

# TUVUKE INITIATIVE NEWSLETTER

## FOREWORD

**T**UVUKE Initiative (Swahili for “Let us cross over”) was launched in 2011 and brought together seventeen (17) civil society organizations whose overall objective was to achieve peaceful, free and fair electoral process in Kenya. It was a civil society response to widespread violence that had defined 2007/2008 electoral process.

TUVUKE Initiative activities focused on proactive interventions aimed at forestalling planned or spontaneous violence before, during and after the electoral process.

Supported by the Ford Foundation, TUVUKE Initiative achieved its ultimate goal: the 2013 elections were generally peaceful. Aggrieved parties used the judicial process to address any issues they had with the election results.

Going Forward, TUVUKE Initiative will seek opportunities within the Constitution and particularly the county governance structures across Kenya to consolidate regeneration and renewal of an integrated and cohesive Kenyan society.

This newsletter issue will focus on sharing TUVUKE Initiative’s work within the next two years.

*Join us in this journey of building A Better Kenya for All.*

## TUVUKE INITIATIVE STRATEGY 2014-2016

*Working Towards a Peaceful, Inclusive and Just Society*



**TUVUKE Initiative Building a Movement of Peace ambassadors amongst communities in Tana River County**

**W**hen some 17 civil society organisations came together in July 2011, their shared vision was for a peaceful, just and inclusive society.

They realized that intervention was urgently required following the 2007/2008 post-election violence which was a watershed moment for Kenya. The period represented the worst breakdown ever of democratic and constitutional governance in Kenya. It also confirmed the democratic fragility of the country following a cyclical trend of democratic progress and reversal in the era of post multi-party Kenya.

TUVUKE Initiative rightly believed that every

Kenyan had a responsibility, individually and collectively, to work towards healing the nation and building unity and cohesion, within and among communities. During the elections, Kenyans may not have been in a position to effect fundamental change of a political nature such as ensuring access to power by women and youth, or guaranteeing gender equity and accountable governance. However, the public hold the key to nurturing accountable and transparent leadership and creating a cohesive society by respecting and accepting differences, be they based on personality, race, ethnicity, religion, cultural,

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**Michael Gaiho (Kenya National Chamber of Commerce) identifies areas of partnership with TUVUKE Initiative during the 1<sup>st</sup> Donor Consortium**

enhancing intercultural dialogue and understanding, influencing institutional reforms especially in relation to natural resources and land and addressing historical and current injustices as well as discrimination and exclusion.

**Vision:** A Peaceful, Inclusive and Just Society

**Mission:** To entrench a sustainable peace movement through active and inclusive public participation and a culture of constitutionalism in Kenya.

Since January 2014, TUVUKE Initiative's Steering Committee has embarked on a series of fundraising initiatives to mobilize the required resources to implement the strategy.

The first donor consortium was held on 5th March 2014 and was attended by eight (8) like-minded institutions drawn from the donor community, constitutional commissions and the private sector.

They included the United Nations Development Programme (UNDP), the South African High Commission, The National Chamber of Commerce, the Independent Electoral and Boundaries Commission, Office of the Registrar of Political Parties, the National Cohesion and Integration Commission, the Judiciary and the Nairobi Peace Initiative - Africa. The Ford Foundation not only continues to provide technical and policy support, but has invested USD 200,000 towards the realization of this Strategy.

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socio-economic ability or inability.

These differences are the characteristics that define us uniquely as Kenyans and should be a strength, not a source of conflict. Through well targeted civic education individuals and communities can be more accepting of 'others'. The philosophy of 'inclusivity' continues to underpin the work of TUVUKE Initiative over the next three years. An overview of TUVUKE Initiative 2014 -2016 Strategic Plan is provided within this issue to enable our readers and partners understand how TUVUKE Initiative intends to work towards a peaceful, inclusive and just society.

TUVUKE Initiative's 2014-2016 Strategy is guided by a reinvigorated vision and mission that reflects a renewed focus and articulates where TUVUKE Initiative wants to be at the end of the three years.

TUVUKE Initiative seeks to facilitate social change and achievement of sustainable peace by

## SAFEGUARDING PEACE THROUGH COMMUNITY DIALOGUES



**A Community dialogue session in Madogo, Tana River County where pertinent issues of security, peaceful coexistence amongst diverse communities and effective engagement of citizens in electoral process were discussed.**

TUVUKE Initiative organizes and achieves dialogue through community theatre events, peace and civic education caravans, radio listening groups and cultural narratives. The aim is to make communities agents of social change by enhancing justice and peace and increasing inter-ethnic and inter-religious tolerance.

Through movement building, TUVUKE Initiative will continue to harness the capacities of youth and women as agents of change.

# CELEBRATING CONFLICT SENSITIVE AND RESPONSIBLE JOURNALISM IN KENYA

**T**UVUKE Initiative 2013 Media Awards sought to recognize and celebrate conflict sensitive and responsible journalism in Kenya.

The three-month long search for winners culminated in a colourful gala dinner held on 5<sup>th</sup> December 2013 in Nairobi, and attended by 170 stake-holders from the media and civil society sectors.

The awards were graced by Dr. Fred Matiang'i, Cabinet Secretary, Ministry of Information Communication and Technology.

The awards served as a national level platform for TUVUKE Initiative to



**Asha Bekidusa receives recognition for her radio entry from Dr. Fred Matiang'i , Cabinet Secretary, Ministry of Information, Communication and Technology**

*“These peace messages were particularly instrumental in managing difficult and tense moments following delayed tallying of presidential votes and during the determination of the election petition case filed against the victory of Jubilee coalition’s presidential candidate.”*

## UNDERSTANDING TUVUKE INITIATIVE’S APPROACH

**T**he Thematic areas are the framework around which the strategic objectives are formulated so as to achieve the desired strategic direction. These 5 thematic areas represent priority areas around which the Implementing Partners have agreed to galvanize their technical skills and strengths;

1. Natural Resource Rights
2. Peace and Security.
3. Media Engagement
4. Women Participation and Empowerment
5. Youth participation

appreciate Kenyan media who had by all standards exhibited professional and laudable standards of journalism while covering the Kenya’s 2013 electoral process.

During the 2013 Electoral Process, the media partnered with TUVUKE Initiative to send out peace messages that maintained calm across the country. These peace messages were particularly instrumental in managing difficult and tense moments following delayed tallying of presidential votes and during the determination of the election petition case filed against the victory of Jubilee coalition’s presidential candidate.

A total of 104 entries were received and judged by a competent Judges Panel. As demonstrated from the entries in this inaugural award, citizen journalism is being embraced by a significant number of Kenyans who should be encouraged to continue to use the media to share their stories.

A total of nine (9) journalists and citizens were awarded. In the radio and television category three winners were awarded. A winner was also awarded in the cartoon entry category. In the institutional and television categories, one entry was given special recognition.



### TUVUKE INITIATIVE

Hosted at

Kenya Women Holding - Head Office

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## IMPLEMENTING PARTNERS

1. African Woman and Child Feature Service (AWC)
2. Association of Media Women in Kenya (AMWIK)
3. Centre for Conflict Resolution (CCR)
4. Centre for Rights and Education Awareness (CREAW)
5. GO-SHENG Services
6. HATUA Trust
7. IL'Laramatak Community Concerns (ICC)
8. Kenya Land Alliance (KLA)
9. Kenya Women Holding (KWH)
10. Men for Equality of Men and Women (MEW)
11. Muslims for Human Rights (MUHURI)
12. Smart Citizens
13. Twaweza Communications
14. Ujamaa Center
15. Women Empowerment Link (WEL)

## HOW WE WORKED: SPEAKING WITH ONE VOICE



Some of the messages developed for TUVUKE Initiative's peace campaign

**T**UVUKE Initiative's Project for Peaceful and Fair Electoral Process in Kenya leveraged on the Implementing Partner's networks which were found within communities at local and national levels.

TUVUKE Initiative spoke with **one voice** and transmitted **one message**. We called on all citizens to individually and collectively **take responsibility** for their peace.

We **utilized diverse platforms** such as young artists and children peace ambassadors; faith based platforms across Kenya such as Anglican Church of Kenya and Mosques.

We **expanded media platforms and built capacity** for journalists which resulted in conflict sensitive reporting and enhancing acceptance of diversity.

We **leveraged partnerships** by working with the Judiciary, the Media, Political Parties, Civil society, Constitutional Commissions and the National Conflict Early Warning Framework.

We focused on excluded constituencies who included women and youth; and built their capacity to participate as voters and leaders in the electoral process. We worked with the youth in **designing and expanding platforms for expression of their aspirations**.

We **addressed complex root causes and drivers** of conflict that include land rights and unequal power relations between genders.

We worked with communities to **monitor and disseminate** conflict alerts for early warning and early response. The alerts served to deter any individuals who sought to use the electoral process to cause violence.