduation and Machakos legal aid stories drew over 400,000 views, and 500 copies of physical publications were distributed at the WTA 2025 Conference.





*Makueni Public Transport Policy development process, 2025*

STRATEGIC PRIORITY 5

# Organisational Development & Sustainability

Flone's growth as an organisation in 2025 matched the ambition of its programmes, with structural investments in systems, governance, and institutional capacity strengthening the foundation for greater impact ahead.

**Staff capacity development:** Flone conducted staff training in Helmet Safety & Standards and SGBV Response, equipping the team with standardised expertise to lead impact training with technical precision and sensitivity.
Refreshed brand identity: Flone launched a refreshed brand identity in 2025, developed through stakeholder research and a consultative process. The rebrand rolled out progressively across digital platforms, publications, and programme materials, giving Flone a stronger, unified visual presence across Kenya and Africa.

**Training centre registration:** Building on its existing NITA accreditation, Flone initiated formal registration as a certified training centre, positioning it to expand professional training in inclusive mobility and strengthen its role as a capacity-building institution.

**Data protection compliance:** In line with Kenya's Data Protection Act (2019), Flone initiated registration as a data handler and processor, reinforcing responsible governance of beneficiary data across all programmes.

**10-year impact evaluation:** Flone commissioned a 10-year organisational impact evaluation to assess its cumulative impact on women in transport, persons with disabilities, and the broader public transport sector. Findings will directly inform the 2024–2028 Strategic Plan.

**Launch of the 2024–2028 Strategic Plan:** The five-year strategic plan, launched in December 2024, continued to guide Flone's operations and investments through 2025, and remains available in abridged form at *www.floneinitiative.org/publications*.

# Women & Transport Africa Conference 2025

| | | | | | |
|---|---|---|---|---|---|
| **300+** Delegates from across Africa | **3** Days of Dialogue & Action | **3** Keynote Speakers | **6+** Sessions & Breakout Tracks | **2** Field Visit Destinations | **1** WIE Strategic Plan Workshop |

## Conference Overview

The 7th Women and Transport Africa Conference brought together a powerful cross-section of voices from across the continent, including researchers, policymakers, government officials, transport professionals, development partners, and women working at the frontlines of public transport. Held over three days at the Simba Corp Aspire Centre in Westlands, Nairobi, the conference opened with high-level keynote addresses by Hon. Martha Wangari Karua, SC, an advocate for democracy and justice, and Hon. Rehema Jaldesa, Chairperson of Kenya's National Gender and Equality Commission. Their addresses set the tone for three days of candid, solutions-focused conversation on what reimagined mobility looks like for women and vulnerable groups across Africa.

The primary objective of the WTA Conference 2025 was to create a high-level platform for amplifying interventions in policy, advocacy, research, and leadership within the transportation sector. It specifically aimed to:

- Promote equity and inclusivity in transportation systems and the workforce.
- Acknowledge the unique lived experiences of vulnerable groups in transit.
- Showcase up-to-date research, innovations, and interventions, particularly those led by women in policy, climate action, and e-mobility.
- Provide networking and mentorship opportunities while inspiring the next generation of women leaders.

The theme, 'Leading the Way, Mobility Re-Imagined,' served as a call to action for women and transport professionals to celebrate achievements and craft strategies for more equitable, sustainable, and innovative transportation systems across Africa.



## Thematic Areas

The conference covered a broad cross-section of industry-defining topics, including:

· **Inclusive Design & Safety:** Sessions focused on road safety, financing for active mobility, and disability-inclusive transport.
· **Green Transition & E-Mobility:** Discussions on gender-inclusive business models in Africa's e-mobility transition and technical showcases of electric vehicles (like BasiGo and Pink Bajaji).
· **Academic & Lived Experience:** Presentations of gender-focused research from regional universities alongside grassroots panels featuring women working at the frontlines of the sector.
· **Health & Wellbeing**: Addressing the physical wellbeing of women transport professionals through integrated medical services.

## Conference structure

The event was structured as a 2.5-day immersive experience:

**Day 1: Setting the Stage:** Focused on breaking barriers and foundational issues like inclusive design and road safety, featuring keynote addresses from democracy and gender advocates.
**Day 2: Innovation & Research:** Shifted toward the future of the sector, highlighting e-mobility business models and academic research on the gendered user experience.
**Day 3: Field & Strategy:** Involved technical field visits to e-mobility facilities and participatory workshops to co-create strategic roadmaps for regional networks.

Women in Transport Africa (WTA) website: *https://womenandtransportafrica.com*










*Women & Transport Africa Conference 2025 — 3–5 December, Westlands, Nairobi*



# Publications & Knowledge Hub 2025

Flone's commitment to evidence-based advocacy is reflected in its growing body of publications. In 2025, Flone produced and disseminated multiple research documents freely available on its website and distributed them at events.

*All publications are available at* ***www.floneinitiative.org/publications***

**Strategic Plan-Abridged Version**
**Accessibility Audit Report Of Kilimani Ring Road Corridor**
**Baseline Survey Report-Machakos County**
**Women and Transport Africa X Building Feminist Cities Nairobi 2024 Conference**
**2024 Annual Report**

# Finance Summary

Flone Initiative's financial year runs from 1st February 2025 to 31st January 2026. Funding in 2025 was primarily grant-driven, with diversified support from international foundations, bilateral development partners, and in-kind contributions.

## 79% Grants

**Key Contributors**

GIZ, OSF, HBS, SLR Vector, COTSWOLD

## 17% In-Kind Contribution

**Key Contributors**

World Bank, NTSA, Uber, ITF, MOOKH, ICEA, WTA, Volvo. FES

## 3% Investment

**Key Contributors**

Women in Transport

## 1% Membership

**Key Contributors**

Flone Initiative Trust

**Full Financials available in the Audit Report**

# Our Team

Flone Initiative is powered by a passionate and dedicated team of professionals committed to advancing inclusive mobility across Kenya and Africa.

## Board of Trustees

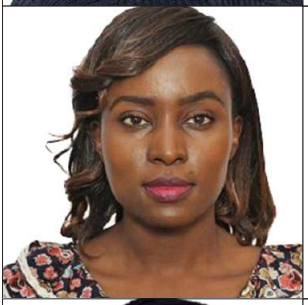


**Naomi Mwaura**

**Executive Director / Trustee**

Founder of Flone Initiative and co-founder of Mama Afrika Festival, one of the lead organisers of the #MyDressMyChoice campaign.

Visionary leader driving Flone's mission since 2013



**Bina Maseno**

**Trustee**

Founder and Executive Director of Badili Africa, merging beauty with civic dialogues for political awareness and democratic engagement across Africa.



**Faith Adhiambo**

**Trustee**

Communications Officer at the African Union, Directorate of Information - Agenda 2063. Expert in developing and implementing communications projects for continental initiatives.

# Flone Initiative Staff team

A dedicated team, working together to advance inclusive, safe and equitable mobility for everyone.



**Naomi Mwaura**
Executive Director



**Reuben Gachau**
Deputy Director



**Lucy Kihonge**
Head of Programs



**Evans Sumba**
Program Officer



**Duncan Gichana**
Finance & Admin Officer



**Eugene Karenju**
Procurement Intern

# Strategic Partnerships & Funders

Flone's work is made possible through the generous support of funders and through the invaluable collaboration of programme partners who share our commitment to inclusive and safe public transport for all.

## Funding Partners

## Program Partners

# How to Support Flone Initiative

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!

**Donate Via Mpesa or Card**

Make a direct donation through our M-Changa account: https://secure.changa.co.ke/myweb/share/45729

We are open to collaborating with you or your organisation to create a format of giving that matches your interest.
Email: donations@floneinitiative.org

**Double/Match Your Gift**

Many employers wil match your charitable contributions at no cost to you!Check with your organisation's human resources department for a matching gift form.

Send us an email to: donations@floneinitiative.org

**Giving Circles & Crowdfunding**

Host a Giving Circle and crowdfunding campaign on our behalf.We would love to work with you to help launch a giving circle or crowdfunding campaign for Flone Initiative.

Send us and email to: donations@floneinitiative.org

**Organise the "Wamama wa Mathree Play"**

The play was co-created by women working in Nairobi's matatu sector. Inspired by one woman's perseverance and courage to stand up for herself and others, the play follows her journey from violence to becoming a leader of women's rights in the matatu industry.
Email: donations@floneinitiative.org

**Donate via Cheque**

Write a cheque addressed to:
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

# Looking Ahead : 2026 Priorities

Building on the momentum of 2025, Flone Initiative enters 2026 with a clear agenda to deepen community impact, advance policy adoption, and continue positioning Africa's women and vulnerable groups at the centre of the continent's transport future.

**01**

**E-mobility Expansion**
Scale the Empower Her Mobility programme; expand the Women in E-Mobility Network across Africa; develop & publish 4 training manuals(e-conductor, e-bus driver, gender inclusion, disability inclusion)

**02**

**Makueni Policy Adoption**
Support the Government of Makueni County in formally adopting and implementing the first-ever Inclusive Public Transport Policy.Continue TWG engagement and public participation processes.

**03**

**Disability Inclusion Rollout**
Expand the KBS priority seating campaign and SACCO disability inclusion training to Nakuru and Machakos counties. Complete the animation video on disability rights in public transport.

**04**

Report it! Stop it! Fieldwork
Complete the baseline SGBV assessment for Nairobi SACCOs and use findings to advocate for strengthened reporting pathways across the county.

**05**

**Research Dissemination**
Publish the Kilimani Ring Road accessibility audit findings; submit the MKU accessibility audit report; contribute to the Nairobi-Mombasa Expressway ESIA impelementation.

**06**

**WTA Conference 2026**
Plan and host the 8th Annual Women & Transport Africa Conference continuing to build the continental platform for inclusive mobility advocacy.

**07**

**Organisational Sustainability**
Advance resource mobilisation strategy; complete training centre registration; fully operationalise financial management systems; finalise the 10-year impact evaluation report.

**08**

**Financial Inclusion for Women in Transport**
Pilot a gender-responsive financing model for women's access to 2 & 3-wheeler vehicles in Nairobi, acting on recommendations from the Ford Foundation research.

**09**

**Partnerships & Implementation of Programs**
Strategic engagements and collaborations with regional and global industry players



**Flone Initiative**

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