



**ADVOCACY IN ACTION TO ACHIEVE
GENDER EQUALITY AND THE SUSTAINABLE
DEVELOPMENT GOALS IN KENYA**

Wherever inequality lives, there stands a girl or woman able to turn the tide of adversity into a tidal wave of progress. We simply have to commit to her.

ABOUT 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. The approach is based on three strategic pillars:

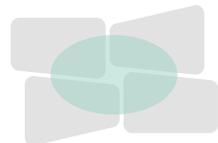
Changing the Narrative:



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.

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.



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.

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.

ABOUT THE DELIVER FOR GOOD CAMPAIGN IN KENYA

In Kenya, the Deliver for Good Campaign is led by a broad-based coalition of Kenyan partners from grassroots organizations, civil society, youth organizations, government, and multilateral institutions, with expertise across a range of issues affecting girls' and women's lives. Based on a policy analysis, a mapping of issues, and a collaborative workshop, partners identified four strategic policy priorities – in line with the Deliver for Good Campaign investment areas and Kenya's *Big Four Agenda* – for intensified action:



Access to Resources

with a focus on women's land rights



Economic Empowerment

with attention to women's access to financial resources



Sexual and Reproductive Health and Services to Achieve Universal Health Coverage

with an emphasis on adolescent access to sexual and reproductive health and rights



Political Participation

with a concentration on strengthening women's role in decision making at all levels of government

Across all of these investment priorities, the partners of Deliver for Good Kenya have also committed to advocate for filling gender data gaps – this is critical in helping to more accurately understand the realities faced by girls and women in Kenya and how best to address their needs in development efforts.

WHY THE DELIVER FOR GOOD CAMPAIGN IS BOLSTERING ADVOCACY IN KENYA:

- The strength of civil society networks and their eagerness for a platform, such as Deliver for Good, to foster collaboration;
- The involvement and support of the Government of Kenya in designing agendas that seek to achieve the SDGs; and
- The complementary efforts underway in Kenya – by civil society and government – to advance gender equality and the health, rights, and wellbeing of girls and women.

WHO

A coalition of multi-sector, multi-issue, and inter-generational Kenyan partners organized in an Advisory Group, Thematic Workgroups, and an Ally Network.

WHAT

An advocacy strategy that applies a gender lens across the SDGs, focused on Kenya's *Big Four Agenda* for development, leveraging the Deliver for Good evidence-based advocacy approach and global reach.

WHERE

Across Kenya, with targeted activities executed in specific counties identified by the campaign coalition members.

WHEN

The Deliver for Good campaign is a multi-year advocacy initiative aligned with the Sustainable Development Agenda timeframe.

HOW

Strategically designed advocacy activities – with strong communications and media engagement – that mobilize advocates from grassroots, county, and national levels.

THE DELIVER FOR GOOD KENYA CAMPAIGN VISION

OUR CAMPAIGN POLICY OBJECTIVES

Informed by an in-depth policy analysis, coalition partners collectively defined a series of evidence-based policy recommendations to mobilize gender equality advocates and drive concrete changes for girls and women at the community, county, and national levels. These are:

- 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.

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.

KENYA TODAY

Access to Resources – Land Rights

1.62% In 2017, only 1.62% of all land in Kenya was owned by women (Kenya Land Alliance, 2018).

Economic Empowerment

80.9% In 2016, 80.9% of women to women business partnerships in Kenya were denied loans by Micro Finance Institutions (Kenya National Bureau of Statistics, 2016).

Sexual and Reproductive Health to Achieve Universal Health Coverage

18% As of 2014, 18% of adolescent girls aged 15-19 years old in Kenya had already given birth or were pregnant with their first child (Kenya Demographic and Health Survey, 2014).

Political Participation

19% In 2018, women represented only 19% of the Kenyan National Assembly and 27% of the Senate, falling below the 33% constitutional requirement (Inter-Parliamentary Union, 2018).

OUR CAMPAIGN ACTIVITIES

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.

Change the Narrative in Kenya to clearly communicate the critical role that girls and women play in advancing Kenya's sustainable development agenda:

Better equip girls and women; activists and advocates; media professionals and entities; and government officials and permanent staff, at the community, county, and national levels with the knowledge and skills to more effectively communicate and advocate for issues strengthening gender equality.

Encourage and support the meaningful participation of grassroots women and groups – including youth, indigenous, LGBTQI, and disability-rights groups – in decision-making processes at the community, county, and national levels.

Facilitate opportunities for grassroots women, women's groups, and youth to make their voices heard through targeted interactions with policymakers, legislators, and community leaders.

Establish a unified voice amongst stakeholders by equipping advocates, decision-makers, and practitioners with specific evidence-based advocacy messages and materials.

Build a network of champions working across sectors to amplify advocacy messages, engage new audiences, and fuel greater momentum toward gender equality in Kenya.

Mobilize multi-sector, multi-issue, and inter-generational stakeholders to break down silos' between sectors, cultivate productive partnerships, leverage cross-sector expertise, and accelerate collective advocacy efforts in the Campaign's priority investments.

Leverage the Deliver for Good Campaign approach for collaboration and coordination among multi-sector partners including civil society, government, and businesses from the community, county, and national levels.

Contribute to a stronger, unified Kenyan civil society network working in a structured partnership toward a more gender equal Kenya.

Inspire concrete policy, programmatic, and financial actions related to the campaign's policy priorities at the community, county, and national levels.



WOMEN'S ACCESS TO RESOURCES - LAND RIGHTS

- Design and execute a gender inclusive housing and resettlement action plan for the Ministry of Lands and Physical Planning and the Ministry of Transport, Infrastructure, Housing and Urban Development to track women's equitable access to land security and tenure.
- Advocate for the adoption of a gender-inclusive housing and resettlement action plan at community, county, and national levels with the Ministry of Lands and the Ministry of Transport, Infrastructure, Housing and Urban Development.



WOMEN'S ECONOMIC EMPOWERMENT

- Increase knowledge and understanding of the financial resources available in the Biashara Fund, the Affirmative Action Fund, and other financial inclusion programs through awareness raising caucuses with grassroots girls and women at county level to encourage their application to the Fund for financial resources.
- Lead targeted interactions with decision-makers using strategic and evidence-based messages and policy asks to increase gender specific contributions to the Biashara Fund based on an assessment of current national budget allocations.



SEXUAL AND REPRODUCTIVE HEALTH TO ACHIEVE UNIVERSAL HEALTH COVERAGE

- Identify strategic actions for implementing the National Adolescent Sexual Reproductive Health Policy through community, county, and national stakeholder dialogues.
- Develop a scorecard tool for sub-county governments to track and measure the implementation of the National Adolescent Sexual Reproductive Health Policy.



WOMEN'S POLITICAL PARTICIPATION

- Galvanize support and commitment for the implementation of the constitutionally mandated two-thirds Gender Principle in elected and appointed positions of Kenyan government by establishing county action networks with legislators, policymakers, coalition partners, and grassroots groups.



DATA

- Promote the collection and use of sex- and age-disaggregated data – including for minorities and marginalized groups' representation – in the Kenya National Bureau of Statistics' (KNBS) 2019 census tool by engaging in the Inter-Agency Working Group on Gender Statistics.
- Ground campaign advocacy messages and policy asks in the collectively-identified data gaps and needs of the coalition partners, through surveys looking across the campaign priority areas.
- Integrate Deliver for Good campaign messaging into the Kenya National SDG Engagement Strategy to promote a gender inclusive and transformative framework.

The Deliver for Good Kenya campaign is led by a multi-issue, multi-sector, and inter-generational coalition with a shared goal of creating a gender equal nation. Coalition engagement is based on several tiers.

ADVISORY GROUP PARTNERS

There are currently 13 organizations serving on the Deliver for Good Kenya Advisory Group convened by FIDA Kenya. Working across issues, these organizations have publicly signed on to the Commitment to Deliver for Good and work to develop and execute the Campaign's strategic plan.



ALLY ORGANIZATIONS

A diverse group of ally organizations are actively engaged in shaping and implementing the Campaign activities and are advocating for girls, women, and gender equality in their daily work.

To see the growing list of organizations who have joined the Deliver for Good Kenya Campaign to date, visit www.deliverforgood.org/kenya

JOIN THE MOVEMENT

The Deliver for Good Kenya campaign is building a movement to fuel concrete actions that advance gender equality. We are mobilizing a network of advocates and decision-makers and we invite you to join us. Together we are stronger and can power change for - and with - girls and women. Together we can Deliver for Good.

Deliver for them. Deliver for all. Deliver for Good.

Visit Deliverforgood.org/kenya to sign the commitment and learn how you can participate in the campaign.

The Deliver for Good campaign is made possible with the support of:



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