

# TUVUKE INITIATIVE NEWSLETTER

## Synopsis of the story and journey of TUVUKE initiative

*Working Towards a Peaceful, Inclusive and Just Society*



**CIC Chairman Charles Nyachae flags off the Tuvuke Peace Caravan at Uhuru Park, Nairobi, accompanied by Tuvuke Initiative chairperson Dr. Jennifer Riria and religious leaders. Tuvuke is an initiative for peaceful and fair elections.**

The story of the TUVUKE Initiative is a narrative about the efforts by fifteen civil society organizations contribution to a peaceful and fair electoral process in Kenya. TUVUKE Initiative drew inspiration from the conviction that the situation witnessed in Kenya after the 2007 general elections can never be allowed to recur and must be prevented at all cost. It is against this background that there was need to create platforms for positive transformation of institutions of governance.

The platforms sought to engage politicians, men, youth, women, people with special needs and the general public to harness new strategies, approaches and tools that would

promote national values, fusion of culture and national acceptance of diversity.

TUVUKE (Swahili for “Let us cross over”) is a country wide initiative with specific focus on areas viewed as hotspots because over the years they have experienced perennial violence. The Initiative focused on areas where women’s participation was curtailed and/or excluded from the electoral process. The campaigns enhanced partnerships and created sustainable movements by bringing together youth, women and community leaders, media, marginalized communities, the Government, politicians, leaders of polit-

ical parties and women entrepreneurs to embrace peace and use social platforms to create an electoral process which was value based.

The TUVUKE Initiative partners were fully aware of their limitations as a civil society consortium and committed themselves to working through partners in the judiciary; public institutions such as the Kenya National Commission on Human Rights (KNCHR); the National Cohesion and Integration Commission (NCIC); the Commission for the Implementation of the Constitution (CIC); Independent Elections and Boundaries Commission (IEBC); the Uwiano Peace Platform for conflict prevention and response; and a wide range of civil society organizations such as the Centre for Multi-Party Democracy (CMD) and the Youth Agenda.

They also took the view that community dialogue and mobilization at the grassroots was critical because the peace movement needed to be driven by those most affected by violent conflict. These initial decisions were critically important because they paved the way for a shared core message.

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### THE VISION

A peaceful, inclusive and just society

### THE MISSION

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



Tuvuke Implementing partners during the message Development Workshop held on 16th -17th June 2014 at the Methodist Guest House & Conference Centre Nairobi.

## Repositioning of the Tuvuke Initiative

The Message Development Workshop was held on the 16th & 17th of June 2014 and the Process was facilitated by the media thematic group together with an external resource person.

It was essential for the partners to look deep inside TUVUKE’s DNA, that which in essence gave the initiative a relevant edge and this would only be achieved by decisively examining the underlying Kenyan needs requiring to be addressed urgently. Though the initiative had been successful in ensuring that the electoral process was peaceful it was time to move on to other issues that would give us more relevance.

The workshop focused on critical questions like how would we leverage TUVUKE Initiative brand in the course of greater public discourse and social impact? The only way TUVUKE would achieve our goal would be through social impact. So how would TUVUKE remain relevant and position our brand as a personal choice? TUVUKE had to be the brand of choice through differentiation, consistency,

reputation and value; differentiation built favorability, awareness built familiarity, consistency built trust, reputation built value and value attracted value.

In the previous period, TUVUKE Initiative built an image and brand around peaceful electoral process in 2013. Having transitioned to building movements for sustainable peace, it was important that TUVUKE Initiative develops a collective brand of new messages to address emerging concerns nationally and in the counties.

The messages developed enhanced the Initiative’s contribution towards attaining a peaceful, inclusive and just society. TUVUKE Initiative convened all the Implementing Partners addressing different thematic areas and agreed on the primary, secondary and tertiary messages that will drive their engagement.

TUVUKE Initiative thus rebranded itself on

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The Story & Journey of TUVUKE booklet gives an in depth account of the some of the work and achievements in challenging patriarchy, advocating for women’s leadership, youth participation in electoral process and a responsible media.

Through partnerships with governments, the public and the private sector, civil society organizations, faith institutions and community based networks, the TUVUKE Initiative is equipping Kenyans with skills so that they can become agents of social change by enhancing justice and peace, and increasing inter-ethnic and inter-religious acceptance.

By challenging exclusion through fixation with clans, ethnicity and religious bigotry, we are contributing to the development of an inclusion nation.



## ◀ Pg. 2

the basis of its new vision, mission and core pillars.

The messages developed seek to support as well as enhance TUVUKE Initiative's work for 2014-2016. This encompasses initiatives geared towards responsible and accountable media, enhance youth participation in devolved governance, position women in leadership and decision-making arenas, and promote safer communities that celebrate diversity and embrace dialogue for peaceful co-existence. This was achieved by identifying the direction the initiative needed to take as well as determining the most urgent concerns that needed to be addressed and align it to current national and county concerns.



Artists perform during the Kwale Road Show

## Where are we with affirmative action?

The new constitution came into full operation after the 2013 general election. Barely a year after, there was introduction of the Constitution Amendment Bill 2014 seeking to scrap off the seats proposed by the affirmative action as well as reducing the counties from an initial 47 to 10. This bill was introduced by Hon Joe Mutambu, Mwingi Central MP at a time when the parliament should have been putting up mechanisms towards implementation of the constitution. The main purpose of the bill was to reduce the cost of running both national and county governments.

The amendment of the constitution will therefore need to go through a referendum as it affects county boundaries. The aim of this bill is seen to remove opportunities that were provided for in Article 27 (8) where the state is obligated to take legislative and other measures to ensure that no more than two thirds of the members of elective or appointive bodies are of the same gender. Currently, the National Assembly membership is skewed against women with only 19 % representation as opposed to the recommended 33.3%.

However, the Supreme Court indicated that the affirmative action will be implemented progressively and the deadline was pegged on August 2015. This created room for the National Assembly to work towards creating neces-

### Core Pillars

- **Constitutionalism:** Enhance constitutionalism through the national values and principles of governance which include human dignity, social justice, equity, equality, human rights, non-discrimination and protection of the marginalized.
- **Inclusiveness:** Promote a culture of acceptance of difference and participation of communities and genders previously excluded in governance,
- **Movement building:** Build a sustainable movement driven by youth and women as agents of change.

sary legislation to provide a framework or mechanism towards implementation of the two thirds principle. So far nothing has happened and the deadline is fast approaching.

There is need for greater lobbying from the women leaders to accelerate actions towards putting in place mechanisms ahead of the next general election.

Work towards addressing challenges facing aspiring women for public leadership should be begin ahead of the election.

There is need to position women for elective and appointive leadership position. Much effort should also be placed on building a strong advocacy network that will challenge the the constitution amendment bills introduced in parliament which are seen to be retrogressive and deny women opportunities in leadership and decision making positions.

## IMPLEMENTING PARTNER ACTIVITIES

### KWH: Women Empowerment and Participation

The Kenya Women Holding one of Tuvuke's implementing partners Launched the Young Women Leadership Mentorship Programme early last year(2013), after an award of CHAMPION OF DEMOCRACY by the Ford Foundation. The ultimate objective of the programme being creating a network of women across the country and linking them up with experienced leaders for guidance, encouragement and skill transfer at the county and national level to articulate issues

that negatively affect women participation and influence in the society.

It has been noted that young women are absent at both the National and county levels leadership positions, In spite of the provision in the constitution that representation at all levels of Governance structures should have a third of either gender. Young women lack leadership and mentorship in our society thus creating vacuum for grooming and

coaching. Many young women fall under the trap of negative influence as they have no one to advise them.

From its inception in the month of May 2013, the YWL/MP has been able to reach out to young women between the ages of 18-35 in the 47 counties through the Kenya Women platform country wide, currently the program has 53 young women mentees from 47 counties country wide



Dr. Riria with the Young Women Mentors at the Silver Springs Hotel.

### AMWIK: Strengthening the role of women journalists

The Association of Media Women in Kenya (AMWIK) organized a journalists' sensitization workshop on laws governing media practice in Kenya. The workshop was held in Nairobi on 26th November 2014 in Malindi. The training is part of AMWIK's 'Strengthening the Role of Women Journalists in the Mainstream Media and Communities' project being implemented with support from the Ford Foundation.

The project aims to strengthen the capacity of women journalists in performing their duties in accordance with the existing laws and strengthen the capacity of women networks to promote access to government services by communities through access to information.

Through this training AMWIK sought to enhance the knowledge of media practitioners on the existing legal environment

for media in Kenya to cushion them against legal penalties in the course of promoting the access to information initiatives.

AMWIK also conducted radio listening club sessions in Malindi and Garsen Constituencies respectively, to enhance awareness on issues of gender based violence and promoting the women groups to propose and take local measures to prevent different forms



One of Tuvuke's Implementing Partners (AMWIK) engaging the women in a capacity building workshop on Strengthening the role of women journalists in Malindi.

of gender based violence. With the clubs, the groups listen to pre-recorded radio programmes that highlight the different forms of GBV and proposes measures to

prevent them while also encouraging the participants to act appropriately.

## AMWIK launches resource centre

The Launch of the Resource Centre was done on 28th November 2014 in Malindi Town. The resource centre was set up to provide critical information for utilization by the women. The resource centre is equipped with computers to enable the women embrace the digital era. This will also aid in record keeping and also enable them develop business proposal. The resource centre will also be used for income generation through offering computer training to the community at minimal fee. The

women also no longer have to meet under a tree because the resource centre offers comfortable meeting space.

The launch was graced by the Malindi Ward Representative who officiated the opening of the resource centre. He applauded AMWIK for the good step towards empowering women in Malindi. He pledged continued support for the women and was happy that he will refer the resource centre as one of the flagship projects in the area.

## TUKUKE participates in 16 days of activism against gender violence

The 16 Days of Activism against Gender Violence is an international campaign that starts on 25 November, International Day for the Elimination of Violence against Women and ends on 10 December, Human Rights Day. The campaign hopes to raise awareness about gender-based violence as a human rights issue at the local, national, regional and international level. This year's theme is "Let's challenge militarism and end violence against women".

TUVUKE Initiative joined Association of Media Women in Kenya (AMWIK) on 27th November 2014 at Cleopatra Grounds Malindi to mark the 16 days of Activism against Gender Violence. The event was organized by AMWIK with support from Ford Foundation. The theme was "From peace in the home to peace in the world: Lets challenge militarism and end violence against women".

This theme was particularly important as it urged community members to take individual responsibility which starts from the home. If we take individual responsibility then collective responsibility would not fail. The event raised awareness of the reality of domestic violence and to push for positive change to increase women's safety. This came in the wake of stripping women menace going on throughout the country.

The event was graced by local leadership, AMREF representative, Children's department representative, Ford Foundation representative and TUVUKE Initiative representative. The leaders emphasized on the need to respect women since they are the drivers of the economy. The slogan "Mama ni nguzo ya jamii" took centre stage through entertainment provided by 4 stars Women group.





**Rev. Peter Adolwa shares the TUVUKE Initiative peace call in a leading Kenyan public media outlet, the Kenya Broadcasting Cooperation. TUVUKE Initiative peace messages were disseminated through 15 vernacular FM stations, 5 television stations and 3 national radio stations reaching 28 million listeners.**

## Partners Forum

TUVUKE Initiative will be holding a Partners Forum in February, 11th 2015 at Fairview Hotel, Nairobi. The meeting will bring together the development partners and government as partners. TUVUKE Initiative therefore seeks to build partnerships with likeminded organizations to broaden democratic space for citizen's participation and governance. More

specifically, work towards responsible and accountable media, enhance youth participation in devolved governance, position women in leadership and decision-making arenas, and promote safer communities that celebrate diversity and embrace dialogue for peaceful co-existence.

The meeting will aim to create and increase awareness on TUVUKE strategic directions, project priorities and programmatic areas. Key outcome of the meeting will be create possible partnerships and identify areas of partnership.

## 2015 Conference on Natural Resources Management and Governance

TUVUKE Initiative is organizing the First National Natural Resources conference in 2015. The theme of the conference is "Building Consensus on Community Engagement within Land Reforms and Extractive Industries in Kenya." The conference will be held on March 5 – 6 2015 in Nairobi, Kenya.

The conference will focus on land reforms, communities and the extractive sector in Kenya. TUVUKE Initiative is well situated to provide leadership for a peaceful, inclusive and just society through advocacy for the implementation of land reforms and people-centred resource extraction. The

Conference will pave the way for systematic discussions on how communities can be protected through land reforms and transparent resource utilization. It will also contribute to entrenching a sustainable peace movement for inclusive public participation and a culture of constitutionalism in Kenya. The conference will provide a platform to generate knowledge and create a dialogue opportunity to deliberate on emerging issues and share lessons learnt. The conference participants will be drawn from TUVUKE implementing partners, government, civil society organizations, and corporate organizations working in extractive sector.

### Thematic Areas of the conference:

1. **Natural Resource Management, Communities and the Extractive Sector.**
2. **Land Reforms that Support Extractive Sector and Protect Communities**
3. **Sustainable Development and Best Practices**

**For more information on how you can participate in this forum, please send an email to Margaret Mbugua on [mbugua@kenyawomen.org](mailto:mbugua@kenyawomen.org)**

## Upcoming Events

## Launch of the Story & Journey of TUVUKE

The Launch of the Story & Journey of TUVUKE will be held on 16<sup>th</sup> December 2015. The launch will be graced by our partners who have supported TUVUKE Initiative.

The story of TUVUKE Initiative is a detailed narrative about the efforts of 15 civil society organizations working towards sustainable peace in Kenya. TUVUKE (Swahili for “Let us cross over”) is a countrywide civil society driven quest for an inclusive and just society.

The partners believe that Kenya’s transition to a fully democratic nation-state is possible but substantial work will need to be undertaken to transform governance institutions and change practices that undermine inclusive development.

Right from the onset, the Initiative was underpinned by the belief that fair and peaceful electoral processes are necessary for the entrenchment of a democratic culture in

Kenya.

This book captures some of the work undertaken by Tuvuke in challenging patriarchy and advocating for women’s leadership, youth participation in electoral processes and a responsible media.

It gives a detailed account of interventions that contributed towards achieving a peaceful General Election election in 2013.

TUVUKE Initiative continues to engage the media, natural resources dependent communities, women and youth in the pursuit of sustainable development.



### 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)