



act:onaid
Kenya

Our Rights for Justice

**ActionAid International Kenya
Strategic Note Narrative
(2024 – 2028)**



CONTEXT

Kenya's Demographic Information - The current population of Kenya is estimated at 55,280,025, with a bulging youth population of 75% under 35 years and women make up 50.44% of the total population. 30% of the population live in urban centers a majority of whom (60%) live in slums and informal settlements with increased levels of unemployment and rural-urban migration

The Political Context - The Government of Kenya is currently implementing an ambitious Bottom-Up Economic Transformation Agenda (BETA) with a manifesto targeting inclusive economic renewal and growth targeting agriculture, MSMEs sector, housing, healthcare, and the digital creative economy which will require creation of an enabling environment for investments at national and devolved county levels. The need to grow young leaders especially women cannot be discounted hence the need to intensify female voter education to help increase their participation in actual voting and electoral system – including campaigning, political party participation and eliminating violence against women in politics - the 2/3 gender rule.

The shrinking civic space will call for better coordination of key actors and the civil society; enhanced evidence-based advocacy to strengthen evidence building.

The Economic Context - Kenya's economy is the largest in East Africa and is largely dependent on rain-fed agriculture, tourism, and natural resources, sectors that are susceptible to climate change. The Kenyan economy has been market-based with standards that guide the Global Value Chains have become an adherence burden for small-scale farmers who do not have the financial and technical resources to implement, and sustain compliance, with rigorous standards, and thus risk being excluded from a retailer's value chain.

The Social Cultural Context - The major types of violence against women and girls still prevalent in Kenya include domestic and intimate partner violence, sexual abuse cases like rape, defilement, harmful and unlawful cultural practices such as child marriage and Female Genital Mutilation (FGM) as well as denial of property rights. Unpaid care work remains unrecognized and hence not valued as a main contributor to the country.

Environmental Context - In Kenya, droughts, fire, floods, terrorism, technological accidents, diseases, epidemics, civil and political conflicts dominate disasters in Kenya, making the environment fragile to operate in. These disrupt people's livelihoods, destroy the infrastructure, divert planned use of resources, interrupt economic activities, and retard development. The impact of such hazards is compounded by poverty and lack of adequate resources to develop the affected areas rendering the populations more vulnerable. Drought and famine have hit most regions of Kenya in recent years, affecting over five million people by July 2023. More need to be done at the grass root level towards strengthening community's resilience especially women towards climate change. It is important to ensure that the Acts and policies adequately address the plight of women in the context of climate crisis. There is also an opportunity for AAIK in mobilization to ensure the voices of women are represented in the development as well as monitoring of the climate Acts and policies in the various counties.

The Legal Context - Chapter 4 of the Constitution of Kenya 2010 speaks about the Bill of Rights that safeguards rights of all citizens. What is lacking in many instances is the will to implement these various laws and policies. The constitution, no matter how eloquent and well-articulated, is not self-executing.

The Technology Context - After the COVID-19 pandemic, social media became an incredible platform where young people learn, create content, and get entertained as well as earn money online. Kenya is among the top countries in digital technology development in Africa with the mobile subscription penetration rates of 143.1 per 100 inhabitants and mobile money subscriptions of 84.1 per 100 inhabitants in 2022 for total population. This created more opportunities to use the digital platforms to educate, communicate as well as create more awareness among Kenyans. There is an opportunity for AAIK to invest in gender responsive interventions such as improving institutional ICT infrastructure in schools, build girls' interest in ICT-related courses from the early years.

<https://tradingeconomics.com/kenya/population-female-percent-of-total-wb-data.html>

Violence against women and girls

Women and girls form 50.44% of the population in Kenya, yet they face discrimination, injustices, violations, and poverty. They remain vulnerable and excluded amidst various shocks and changes like COVID-19 and climate change, structural changes which put pressure on women and girls, leading to an increase in VAWG in the community. Violations continue to be perpetuated and accepted by culture, religion, and way of living which are against human rights. Women undertake most of the Unpaid Care Work (UCW) – spending approximately three times more hours per day than men on UCW resulting in time poverty for women and girls, reducing their opportunities to participate in education, decent paid work, public social life and leisure, and further reinforcing gender-based socioeconomic disadvantages. Women and girls' disproportionate responsibility for providing UCW is deeply rooted in beliefs and norms that define women's and men's roles in society. A lot of injustices and inequalities occur in the world of work for women especially those in informal working sector and rural women farmers. These inequalities and violations include disparities in pay due to gender, violations/harassment in the workplace, lack of policies supporting women rights related needs in the workplace. Various vulnerabilities enhanced by climate change impacts, conflicts, COVID-19 pandemic continue to wipe out many gains that women had made over the years. The loss of income through formal and informal labor is a challenge that many women are facing in the current economic context. Lack of access to credit and inadequate deliberate affirmative action measures including policies that promote women's economic security are further impediments to this achievement.



Democratic Just Governance

The constitution of Kenya explicitly states that it's the mandate of the government to provide and protect its citizens. The state is responsible for provision of development initiatives and therefore are accountable to ensure that they deliver, quality, adequate, accessible, and affordable gender responsive public services with a focus on Basic Public Education, primary Healthcare, and provision of water.

Humanitarian crisis and resilient livelihoods

Kenya continues to be exposed to a broad range of hazards, both man-made and natural in the form of droughts, floods, resource-based conflicts, diseases, and pests' manifestation. Their magnitude and frequency, aggravated by climate and man-made factors, have become more severe in the recent past, strongly impacting lives and livelihoods. In 2022-2023, the unprecedented drought in the Arid and Semi-Arid Lands (ASALs) counties of Kenya marked by six consecutive below-average rainy seasons pushed over 5.4 million people requiring humanitarian assistance. During the October-November-December 2023 rainfall season, the country experienced exceptionally high amounts of rainfall linked to the El Nino weather phenomenon, that generated overland runoff causing floods in different parts of the country that claimed 168 lives, displaced 109,033 families and damaged infrastructure and property across the country. Consequently, these hazards take back years of development, disrupt people's livelihoods, destroy the infrastructure, divert planned use of resources, interrupt economic activities, and escalates protection issues such as gender-based violence including intimate partner violence, sexual violence, child marriages and female genital mutilation



5.4million
Number of Kenyans that required humanitarian assistance during the 2022-2023 drought



168
Number of lives lost during 2023 floods



109,033
Number of displaced families during 2023 floods

Agriculture, Land and extractives

Statistics show a decline in women's land ownership whereby in 2014, 61.3% of women aged 15-49 did not own any land. This number rose to 75.0% for agricultural land and 93.3% for non-agricultural land in 2022, indicating decline in land ownership among women over the years. In Kenya, nearly a decade into the land reform agenda, only 10.3% of Kenyan women own land title deeds. Despite 96% of Kenya's rural women population working on farms, only 6% of the women in Kenya own a title to land. Land rights formalization and titling campaigns have improved land tenure security for millions of rural people over the past decades. The world is facing escalating global challenges – lack of food availability, food accessibility and food affordability due to the climate crisis, biodiversity loss, economic slowdowns, and downturns, worsening poverty, and other overlapping crises. This situation is exacerbated by the increasing corporate concentration and the expanding industrial global food system. The action group on erosion, technology and concentration disclosed that "In 2020, most of the world's largest food and agriculture giants saw sales and profits surge while almost a billion people went hungry, and crops failed. In Kenya, there is increasing recognition that food systems – i.e. the way we produce, distribute, and consume food – is not sustainable and are therefore unable to sufficiently meet the needs of the growing population. While agricultural output grew by 10% from 2018-2022, the burden of malnutrition continues to persist. The proportion of the population with severe food insecurity increased from 15% in 2016 to 28% in 2022, one in five children are stunted while one in four women are anemic.



Climate Change

The climate crisis is defining politics and social economics in this century, affecting people in countless ways – from rising prices, food shortages, to industrial shifts, and natural disasters. The impact of climate change is felt across the globe; however, the impacts of climate change are not evenly distributed. The poorest countries are the most vulnerable people within them, particularly those whose economies which are dependent on agriculture are most affected despite having contributed least to climate change. Despite its small contribution to climate change, Africa is said to be the most vulnerable region in the world. According to the African Development Bank, the cost of the increasingly frequent climate-related disasters in Africa is about 7,000 million dollars annually. By 2030, African nations must raise \$124 billion annually for adaptation measures, but as things stand; only \$28 billion is allocated to the continent each year. Kenya alone needs \$62 billion to implement its plan to reduce national emissions that contribute to global warming. Kenya was the first country in Africa to enact a comprehensive law and policy to guide national and subnational climate action. The Climate Change Act of 2016 and the National Climate Change Action Plan (NCCAP) 2018–2022 guide on low-carbon and climate-resilient development.

AAIK Vision, Mission And Values



Our Vision

A world without poverty and injustice in which every person enjoys their right to a life in dignity.



Our Mission

To work with people living in poverty and exclusion to eradicate poverty and injustice.



Our Values

Mutual Respect, Humility, Equity and Justice, Solidarity with the Poor, Courage of Conviction, Honesty and Transparency, Independence

OUR PROGRAMMATIC APPROACH AND PRINCIPLES CSP 2024-2028

1. Human Right Based Approach

ActionAid Kenya continues to ground its work on the Human Rights-Based Approach (HRBA) asserting the indivisibility and inter-connectedness of the rights of all people anchored on the four pillars: empowerment (of rights holders' ability to assert their rights and make duty bearers responsible and accountable); solidarity (through building their cohesion and strengthening social movements); campaigning (by effectively mobilizing the public to change attitudes, behaviors policies and practice for a just society) and alternatives (by modeling and building options/ workable solutions).

2. Feminist Approach

At AAIK we will recognize, embody and champion feminist principles not only in our work or what we do but also in the way we work and how we do things with our staff, supporters, partners, donors, suppliers and stakeholders. We commit to the following principles: **Self Awareness, Self-care and caring for others, Dismantling bias, Inclusion, Sharing power, Responsible and transparent use of power, Accountable collaboration, Respectful feedback, Courage and Zero tolerance.**

3. Partnership approach

Partnership is a core principle of our Human Rights Based Approach and focuses on the community and women living in poverty and exclusion, their institutions and solidarity groups to build "power within", "power to" and mobilize "power with" local organizations and social movement. Our partnership approach is critical for scaling our work, rootedness, impact and sustainability. We will work with **primary partners** at the core Centre of our partnership to invest in organizing, mobilization and social movement building with people living in poverty and exclusion, **solidarity partners** on building collective power with and for exerting pressure for influencing, **strategic partners** to assert compliance, build capacity and join in mobilizing resources.

4. Humanitarian Signature Approach

We will link emergency response to resilience-building and longer-term sustainable change, including empowering individuals and addressing underlying inequalities through all our development programming. We will ensure **accountability to affected communities, women's leadership and localization.**

5. Communication

AAIK will continue to work with the traditional media platforms and invest in lasting but sustainable relationship with the media for advocacy and campaign. We will grow our social media presence and use of digital platforms for strengthening local, national and international solidarity with people living in poverty and exclusion, their institutions and solidarity groups through campaigning and online actions to increase AAIK brand visibility and effectively communicate the impact of its work.



AAIK's Pathway of Change



STRATEGIC PRIORITIES

In achieving our overall goal of “Our Rights for Justice”, we will focus our efforts on the following strategic areas over the next five years.

STRATEGIC OBJECTIVE

1

Women and girls living in poverty and exclusion and their communities attain economic security, leadership, and are free from all forms of violence

Holistic and multisectoral approach to ending violation is required with community, religious, cultural and political leaders shunning it, women and girls confidently challenging it and the government enforcing its mandate to protect its citizens. We will seek to conscientize, create safe spaces for women and girls to recognize and challenge violence, empower women and girls out of school through economic empowerment programs, organize and mobilize community structures to challenge VAW/G and demand for enforcement of laws and policies to end VAW/G. ActionAid seeks to address this inequality by recognizing, reducing, representing and redistribution of care work. Lobbying for provision/funding of GRPS to ease the burden of care and developing care policies to recognize and represent UCW issues. Economic independence and security are a key factor and enabler in women fighting and challenging violence against them. Women who attain financial security from their different sources of livelihood are empowered and confident to leave toxic and violent environments and challenge violence against them. The organization will seek to empower women especially survivors of violence, through economic interventions as well as influence government to provide funding and other opportunities for women economic empowerment as a pillar in ending VAW/G. We will seek to address labor exploitation, forced labor and other forms of modern slavery covering mostly informal economy influence for commensurate pay and a conducive working environment free from human rights violation. Women have both a right and an obligation to active participation and representation in political leadership as well as in other decision-making spaces. In addition to this human right and obligation, they bring a different perspective of leadership especially as it is women who face multiple barriers, are affected by multiple crises and are the face poverty. AAIK will seek to influence increased participation and representation of women in leadership, challenge perceptions and attitudes at community level against women leadership and influence development agenda through a gender lens. AAIK will provide support to women in leadership to deliver as well as work with key institutions to protect and enhance women leadership.

STRATEGIC OBJECTIVE

2

Young people and communities living in poverty and exclusion realize their economic rights and access to Gender Responsive Public Services through democratic just governance

AAIK will work with communities towards their empowerment to demand Gender Responsive Public Services (GPRS), and equally hold county and national governments accountable for provision of the same. We will facilitate young people, communities, and their institutions to incorporate transformative gender analysis in developing their priorities and participate in democratic processes. In the same breadth, AAIK will collaborate with the county and national governments to enhance government capacity in gender responsive budgeting to enable them deliver quality services to the citizens. Through community led campaigns and accountability processes, young people and the community will be able to interrogate county/national budgets to be able to monitor effective use of public resources for delivery of GRPS. AAIK will champion actions towards tax Justice by influencing adoption of progressive taxation systems, effective debt management, accountability mechanisms that aims to sealing tax loopholes, illicit financial flows and adopting feminist alternative economics that put wellbeing of people and planet at the center. AAIK will work with young people, communities living in poverty and exclusion, their institutions, CSO and other partners to advocate for protection and freedom to exercise their constitutional rights to public participation and democratic inclusion. We will facilitate young people, their institutions, and movements to interrogate and develop policies that will provide a conducive and enabling environment for attainment of their economic security. This critical mass will influence, implementation of such opportunities in policies and seek provision of various opportunities for skills enhancement, decent work provision, innovation development, access to financing and marketing towards young people economic independence and security.

STRATEGIC OBJECTIVE

3

Women Living in poverty and Exclusion and their communities have secure land tenure, sustainable and resilient livelihoods in fragile contexts, and in the face of humanitarian and climate crises

AAIK will work with excluded and marginalized women who have been left out in achieving their land rights, as a central factor in achieving social development goals. We will support the land reform agenda to adopt gender equitable policies and practices in land rights formalization e.g. joint spousal registration for land where need be. We commit to intensify campaigns confronting and dismantling barriers that hinder participation and inclusive governance on land and land-based resources. AAIK will work with farmers to challenge the food production system (agriculture, livestock, forestry, and fishing) that is increasingly reliant on external inputs which increases the vulnerability of the farmers reducing returns from their farming practices. We will ensure that the smallholder farmers who constitute the largest proportion of agri-food producers have also access and control of genetic resources such as seed and livestock breed. Moving towards greater organic inputs shall be promoted as they enhance and preserve the environment, while at the same time are more affordable. The Food System Transformation Pathway Plan will be (i) healthy and nutritious, (ii) inclusive, enabling sustainable livelihoods for all stakeholders; (iii) environmentally sustainable, and (iv) resilient. Our work will deepen the push for the adoption and scaling of agroecological farming practices.

AAIK will continue to champion for adaptation as Africa's greatest priority hence we will join the global campaign to call for increased climate financing for adaptation and addressing loss and damage. The Campaign will incorporate economic justice. Given that Kenya was one of the first countries in Africa to enact a comprehensive law and policy to guide national and subnational climate action, The Climate Change Act of 2016 and the National Climate Change Action Plan (NCCAP) 2018–2022 guide on low-carbon and climate-resilient development. We will continue collaborating with communities and government to disseminate the legislation on climate change for effective participation and decision making. Together with other CSO's, we will campaign for funding institutions to shift money from climate-harming agribusiness and fossil fuels to agroecology and other climate-resilient, low-emissions alternatives led by women and young people. We will push for implementation of climate actions to happen at local levels where communities are highly impacted. Green, just and feminist energy will be prioritized as a catalyst to economic development. AAIK commits to strengthen provision of humanitarian assistance to people in crisis and intensify call for accountability across humanitarian actors in line with AAI humanitarian signature and global standards such as Core Humanitarian Standards and the Sphere standards

STRATEGIC OBJECTIVE

4

People-Led movements and organizations, communities and their collectives defend, reclaim and expand civic space in Kenya



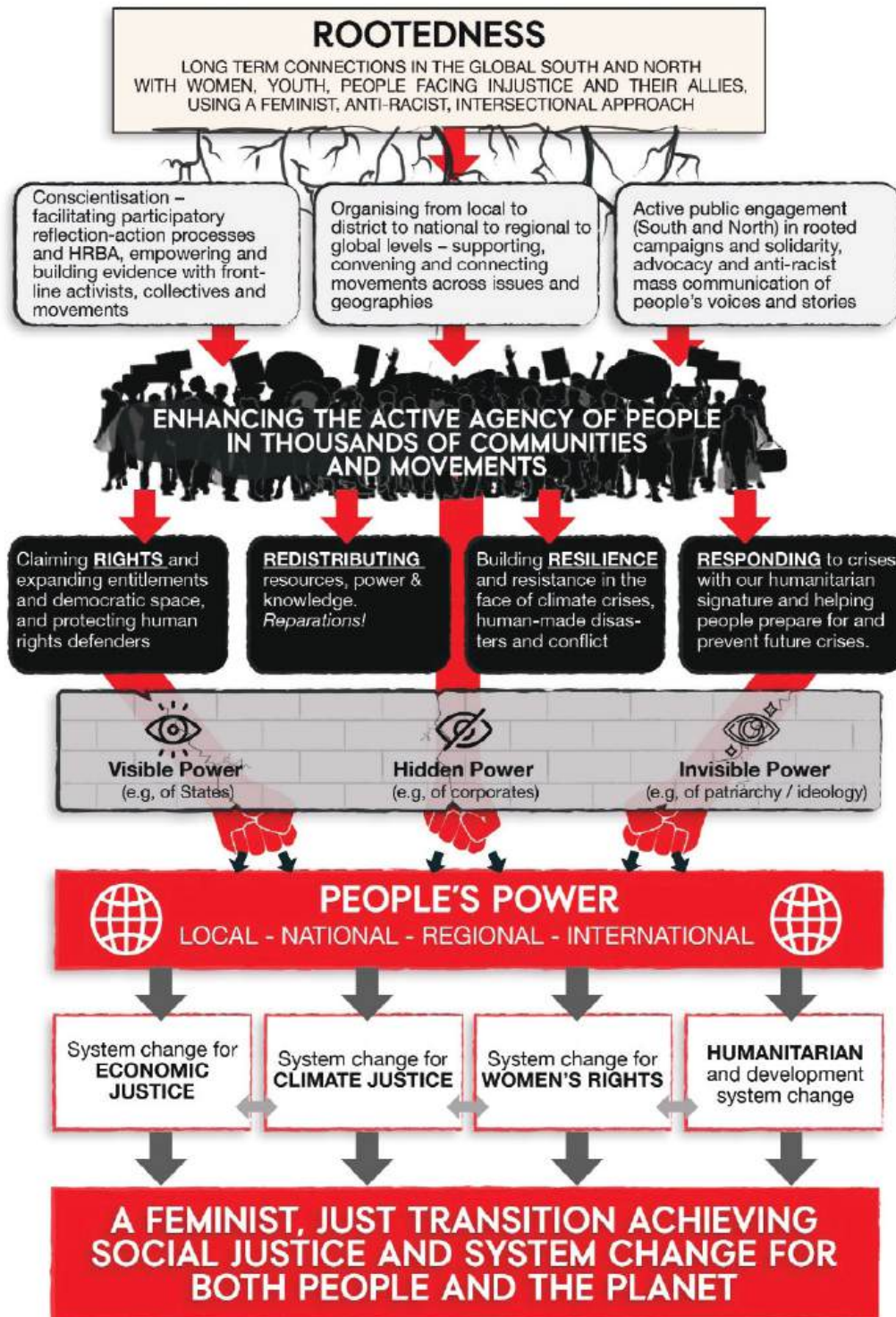
Although a vibrant and engaged civil society exists in the country, systemic challenges to the exercise of civil rights, freedoms, and liberties abound. For civic mobilization and organisation AAIK and its partners will agitate for use of legislative and administrative measures to promote existence of nonstate actors, be they from the academic, not-for-profit, media, partisan, religious, cultural, or other associational forms and enhance freedoms of expression, association, and assembly for actualization of people's rights and liberties. We will work with the government and all players to ensure that laws, decree, and administrative processes support operations of nongovernmental organisation. With the PBO Act in place, AAIK is invested in and keen on working with the broad, diverse spectrum of the actors who constitute civil society to leverage existing capacity to expand civic space, in its multiple dimensions.

Alignment of AAIK Programmatic Approach to the Global Programme Signature

As a member of the ActionAid International and a national entity, AAIK will exercise its dual citizenship through our rooted experience and requisite allies to influence and contribute to system change and the global trajectory of the ActionAid's Programme Signature within the

Strategic implementation framework for the next 3 years. Movement building and support for rooted campaigns will be the means to activate the agencies of the people living in poverty and exclusion.

act:onaid's PROGRAMME SIGNATURE





Monitoring and Evaluation

AAIK is dedicated to creating a world free from poverty and injustice, enabling every individual to lead a dignified life. We employ a robust Results-Based Management approach, with a Monitoring, Evaluation, Accountability, and Learning (MEAL) framework aligned with our Country Strategy Paper. Our costed Monitoring, Evaluation, and Learning Plan integrates national and global development frameworks, utilizing innovative data management and periodic evaluations to adapt our strategies based on real-time findings. By collaborating with national and development actors, we ensure our efforts are inclusive and responsive, driving systemic change, promoting gender equality, and empowering marginalized populations in Kenya.

Resource Mobilization

AAIK has outlined the following strategies in ensuring continuous flow of funding to achieve its objectives.

1. Maximize regular giving income from new and existing individuals, trusts and foundations as well as institutional donor partners by creating strong funding relationships for improved retention.
2. Identify new funding and unconventional funding opportunities – private and philanthropic sector
3. Build stronger private public partnerships for viability and sustainability of community-led interventions
4. Invest in emerging resource mobilization methods including social enterprise and social investment for sustainability of our interventions



Fundraising projections per funding stream in line with the revised CSP 2024-2028

Projection of funds to be raised in KES					
Year	2024	2025	2026	2027	2028
Funding stream					
Individual giving (child sponsorship)	284,025,000	241,325,000	301,700,000	271,600,000	298,725,000
Corporates, Trusts, Foundations and Philanthropies	218,925,000	284,550,000	369,950,000	480,900,000	625,100,000
Institutional Partnership Development (IPD)	459,550,000	620,375,000	837,375,000	1,130,500,000	1,526,175,000
Local fundraising	23,800,000	29,750,000	38,150,000	47,775,000	59,675,000
Total	986,300,000	1,176,000,000	1,547,175,000	1,930,775,000	2,509,675,000

ABBREVIATIONS AND ACRONYMS

AA	ActionAid	IEBC	Independent Electoral and Boundaries Commission
AAI	ActionAid International	IHART	International Humanitarian Action and Resilience Team
AAIK	ActionAid International Kenya	IPD	Institutional Partnerships Development
ALM	Africa Led Movement	IWD	International Women's Day
ASALs	Arid and Semi-Arid Lands	GRPS	Gender Responsive Public Services
CBO	Community Based Organization	LACCSOF	Laikipia County Civil Society Forum
CIDP	County Integrated Development Plan	LIPE	Living in Poverty and Exclusion.
CLCP	Community Led Change Plans	LRP	Local Rights Program
COG	Council of Governors	MCAs	Member of County Assemblies
COM B	Capabilities, Opportunity, Motivation Behavior	MEL	Monitoring, Evaluation and Learning
COP	Conference of Parties	MoE	Ministry of Education
CS	Child Sponsorship	MS-TCDC	MS Training Centre for Development Cooperation
DAC	Day of the African Child	NLC	National Land Commission
ECD	Early Childhood Development	OOS	Out of School
EE	Economic Empowerment	PRRP	Participatory Review and Reflection Process
EL	Education for Life	SMS	Short Message Service
EFAST	Emergency Fast	SPA	Strategic Partnership Agreement
EFL	Education for Life	SRHR	Sexual and Reproductive Health and Rights
FGM/C	Female Genital Mutilation / Cut	TGG	The Girl Generation
GA	General Assembly	UNICEF	United Nations Children's Fund
GBP	Great Britain Pound	VAWG	Violence Against Women and Girls
GBV	Gender Based Violence	VSLA	Voluntary Savings and Loaning Associations
GMOs	Genetically Modified Organisms	VSO	Voluntary Service Overseas
GP	Global Platform	VTC	Vocational Training Centers
TVET	Technical and Vocational Education and Training	WLIPE	Women Living in Poverty and Exclusion
HRBA	Human Rights Based Approach	YSOs	Youth Serving Organizations
HROD	Human Resource and Organization Development		

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