



FAQ: About Deliver for Good KENYA Campaign

What is the Deliver for Good Campaign?

Deliver for Good is a multi-year advocacy campaign bringing together diverse stakeholders to drive progress toward gender equality and the Sustainable Development Goals (SDGs). We are a powerful network of cross-sector partners and allies – governments, civil society, and businesses – united in a shared commitment to prioritize girls and women across all development efforts. The Deliver for Good Campaign is an advocacy approach and movement working to catalyze concrete actions that advance gender equality at global and national levels through evidence-based and coalition-driven advocacy.

Our activities in Kenya are aligned with the global Deliver for Good Campaign, which was launched in 2016 at the Women Deliver Conference, and now includes more than 400 supporting organizations working across the globe.

- 1. Changing the Narrative:** The Deliver for Good Campaign is redefining the narrative around girls and women — from victims and vulnerable, to powerful agents of change and critical drivers of progress. The Deliver for Good Campaign partners and allies curate and disseminate evidence-based resources that clearly communicate why investing in girls and women is not only the right thing to do, but the smart thing to do with social and economic returns that positively impact entire communities.
- 2. Mobilizing Cross-Sector, Cross-Issue, and Cross-Generational Stakeholders:** The Deliver for Good Campaign is a network of partners and allies breaking down traditional silos and breaking down traditional silos and engaging stakeholders from across multiple sectors across multiple sectors, issue areas, generations, and geographies.
- 3. Inspiring Action:** The Deliver for Good Campaign partners and allies advocate for the implementation of concrete policies, programs, and investments that reflect the rights of girls and women and their roles in society. This includes developing and executing advocacy and communications strategies to ensure girls and women are at the center of SDG implementation.

How as Kenya Selected?

The Deliver for Good Advisory Group partners conducted a systematic process to identify three focus countries – India, Kenya, and Senegal – to launch dedicated advocacy and communication efforts that highlight the central role of girls and women in the SDGs and other development plans. Assessments conducted in the three selected countries sought to understand the civil society environment, the women’s equality landscape, and ongoing SDG implementation initiative. Countries were selected based on the burden of gender inequality issues affecting girls and women, the strength of civil society networks in countries, the involvement of governments in SDG implementation, and the complementary efforts underway to advance the health, rights, and

wellbeing of girls and women in the countries. Importantly, data from these countries revealed both a need and opportunity for fueling progress by investing in girls and women to achieve development targets.

Who Leads the Deliver for Good Kenya Campaign?

After undergoing an extensive application and review process, the Deliver for Good global Advisory Group partners selected FIDA Kenya as the lead organization to convene a coalition of experts to develop and drive country-specific advocacy and communications strategies devoted to ensuring girls' and women's issues are prioritized in the implementation of the SDGs. The country coalition – comprised of cross-issue, cross-sector, and cross-generational experts – is designed to facilitate the coordination and execution of advocacy efforts across the range of areas affecting girls and women.

Similar to the broader Deliver for Good Campaign, the country work is led by FIDA Kenya and a core Advisory Group. The Advisory Group partners include:

- Akili Dada
- Centre for Rights and Education and Awareness (CREAW) Kenya
- FEMNET
- FIDA Kenya
- GROOTS Kenya
- Kenya Female Advisory Organization (KEFEADO)
- Kenya Land Alliance (KLA)
- Plan International Kenya
- SDGs Kenya Forum
- United Disabled Persons of Kenya (UDPK)
- Youth Agenda
- White Ribbon Alliance Kenya
- Women Deliver

The Kenya Campaign also includes broad-based coalition of ally organizations.

What will the Deliver for Good Kenya Campaign focus on?

In May 2018, Women Deliver and FIDA Kenya hosted a country workshop to convene a diverse group of stakeholders to identify the priority areas for the Deliver for Good Kenya campaign. After three days of strategic discussions, the group agreed on the following focus areas:

1. **Comprehensive Health Services:** Improving girls' and women's access to a comprehensive range of services is critical to strengthening communities and achieving the Sustainable Development Goals. In order to respond to the needs of all girls and women through their life cycle, health systems must be equipped to provide services across a women-centered continuum of care. Adolescent sexual and reproductive health and rights was identified as a specific priority under this focus area because young people across Kenya need to have access to the information and services they need to make informed decisions about their health and futures.
2. **Economic Empowerment:** Women's full participation in the economy can drive gender equality and has broader intergenerational benefits for women, their families, communities, and countries. Women face numerous social and cultural obstacles that limit their access, control and ownership of vital assets and employment opportunities needed to increase their participation in the economy. These barriers must be tackled at the individual, societal, and governmental levels to create an enabling environment for girls and women to enter and thrive in labor markets. This must include access to financial resources.

3. **Political Participation:** Girls and women have a right to engage in civil society, vote in elections, and hold positions of power in politics. However, they continue to be marginalized from the political sphere due to structural and legal barriers, discriminatory practices, and gender-based violence that hinders their participation and leadership. Promoting women's political participation is a crucial step toward achieving gender equality, the SDGs, and progress for all.
4. **Access to Land and Resources:** Promoting women's land rights and access to other resources is an effective, long-term solution to advancing opportunities for women and enhancing community health and wellbeing. Research shows that when a woman has secure rights to land, her status and role in household decision-making improves and she is better equipped to care for herself and her family through improved nutrition and food security, increased education for children, and better health outcomes.

Data and accountability was selected as a crosscutting issue to be reflected in the four priority areas. Reliable and timely data collection and management helps fuel advocacy and guides interventions and accountability mechanisms. Armed with the appropriate disaggregated data, civil society organizations and governments can identify gaps and issues affecting girls and women, which can inform decisions about policies, programs, and implementation.

What are the specific policies objectives the Campaign partners will seek to change in Kenya?

1. Implement the National Land Policy's principles of equitable access to land and secure land tenure – in both urban and rural settings – in accordance with the Constitution of Kenya (2010).
2. Increase government contributions to the Biashara Fund – a new government program for financial inclusion designed to offer women, youth, and people living with disabilities access to low-interest business loans – with a specific focus on girls and women.
3. Implement the National Adolescent Sexual and Reproductive Health Policy at the county level as it relates to establishing comprehensive health services, using the policy's Implementation Framework.
4. Effectively implement the constitutionally mandated two-thirds Gender Principle at the county level to ensure women's political participation at all levels of government.
5. Cross-cutting: Strengthen official Kenyan data-collection processes and systems related to gender equality – with a specific focus on the Sustainable Development Goals and the four campaign policy priorities – to ensure systematic sex- and age-disaggregated data collection and use.

How will the Campaign achieve these objectives?

To deliver on this vision, the Deliver for Good Kenya partners have outlined a range of impact oriented advocacy activities to guide our collective action over this multi-year campaign. This advocacy plan builds on the strengths of partners and existing initiatives led by key stakeholders, while connecting community, county, and national levels gender equality and SDG efforts, to the global sphere. An outline of the activities the Campaign partners will implement can be found in the strategy booklet [here](#).

How is the Deliver for Good Kenya Campaign funded?

The Campaign in Kenya is funded with the support of the Government of Canada and the Government of Denmark. These donors invest funds in the program via Women Deliver who has sub-granted to FIDA Kenya. While FIDA Kenya is the sub-grantor, the Kenya Advisory Group partners receive financial support via this funding to implement Campaign specific activities.

How is the Deliver for Good Kenya Campaign connected to the Deliver for Good global campaign?

The Deliver for Good Campaign was initially launched in 2016 at the Women Deliver Conference in Copenhagen, Denmark. At the global level, the Campaign partners have outlined an approach to bring together partners working across sectors with shared messages and solutions to drive global level policy priorities. The approach, which focuses on three strategic pillars – change the narrative, mobilize multi-sector partners, and inspire concrete change – has now been applied to a national context to deliver for girls and women.

How can I get involved with Deliver for Good Kenya?

If you are interested in getting involved in the Campaign, [sign the Commitment](#) to Deliver for Good and email info@deliverforgood.org