



Bamboo Bikes Initiative : Ghana

High-quality multipurpose affordable bikes – for a carbon-free and greener planet

Project description

Ghana Bamboo Bikes aims at taking advantage of the abundant raw bamboo materials in Ghana to manufacture high quality bamboo bikes suitable for export markets and for the road conditions in Ghana and affordable to the poor.



Business model

Ghana Bamboo Bikes design, develop and market multi-purpose bikes and related products and services using native bamboo. As the frames are light and stable, the bikes are suitable for rough terrain and for carrying large farm loads, passengers, water and even patients.

Apart from Ghana, the initiative focuses on markets in the EU and USA to generate foreign exchange and create jobs along the value chain.

Scaling up activities in 2011

- Commence full-time operations in Kumasi and manufacture 3,000 bamboo bikes for the Ghanaian, EU and U.S. market.
- Enter market in Burkina Faso and other countries in the sub-region.
- Train 50 young women in manufacturing and assembling bamboo bikes.
- Secure a contract from the government of Ghana to build bicycles for teachers and health workers in rural areas and start manufacturing electric bamboo bikes.

Immediate needs

- Financial contributions for equipment and to support the scale-up process.
- Expert advice on branding and raising awareness for bamboo bikes as innovative and high-quality product.
- Micro-finance companies to establish a hire purchase scheme for prospective buyers.
- Partners to access European and U.S. markets.





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Partnership

- ❶ **Bright Generation Community Foundation** is responsible for the overall management of the project.
- ❷ **National Youth Council** facilitates infrastructural support and land for bamboo cultivation.
- ❸ **Bikes For Africa Initiative** markets the bamboo bike frames in the U.S.



Social, environmental and economic impacts

Social impact: Bamboo bikes improve the lives of the people in Ghana by delivering a sustainable and affordable form of transportation that satisfies local needs and eventually brings about the needed local economic growth.

Environmental impact: Compared to the production of traditional metal bicycles, bamboo bikes require less electricity and no hazardous chemicals. Bamboo is the fastest growing canopy for the greening of degraded lands, provides

nutrition for humans and animals and helps improve air and water quality.

Economic impact: The initiative creates employment opportunities for skilled and unskilled persons – especially youth – along the value chain by setting up a local bamboo bike industry in Ghana. The local government is supported through taxes and foreign exchange is generated through exports.

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SEED Partners

SEED is hosted by the United Nations Environment Programme (UNEP). Other current partners are the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature); and the governments of Germany, India, the Netherlands, Norway, South Africa, Spain, the United Kingdom and the United States of America.



About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: www.seedinit.org

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