



Kenya's National Civic Education Programme

## FINAL PROJECT REPORT

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Project Title:	"We Need Collective Action" Public Participation To Support Climate Change Adaptation In The South Eastern Kenya Economic Bloc (SEKEB)
Implementation Period:	Start Date: July 2023
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## **LIST OF ABBREVIATIONS**

AVA - Africa's Voices Amplified

CIDPs - County Integrated Development Plans

NCCAP - National Climate Change Action Plan

PLWDs - Persons Living with Disabilities

SEKEB - South Eastern Kenya Economic Bloc

## 1.0 EXECUTIVE SUMMARY

Between July 2023 and September 2023, Africa's Voices Amplified (AVA) with support from Danish International Development Agency (Danida) through Uraia Trust implemented a project titled “We Need Collective Action”, a public participation initiative to support climate change adaptation in the South Eastern Kenya Economic Bloc (SEKEB) comprising Kitui, Makueni, and Machakos counties. Through the project, AVA conducted a comprehensive 3-month multimedia community-wide campaign with the primary objective of assessing community understanding of climate change and adaptation, identify barriers hindering the adoption of climate-friendly behaviors, and gather community-led solutions to combat the adverse effects of climate change.

Throughout this campaign, a series of four weekly radio shows were broadcasted on popular local radio stations, Mbaitu FM, Athiani FM, and Ene FM. These shows provided a platform for open, citizen-led discussions and engaged a substantial audience of participants, with 15,361 messages received in response to the four weekly research questions. Each radio show featured guest experts from civil society organizations and county governments with expertise in climate change, responding to questions and providing valuable insights and potential solutions. The interactive format of the radio series aimed to foster engagement and a sense of ownership among listeners. All the guests invited were from the SEKEB region and brought firsthand knowledge of the changing climatic conditions in their communities, adding credibility and relevance to the dialogue.

In addition to the radio engagement, AVA organized three on-the-ground forums, one in each SEKEB county. These forums specifically targeted marginalized and hard-to-reach audiences, including women, youth and persons living with disabilities (PLWDs), who often face exclusion due to low literacy levels. With active participation in each forum, a total of 113 hard-to-reach participants across the region had the opportunity to express their views and actively engage in discussions addressing the radio questions. AVA facilitated these discussions to ensure that the voices and opinions of all participants were heard, providing a crucial additional dimension to the citizen engagement process. Insights gathered from these forums were integral to the analysis and reporting process.

### Who participated in the dialogue

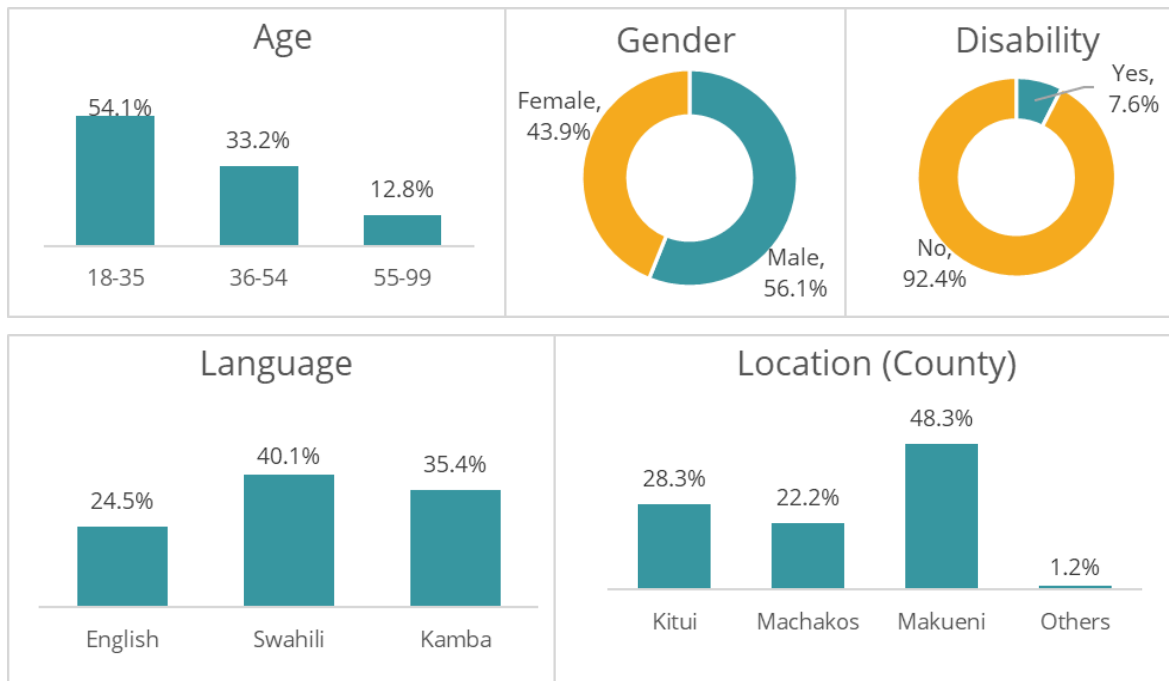
A total of 3,060 individuals sent in a total of 15,361 messages over the four weeks of radio broadcast, 2,949 of those individuals consented for their messages to be included in the analysis.

Figure 1 below indicates the demographic breakdown of participants in the dialogue who sent messages considered relevant to be included in the analysis<sup>1</sup>.

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<sup>1</sup> Please note that providing demographic information is voluntary and therefore some participants do not submit all, or in some instances any, demographic information. Therefore the total of participants who report their gender does not match with the total sample size of those who responded to the weekly question.

Figure 1



The demographic spread of participants underscores the efficiency of interactive radio at reaching groups typically marginalized from formal and traditional public participation structures. In particular, the method effectively engaged youth (aged 18-35), comprising 54.1% (n=995) of the participants, women, accounting for 43.9% (n=735) of the participants, and persons living with disabilities, making up 7.6% (n=136) of the participants.

The "We Need Collective Action" project had a significant impact on the South Eastern Kenya Economic Bloc (SEKEB) region by fostering increased awareness of climate change, generating community-driven solutions, and facilitating dialogue among marginalized groups.

### Project Outcomes:

1. **Enhanced Community Awareness:** The project significantly raises community awareness, with 61% of participants acknowledging a greater understanding of climate change and its implications, particularly in relation to deforestation. This outcome serves as a fundamental basis for informed decision-making and proactive measures.
2. **Collating Citizen-Led Solutions:** 72% of participants indicated that they actively are already engaging climate-friendly behaviors, including tree planting and sustainable farming practices. They also emphasized the importance of using drought-resistant crops, improved water management, and soil conservation to combat food insecurity and agricultural challenges. A total of 4 solutions to climate change were suggested by citizens over the course of the project including afforestation and reforestation efforts, the promotion of sustainable farming practices, the implementation of comprehensive climate change awareness campaigns, and investments in improved water accessibility and management.

3. **Government Awareness:** 18.5% of citizens engaged indicated an awareness of government activities to tackle climate change. However, 37.4% of the participants reported little or no knowledge and called for more effective awareness campaigns and a more equitable distribution of county initiatives. This highlights the need for greater government engagement and information dissemination.
4. **Priority on Water Availability:** A notable 26.4% of participants expressed a significant concern regarding the availability of water. This emphasis on the construction of boreholes, dams, and water storage systems underscores the critical role of effective water management in enhancing agricultural resilience in the context of climate change.
5. **Afforestation and Reforestation:** The project's impact was reflected in the participants' strong support for afforestation and reforestation efforts. This demonstrated the success of community-driven tree planting campaigns and the need for ongoing action to combat deforestation.
6. **Climate Change Awareness:** Climate change awareness campaigns were recognized as crucial by participants, highlighting the need for increased civic education led by county governments. This outcome emphasized the importance of awareness and adaptation efforts.
7. **Healthcare Services:** The project underscored the need for residents to have access to affordable and high-quality healthcare services to address health challenges resulting from climate change. This awareness is critical for tackling disease spread and potential mortality rate increases.
8. **Youth Empowerment:** Empowering the youth, constituting 54.1% of engagement, proves pivotal for effective climate initiatives in SEKEB. Leveraging their digital skills and encouraging online participation, youth become influential advocates. Through roles like youth ambassadors, they actively shape local policies and decisions, fostering a collective sense of responsibility. The outcome is a community actively contributing to a climate-resilient future, showcasing the transformative power of engaged youth in SEKEB's climate journey.

#### **Lessons Learned and Recommendations:**

1. **Community Engagement:** The success of the project underlines the importance of engaging the community through interactive radio shows and on-the-ground forums to gather citizen-generated data and insights effectively.
2. **Government Communication:** Government initiatives should include more prominent and effective awareness campaigns to inform residents about climate change-related actions. Equitable distribution of these initiatives is also vital.
3. **Water Management:** County governments should prioritize projects that enhance water accessibility and equitable distribution, such as drilling boreholes, building dams, and constructing water storage systems, to support agricultural resilience.
4. **Sustainable Farming:** Promoting sustainable farming practices, including drought-resistant crops and sustainable animal husbandry, is crucial for addressing food insecurity and

agricultural challenges.

5. **Afforestation and Reforestation:** Efforts to combat deforestation and mitigate climate change should be community-driven and supported by county governments, including supplying seedlings and empowering local stakeholders.
6. **Climate Change Awareness:** Broad and targeted climate change awareness campaigns, encompassing health, agriculture, and sustainable practices, are essential. These campaigns should involve various communication channels, recognize the role of traditional practices, and actively engage the community.
7. **Healthcare Services:** County administrations should prioritize ensuring residents have access to affordable and high-quality healthcare services to address health challenges resulting from climate change, including disease spread and increased mortality rates.
8. **Youth Engagement:** With youth constituting 54.1% of engagement, underscores the transformative power of involving this demographic. To maximize the impact of climate efforts in the region, it is recommended to prioritize and empower youth engagement. Leveraging their digital literacy, fostering active participation through online forums, and cultivating roles like youth ambassadors can amplify their influence, contributing to a more sustainable and impactful approach to building a climate-resilient future in SEKEB.
9. **PLWDs Inclusion:** Prioritize the inclusion of Persons Living with Disabilities by implementing targeted outreach strategies in collaboration with disability organizations, community leaders, and support groups. Such collaborative efforts are essential for gaining insights into the unique concerns of PLWDs, ensuring their active participation, and fostering a more inclusive and meaningful dialogue on climate change adaptation.

## 2.0. INTRODUCTION AND CONTEXT

Kenya, known as East Africa's financial, trade, and communications hub, faces significant challenges due to climate change<sup>2</sup>. The country's economy relies heavily on rain-fed agriculture and tourism, both of which are vulnerable to climate variability, extreme weather events, and climate change impacts<sup>3</sup>. Recognizing these threats, building resilience to climate change is a key priority for both national and county governments, particularly in arid and semi-arid regions prone to recurrent droughts and flooding.

County governments in Kenya play a crucial role in implementing national government policies on climate change. They have jurisdiction over sectors crucial for adaptation, including agriculture, soil and water conservation, forestry, water and sanitation, and health. The Climate Change Act of 2016 provides a regulatory framework for a comprehensive response to climate change. The act emphasizes the mainstreaming of climate change considerations into development planning, budgeting, and implementation across all sectors and levels of government. County governments are mandated to

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<sup>2</sup>[Usaid Report, 2022: Kenya Climate Change Country Profile.](#)

<sup>3</sup> [Ibid](#)

integrate climate change actions and the National Climate Change Action Plan (NCCAP) into their County Integrated Development Plans (CIDPs). Furthermore, they must incorporate climate change into subnational development plans and report on their actions to the national government annually.

The SEKEB region, comprising Kitui, Makueni, and Machakos counties, is a semi-arid area characterized by low rainfall and extensive land degradation. Climate change, coupled with deforestation from charcoal burning, is exacerbating the fragility of this ecosystem. Delayed rainfall and soil erosion present significant challenges to small-scale farmers, affecting their ability to provide for their families.

To address these issues, Africa's Voices, with support from Danida through Uraia Trust, initiated a three-month multimedia community-wide campaign dubbed "We need collective action" Public participation to support climate change adaptation in the South Eastern Kenya Economic Bloc targeting the SEKEB counties. The campaign aimed to assess climate change knowledge levels, identify barriers to adopting climate-friendly behaviors, and promote community-led solutions to combat climate change. The campaign targeted the broader community, county leadership, and civil society organizations involved in climate change issues.

Africa's Voices utilized its interactive radio method to gather citizens' views and priorities regarding climate change. Through this engagement, 3,060 individuals sent a total of 15,361 messages. To deepen insights from these discussions, on-ground forums were organized in each SEKEB County. These forums specifically targeted marginalized groups, including people with disabilities, women, youth, and those with low literacy.

This comprehensive approach sought to improve local governance in SEKEB counties by ensuring that citizens are engaged meaningfully and that their voices, agency, and influence are incorporated into county interventions related to climate change. The initiative aimed to support citizen engagement and advocacy efforts, ultimately contributing to more effective climate action and resilience building at the local level.

## **Summary of Activities**

### **1. Participatory Design Workshop**

In collaboration with Uraia Trust and the targeted counties, Africa's Voices organized a participatory design workshop on 8th August 2023 in Machakos County. During this workshop, stakeholders from the three counties including county governments, civil society groups and the citizens were invited to engage in discussions and deliberations with a key focus on identifying thematic issues, topics, and radio questions. Participants actively participated and achieved a consensus on the final selection of topics and radio questions to be featured in the radio series.



## **2. Development of Communication Framework**

Following the outcomes of the design workshop, the Africa's Voices project team developed a comprehensive communication framework. This framework incorporated the agreed-upon topics, specific objectives for each radio show, formulated radio questions, and a profile outlining the desired characteristics of radio guests for each episode. The communication framework served as a guiding document to ensure that the production of the four radio shows aligned with the project's objectives and effectively impacted the target audience.

## **3. Scripting for Radio Promos and Shows**

Using the finalized communication framework as a reference, the Africa's Voices project team scripted the radio promos and interactive radio shows for the upcoming series. The communication framework provided a clear structure and direction for the content, ensuring that the scripts accurately reflected the agreed-upon topics, objectives, and radio questions.

## **4. Radio Talk Shows**

In collaboration with local radio stations, namely Mbaitu FM, Athiani FM, and Ene FM, Africa's Voices broadcasted a series of four, one-hour radio shows. Each episode featured experts primarily from the SEKEB region who possessed a profound understanding of climate change issues. This collaborative effort with the three radio stations engaged a total of 3,060 participants who sent a total of 15,361 messages., representing a diverse range of perspectives from across the SEKEB region.

### 3.0 PROJECT PERFORMANCE

#### 3.1. Project outputs

Result Level	Log frame Indicators	Baseline	Target	Progress against target	Assessment: i) Exceeded target (10% above target); Met target; Did not meet target
<b>Output 1:</b> Interactive radio dialogue platform to determine key concerns and priorities of citizens regarding the impact of climate change in their locality	<b>Output Indicator 1.1:</b> # of radio series and shows broadcast	0	4	4	Met target
	<b>Output Indicator 1.2:</b> # design workshops	0	1	1	Met Target
	<b>Output Indicator 1.3:</b> # of people engaging in series by sending an SMS message	0	3000	3060	Exceeded Target by 2%

#### Key points

A remarkable achievement for Output 1 is the surpassing of all performance indicators, showcasing the exceptional success of the interactive radio dialogue platform. This is particularly evident in the 2% overachievement in the number of citizens engaging through SMS messages, highlighting the platform's effectiveness in sustaining citizen interest. The effective execution of the design workshop, meeting the set target, further underscores the well-planned preparatory phase, which played a pivotal role in the overall success of the output. Due to the brief project timeline and financial limitations, a baseline survey was not conducted at the initiation of the citizen engagement process.

Result Level	Log frame Indicators	Baseline	Target	Progress against target	Assessment: i) Exceeded target (10% above target); Met target; Did not meet target
<p><b>Output 2:</b> Generate robust evidence (qualitative and quantitative) based on citizen SMSs feedback that will be used to support citizen engagement and advocacy efforts in public participation spaces.</p>	<p><b>Output Indicator 2.1:</b> # analysis workshops</p>	0	1	1	Met Target
	<p><b>Output Indicator 2.2:</b> # final reports with recommendations</p>	0	1	1	Met Target
	<p><b>Output Indicator 2.3:</b> # follow up meetings with county governments</p>	0	3	0	Although this activity was originally part of the proposal, it was not included in the final approved budget, leading to a failure to achieve our intended target. Nonetheless, AVA has taken steps to address this situation by inviting all the county administrations into the dissemination session to discuss the citizen-led findings and way forward. In total we had 13 county officials in the dissemination session ( 3 Machakos,6 Kitui and 4 from Makueni).

### 3.2. Project outcome(s)

Result Level	Log frame Indicators	Baseline	Target	Progress against target	Assessment: i) Exceeded target (10% above target); Met target; Did not meet target
<b>Outcome:</b> (as per log frame)	Outcome Indicator 1: Social accountability of local governments in SEKEB region are strengthened through direct dialogue with citizens via interactive radio and SMS discussion.		6 government officials appearing on radio show	6 officials	Despite initial reluctance from the county government to participate, the project successfully engaged six officials, with two representatives from each county, in a direct dialogue on our show. These officials, from the Ministries of Environment and Climate Change in their respective counties, utilized the platform to provide valuable updates on their administrations' actions and initiatives addressing climate change.
	Outcome Indicator 2: Local governments in the SEKEB region are informed of citizen priorities and concerns regarding climate change.		12 government officials attending dissemination workshop  1 report shared with local government	13 government officials attending dissemination workshop  1 report shared	We successfully organized a dissemination event involving stakeholders from each of the SEKEB counties. This event brought together 13 officials from the 3 county governments ( 3 Machakos,6 Kitui and 4 from Makueni) to ensure that local governments in the SEKEB region are well-informed about citizen priorities and concerns related to climate change.

### 3.3. Progress towards achieving project impacts

Result Level	Log frame Indicators	Baseline	Target	Progress against target
<p><b>Impact:</b> (as per log frame)</p>	<p>Impact Indicator 1  <b>Expected impact</b>            Overall the expected impact of the project is a strengthening of public participation in political decision making in the SEKEB region, particularly regarding climate change policy and programming. By listening and responding to citizen concerns via interactive radio, county administrations will build trust with their constituents, increasing accountability and thereby encouraging greater public participation in future.</p>	<p>NA</p>		<ul style="list-style-type: none"> <li>- When evaluating the effectiveness of citizen engagement, 61% of citizens reported an enhanced understanding of climate change and coping mechanisms within their community and counties as a result of the radio engagement.</li> <li>- 71% of the participants indicated that the dialogue had a positive impact on their perception of political public participation.</li> </ul>

	Impact Indicator 2			

## **4.0 DELIVERY APPROACHES**

### **4.1. Monitoring and Evaluation**

Overall, AVA did not encounter any significant changes in the project at both the planning and implementation stages. However, after the co-creation session with project stakeholders and the development of radio content and questions, we proceeded to test these questions with local community audiences. The testing process highlighted that some of the questions were overly complex and not easily comprehensible for our intended audience. As a result, we made slight adjustments to the questions, but still maintaining the original context, to ensure that the targeted audiences could readily understand and participate in the radio shows. We believe that simplifying the questions to the understanding of the targeted audiences enhanced their participation in the radio shows.

### **4.2. Strategic partnerships**

Throughout the project implementation, we fostered close working relationships with multiple stakeholders, including the SEKEB secretariat, county administrations, specifically the departments of environment and climate change, and various key civil society groups specializing in climate change. These valuable partnerships were instrumental in the development of radio content and the identification of expert guests who actively participated in the radio shows, addressing emerging questions and issues from our engaged audiences.

Furthermore, we established robust partnerships with media outlets, recognizing their pivotal role in community-wide climate change awareness and the dissemination of pertinent information. These collaborations have been fundamental in ensuring that relevant climate change-related information reaches the wider community effectively.

Lastly, we successfully identified, established contact, and developed relationships with numerous climate change experts from the SEKEB region. They will be instrumental in future radio shows as expert guests, proficient in discussing climate change topics in the local language. Additionally, we cultivated connections with various civil society organizations operating in the SEKEB region with a specific focus on climate change. These partnerships will prove invaluable should we secure additional funding to expand this project. Furthermore, they will remain valuable as we sustain our efforts in the region.

### **4.3. Sustainability**

This project aligns with AVA's strategic result on governance and accountability as it deploys AVA's tested approach to generate insights from dialogue between authorities and citizens for purposes of strengthening

the long term accountability, legitimacy, and effectiveness of service delivery. The insights generated from these citizen-engagement have been curated into compelling evidence, disseminated to the targeted counties and their residents. We firmly believe that this evidence will play a pivotal role in supporting decision-making, policy development, and service delivery well into the future, transcending the project's lifecycle and ensuring sustainability.

AVA has also been in close collaboration with county officials throughout the project's implementation, ensuring their active participation from the project's inception to the dissemination of findings. This collaboration has provided them with an invaluable learning experience, immersing them in the public participation cycle. The insights gained enable county officials to engage their citizens more meaningfully, utilizing the lessons acquired for enhanced interaction. Furthermore, AVA has conducted training for radio presenters, equipping them with the skills needed to effectively employ AVA's interactive radio approach. These enhanced skills will empower them to continue engaging their target audiences on climate change issues beyond the project's duration.

## **5.0 LESSONS LEARNED AND RECOMMENDATIONS**

### **5.1 Lessons learned**

The project implementation highlighted several valuable lessons for future endeavors. One of the most significant takeaways was the necessity of adaptability and proactivity when faced with budget constraints. By demonstrating resourcefulness and taking proactive steps to supplement the budget, the project successfully executed all its planned activities. This adaptability was a key factor in maintaining the quality of the programming and interventions.

Another lesson learned from the project was the limitation posed by having only four radio shows. This constraint emphasized the need for more extensive and sustained awareness campaigns on climate change. While the radio shows were effective, there is need to carry out additional communitywide awareness creation using additional interactive radio shows and other community engagement approaches for instance listening groups to reach a broader audience.

Leveraging local expertise and networks proved to be a successful approach in addressing the challenge of finding suitable experts for radio discussions. Collaborating with county governments and other local partners helped secure knowledgeable guests for the radio shows, highlighting the value of such connections in project implementation.

The project also underscored the ongoing opportunities for citizen engagement in addressing climate change. By using interactive radio and other community outreach methods, local citizens can contribute their insights and solutions to cope with climate change effectively. The wealth of local knowledge makes this an essential aspect of climate change initiatives.



Furthermore, the project emphasized the importance of continued citizen engagement, particularly at the county level, to involve them in policy formulation. Citizen participation in shaping effective climate change policies and strategies is vital, given that they are the ones directly affected by climate change impacts.

In conclusion, the project's experiences offer valuable insights for future climate change initiatives. These lessons highlight the significance of adaptability, local engagement, diversified communication strategies, and active citizen involvement in addressing climate change challenges and fostering community participation.

## **5.2 Recommendations**

1. Climate change awareness and behavior change require an extended period of engagement. To address this, future projects should consider broadcasting more radio shows to ensure ongoing and sustained awareness campaigns. These shows should be designed to challenge existing barriers and encourage the adoption of climate-friendly behaviors.
2. While radio shows are effective, they should be complemented with community outreach activities such as road shows and community forums. These engagements provide opportunities to reach a broader audience and gather community-led solutions and coping mechanisms for climate change.
3. Identifying local champions and experts who can communicate effectively in local languages is crucial. These individuals should possess the ability to explain climate change concepts clearly and create awareness within local communities without complexity. Such experts can bridge the communication gap and enhance community understanding.

## **6.0. ANNEXES**

### **Annex 1: Most Significant Change Stories**

Following the conclusion of the citizen engagement, AVA conducted a comprehensive evaluation to assess its effectiveness, relevance, and value to the project's target audiences. Participants were specifically asked to reflect on the impact of the radio series on their understanding of climate change, its effects, and coping mechanisms within their communities. The analysis of responses to this question revealed a notable 61% of participants who reported an improved understanding of climate change and coping mechanisms, directly attributing this positive outcome to the engaging radio sessions. The effectiveness stemmed from live shows that created community wide awareness on climate change while encouraging audiences to pose questions, with expert guests responding .

Furthermore, participants were asked about their feelings regarding involvement in county decision-making

processes on climate change through the radio dialogues. Remarkably, 71% of respondents expressed a positive impact on their perception of political public participation, showcasing the project's success in not only enhancing climate change awareness but also fostering a more optimistic view of political participation.

These outcomes underscore the project's significant change stories in promoting citizen awareness and positively shaping perspectives on political public participation.

### **Annexe 2: Analysis Report**

A detailed analysis report has been attached.

### **Annexe 3: Photos and other project deliverables**

1. [Co-creation Photos](#)
2. [Dissemination Session Photos](#)