

Social Responsibility/ Outreach - Driver Campaign

Volunteer Manhours: 30
Total Number of Beneficiaries: 212
Actual Amount Invested in
Community: RM 23,177

April 2024



Program Description:

To impart increased knowledge of road rules, promote safer driving practices and improve driving skills, EACOP's thermal insulation system (TIS) contractor Wasco Isoaf implemented a driving campaign for bodaboda riders in April 2024. The campaign was implemented in three localities in the project impact area namely Sojo, Kagongwa and Mwamala, all located along the Nzega – Kagongwa road. Gwandhumi driving school was the training implementation partner and they were supported by traffic police.

Bodaboda riders in Tanzania have a reputation for being “inventive” road users: few riders have a driving license and even fewer have received any formal driver training. It is therefore not a surprise that bodaboda riders do not commonly adhere to road rules, that they drive at high speeds regardless of the road conditions, and that it is unusual to see a bodaboda rider wearing a helmet. In response to these observations, Wasco Isoaf's local campaign aimed at bringing about positive behavioral change among bodaboda riders by instilling driving principles that will make the riders and the roads they travel on, safer.

The training comprised of a theoretical and practical component. Theoretical topics included identification of road signs and markings, road accident and reporting, protocol and security, driver behavior and dress code, etc. The practical component included topics such as servicing diesel and petrol engines, vehicle system inspection and service, driving techniques and control, first aid and firefighting techniques, and tire care and maintenance.

212 bodaboda riders completed the training thus far. Each rider who completed the full training received a certificate – for many the first certificate they receive in their lives. Riders in all localities reported to be grateful to have received the training and eager to be better equipped and more responsible riders.