# SP

## siasa
### PLACE

# Strategic
# Plan

## 2018 - 2022

*We the People....Inventing the Future*

# Contents

# A Word from our Chair

Siasa Place is a youth-led entity filled with ambition to achieve futuristic democratic goals. A major achievement by Siasa Place in 2017 was representing young people in national discourse during the general elections. Through the platform we have witnessed almost an immediate reaction through hosting forums where young people show a lack of interest when it comes to matters concerning the constitution of Kenya and after an hour feel that they need to know more about it.

The name 'Siasa' meaning politics was a strategic selection. Most people associate the word as negative. That politics is dirty and it is not for the faint hearted, these negative notions of the word encourage young people and women to disassociate from governance. President Moi, is known for continuously repeating the phrase "Siasa mbaya, maisha mbaya" Young people must recognize that in order to improve their lives, they have to be concerned about those who govern them and the politics of their country, good governance is essential for social and economic development.

Going forward, key to our plans is to engage young people on holding government accountable and public participation. We envision young people having a say when it comes to knowing how their county governments spent their budgets. Questioning leaders as well as being a part of decisions when it comes to policy creation and implementation.

Our dream is to see a future leadership well-designed with the inclusion of women and youth who not only understand politics of the day but are well equipped in leadership and governance.

Harriette Chiggai
**Board Chair**

# Foreword

The conceptualization of Siasa Place was bold. We knew that we were creating a space that did not quite exist in our country. A platform that would be unbiased, objective and provide a learning space for young people and women when it came to governance. We dared to be unique and in the process we faced challenges but the opportunities have been beyond measure.

We have managed to create, develop and grow in a terrain that has not been ventured in when it comes to youth political participation in Kenya, while maintaining the uniqueness of being a youth platform and utilizing innovation. The timing was opportune due to county government's search for ways to implement devolution. And the call for new avenues to educate youth in ward level structures on importance of public participation while collaborating with county governments and value the upholding of our constitution.

We have managed to push barriers due to our superb board that believes in stretching limits, thankful to Harriette Chiggai, Michael Orwa, Boniface Mwangi, Caren Wakoli and Faith Wafula for constantly pushing us to do more and be more. The Siasa Place team has continued to remain strong and passionate, the

likes of Miriam Obara, Scheaffer Okore, Banice Mburu, Bernice Oganga, Ken Ogembo, Grayson Marwa and Patrick Wabwire. Grateful to several individuals that stayed with us for a season, but were part and parcel of development season such as Murabwa Odari, Ndereba Mwangi, Edith Macharia, Stacey Nayden, Christine Ndung'u and Regina Mutheu , without them, we would not be here today.

We also appreciate Vincent Kimosop (Sovereign Insight) for facilitating the workshops during the process of developing the strategic plan. We learned through the process and hope to use the lessons & insights during the implementation phase

Finally to Heinrich Boell Foundation for being the first to believe in our ambitious dream, put trust where everyone else avoided and walking with us and giving us hope. It has not only been our hard work and sweat, but the good will of individuals who saw the vision and believed in it also, we the people continue to invent the future.

Nerima Wako-Ojiwa
**Executive Director**

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# 1 Introduction

The Kenyan republic prides itself of a majority youthful population, who make about 75% of the country. However, this population has been grappling with the issue of political representation, inclusion and recognition for a long time. There exists minimal or it is safe to say no specific place that can incorporate and structure youth participation actively.

For a long time the team that created Siasa Place wondered where would anyone youthful who wanted to be active in national governance issues go? If there were a space or place that was to educate youth on matters Constitution, enhance visibility towards youth political contribution and amplify youth demands, how would this place look like? These were some of the sentiments that led to the birth of Siasa Place.

We realized that youth participation was so vital and couldn't be ignored anymore as political leadership demanded equal participation and representation. We were seeking to establish an organization that would make its mandate to place youth in positions of decision-making, policy influencing and implementation.

Every Saturday morning, we would congregate ourselves in a local restaurant downtown and talk about politics. How young people should engage and be engaged. We would spend four to five hours discussing how a platform should exist to have these discussions regularly. We had a special corner in the restaurant and that was our Saturday morning for months. That was the first office for Siasa Place and we were loyal to attend meetings regularly.

Siasa Place was formed in April 2015 and officially registered as a Non – Governmental Organization in November that same year.

Siasa Place is a platform that is centered on engaging youth who normally are averse towards politics. We recognize the importance of the people's participation not just in electoral processes but also in the continuous tedious work of demanding accountability and good governance.

When we would share the idea behind Siasa Place to friends and anyone willing to listen – the response we received was that such an establishment would be impossible to create. The government would never allow us to register the entity and that politics in Kenya is too divisive. There is no way that there can be a space for young people to engage in politics objectively. Where members of different political parties could unite to discuss their manifestos and it was not a rally. A space where people could have intellectual conversation based on law and focus on ideologies rather than tribal clusters.

The Constitution through article 1 holds supreme the sovereignty of the people of Kenya granting them power to make decisions in how they are governed. Through our engagements we have realized that both youth and women still lack knowledge when it comes to public participation, which is a key element of the 2010 constitution.

## Our Work
We believe in the power of having young people lead, that is why in each of our forums – our facilitators are always young and knowledgeable. We know that young people not only have the potential but the capability. With the advancement of technology, our media reach and new ways of virtual activity/ sharing information we have generated an online community of active citizens. These

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are people who participate in our discussions with aim to learn about issues that would not traditionally be taught in education forums. We have been able to educate youth and inspire more young women to engage actively in political discourse both at community and institutional levels.

Priority to our values is Constitutionalism. We are committed to upholding the constitution and all other laws governing the country.

The objects of devolution according to Article 174 are:

a. To promote democratic and accountable exercise of power
b. To foster national unity by recognizing diversity
c. To give powers of self- governance to the people and enhance the participation of the people in the exercise of the powers of the state and in making decisions affecting them
d. To recognize the right of communities to manage their own affairs and to further their development

Therefore, it is prudent to note that the Constitution of Kenya 2010 stipulates in Article 196, that a County Government;

a. conducts its business in an open manner and hold its sittings and those of its committees, in public and; b) facilitates public participation and involvement in the legislative and other business of the assembly and its committees

## Our Impact

In the year 2017, we have been able to:

a. Conduct 42 weekly chats on twitter #SiasaWednesday: Weekly chats that are conducted online centered on current affairs in the country. Relating the discussions to provisions in the constitution
b. 71 % increase on online chats through #ElectionSafari2017. Online chats focused on the election that ran from August 2016 to August 2017.
c. 105% increase of followers on Twitter from 2900 to 6250 with a reach of over 5 million online
d. 217% increase of Facebook followers from 633 to 2100

e. 16 published articles on national newspapers (starting April 2017)
f. 11 dialogues in university and communities:
   • Eastleigh (5 dialogues)
   • Strathmore University
   • Aga Khan University
   • Mathare (2 dialogues)
   • Kenya School of Government
   • Youth in political parties
g. Participated in national debates, 50 media appearances
h. Participated in continental forums and events
   • CampaignCon annual conference held in Pretoria, South Africa
   • African Foreign Delegation that observed the 2017 German election in Bavaria
   • First African Feminist lab held in Maputo, Mozambique
   • The 4th Annual Continental forum for Election Management Bodies – Kigali, Rwanda
   • Youth, political economy and economic costs of violence conference in Addis Abba, Ethiopia
   • AU Gender Strategy Forum – Lusaka, Zambia
   • East and Southern Africa Regional Youth Consultation on Enhancing Youth Participation in Electoral Processes – Arusha, Tanzania
   • First Deustche Welle workshop held in Nairobi regarding women on the web
i. Successfully secured 2 Fellowships:
   • FK Fellowship – Between Siasa Place and Youth Lab in Johannesburg for 3 months
   • Transformational leadership fellowship – through FAHAMU, identified 8 individuals for a 3-day on site leadership training and one month online
j. Members of IEBC youth steering committee
k. Election Safari publication – collection of 1 year perspectives of selected youth during 2017 election

# Youth & Politics

Siasa Place, formed in April 2015 and when the organization was initiated, we recognized that there was a gap in engaging young people on public participation. Information was lacking among the public when it came to knowledge of the constitution but also the way such information was communicated to the majority population – it was not relatable.

The premise of the organization was to target a niche of people and awaken them to the fact that all matters in existence are political decisions. Participation is necessary and to be represented the population must understand how.

The 2017 general election, the ages of 18 – 34 years constituted for 51% of voters. Although the total number was approximately 19 million young voters, the Independent Electoral Boundaries Commission struggled to have new voters register during their registration drive.

Those who were eligible to vote accounted for 8 million while only half of that figure of new voters registered to attain a voter's card. Voter apathy is a worldwide trend and we begin to see youth shut themselves out from political engagement. This youth demographic need to understand the roles of these representatives and understand the roles that voters play when it comes to public participation and holding leaders accountable. Through partnerships with county government, development partners, civil society organizations and stakeholder groups.

Statistics demonstrate that in 2018, the population is to increase to slightly above 50 million citizens and the average age of those citizens being 19 years of age. Civil society organizations will have to shift focus to institutional settings, from high schools to universities which are approximately 6000 country wide. Our engagements are community driven and youth led because we realized that majority of our attendees are youth.

In addition, essential to our mandate is our language and how we communicate. We pride on using social media to host regular important discussions on the constitution because we recognize that it is a space that is not heavily invested in terms of governance education yet majority of youth occupy this space. Our election safari publication also demonstrated that a large number of youth depend on social media for their news and information. We use info graphics to share summarized information as well as video to send detailed information in a brief interactive format. We are certain to speak to our audience so that the solutions are driven by them and understood by them.

## Swot & Pestel Analysis

The planning process through the SWOT analysis and PESTEL framework identified the strengths and weaknesses (internal) and threats and opportunities (external). Analysis of the internal environment entailed identification of issues within the organization classified as strengths or weaknesses that positively or negatively affected its performance. External environment analysis involved a critical assessment of political, legal, social-economic and technological environments. Review of the external environment resulted in the identification of opportunities and threats. These are highlighted in the tables below:

### Strengths

#### 2.2.1  Political

- **Population:** As the youth we have the numbers (65%) therefore stand a better chance of impacting society politically if united
- **Established Offices for Youth:** the government has established the National Youth Council; Youth Fund; Uwezo, AGPO thus they are good platforms that need to be engaged to support the youth to be empowered
- **SP:** this is a good platform that can facilitate the youth to actively participate in democratic processes considering that democracy is about numbers and this should mean something in the governance of the country
- **Youthful Leaders:** there are young people who have been elected to different positions at the National & County level who can champion the youth agenda since they understand the challenges  and opportunities

#### 2.2.2  Economic

- **Committed partners/donors:** there are other organizations that are willing to support Siasa Place to empower the people to effectively engage in democratic processes and thus give public participation meaning.
- **Information:** There are a lot of case studies on what can work when it comes to ensuring that people are effectively engaged in governance and this information when domesticated can inform the work of SP

#### 2.2.3  Social

- **Passionate leaders and members:**

SP is endowed with a board and staff members who are committed to the cause of ensuring that people are at the core of governance.

- **Credible, Powerful, Desirable cause & sellable message:** at the mention of Siasa Place, people can easily relate with it considering the role politics plays in the society. Public Participation is mainstreaming in the Constitution and the youth form a majority of the population. Initiatives towards empowering the Youth to play an active role politically needs support.

### 2.2.4 Technological
- **Technology:** SP has the ability to tap into technological advancement i.e. social media, to mobilize and rally the youth on a common cause that will ensure that they participate in inventing the future they want to live in.
- **Ability to event plan:** We are gifted with members who are able to plan and execute events, forums, debates, political cafes, etc.
- **SP:** has a profile that it achieved through the various media appearances by the ED and Staff

### 2.2.5 Legal
- Legal entity: SP is a registered entity that can transact business and engage in shaping the politic discourses un the country/counties and beyond

## Weaknesses
### 2.3.1 Political
- **Polarization:** The long political period in 2017 and past elections which are conversed on tribal basis have affected the country and the people. This affects the work of SP
- **SP Leadership:** Pioneering an organization can be challenging. The leadership would want to realize results and achievement of the vision within a short time yet some things need time

### 2.3.2 Economic
- **Limited resources:** Our financial base, human resource and equipment are inadequate for the amount of work ahead.

- **Few donors:** There are few individuals who donate financially to SP activities.

### 2.3.3 Social
- **Nairobi Centered:** Most of the activities and decisions are done in Nairobi. SP should not fall into the trap of being branded as a city organization.
- **Collective "responsibility":** advocacy requires collective action and this at times makes it difficult to attribute blame or success.
- **Politics is dirty:** there's a perception that politics is dirty and this discourages young people who may not have the financial means to engage

### 2.3.4 Technological
- **Under-capacity at secretariat:** we are transitioning into a well capacitated secretariat to help push the SP work effectively.

## Opportunities
### 2.4.1 Political
- **Constitution:** The Constitution 2010 clearly situates that Kenya is a multi-party democracy. It puts people at the center of governance and public participation is a National Value and Principle of governance. The youth have a special place in the document and should be mainstreamed in the development process. This should be reflected in policies, programmes. Leadership positions and in resource both at the National and County levels.
- **Government programmes:** there are programmes that SP can tap into at the National and County level that are geared towards ensuring that youth participate in democratic processes.
- **Office of the Citizen:** SP can position itself as an authority in work that we build responsible citizenry. The highest office in the Constitution is "Office of the Citizen". All Sovereign Power is derived from the people and all State Organs exercise delegated power. The Citizen, elects, recalls, and can even amend the Constitution

### 2.4.2 Economic
- **Devolution:** The County governments are financed by the National Government, internal generated revenue and development partners. SP can collaborate in the implementation of youth centric programmes and activities that will see it financed by the counties.

### 2.4.3 Social
- **Growing media:** several surveys have consistently indicated that majority of Kenyans believes and trusts in the media. SP will tap into this opportunity by influencing key decision makers in those media houses to raise awareness on matters affecting the youth.

### 2.4.4 Technological
- **Social Media:** Kenya is ranked second on the African continent on the use of social network e.g. Internet, twitter, facebook, etc. This has created enormous space and easy communication globally.

### 2.4.5 Environmental
- **Goodwill:** There is ownership of the work of SP as demonstrated by the several media invitations, support from donors like HBF

### 2.4.6 Legal
- **New constitution:** It provides opportunities for engagement in building a united, democratic and just nations.

## Threats

### 2.5.1 Political
- Political Interference: SP by its name can easily attract attention from the political class. The 2017 general elections clearly demonstrated what political interference can do to an institution. SP must guard against being branded as partisan but it should remain as an objective institution. The youth vote is lucrative and some can be compromised through the influence of money and they can abandon the cause.
- Expectations of political support: SP is a strategic organization. Most politicians would want to seek support from the members. This may derail our focus or create divisions among our members who have allegiance to political parties and individuals.

### 2.5.2 Economic
- **Unemployment** – the youth are the most affected and this has gotten them to engage in wrong activities in society like crime, drug abuse, prostitution etc.
- **Rising cost of living:** A fragile economy caused by rising inflation rates and the global economic crisis has increased the cost of doing business and cost of living.

### 2.5.3 Social
- **Negative Cultural practices:** like engaging in corruption, negative ethnicity,
- **HIV/AIDS** – it has disempowered the youth and robbed them of their prime time in life

### 3.5.4 Environmental
- **Pollution** – this affects food production thus impacting on the cost of living
- **Radicalization** – the youth are the most affected and this has led to some dropping out of school and colleges to pursue religiously inspired radicalization programmes

### 3.5.5 Legal
- Litigation is emerging a tool used to fight political fights and it is possible to SI to be taken to court for some of its work.

## Programmes
The focus of our programs is summed up into 3:
1. **People –** All of our engagements are owned by the community, by understanding the issues within a community then we formulate our dialogue. We believe in people driven conversation.
2. **Policy –** through policy formation, advocacy and lobbying for legislation that supports the people
3. **Public Participation** – empowering the OFFICE OF THE CITIZEN and educating on the avenues for engagement with the county government with provision from

## The Tools

**I. Civic Education**

We intend to enlighten The People in all the processes that affect their beliefs, commitments, capabilities and actions as members of the society. By this we hope to achieve democratic self-governance whereby the people are actively involved in their own governance and not passively accept the dictum of others. Siasa Place is committed to host 'Siasa Talks' that revolve around the roles of public participation and accountability. Through dialogue, researched publications of material that educates our target audience we encourage people to participate in democratic processes. We also have these discussions weekly online – a large number of youth spend majority of their time on social media, so we created a platform that educates them in these spaces.

**II. Training and Development - Siasa Place Institute**

A properly run and managed institution that is adequately resourced to deliver on its mandate. We seek to be a trusted and reliable source of information. Also training of selected members of the public on matters based on three pillars of politics, social and economy so that they can also train others in their counties.

**III. Research and Policy Advocacy**

People within a nation influence and shape the society: The youth, especially, need to be engaged in shaping policies that affect them. This is because they inform government programs and resource allocation. Therefore programs within this department seek to identify key areas that need to be urgently addressed and formulate policy briefs that will be presented to the legislature for implementation. Searching for information on young people is difficult to come by. Additionally, finding information that has been collected by young people is even more difficult. Data and information is important for future predictions and planning – this program establishes a platform for research on young people when it comes to governance.

**IV. Supporters**

As an organization it is important to have a support base as a means of having a wider range of skills developed, increased volunteer resources, expanded reach and enhanced fundraising potential. High unemployment and also lack of skills is a problem that all African countries are grappling with. It is important to have a dedicated team that manages and communicates with interested individuals and that would put lots of effort into retaining and attracting new members.

## Donation and Benefits

Our donation rate for ordinary  for Bronze contributors is KES.1000 per year, Silver is KES. 2000 per year and Gold KES. 5000 per year. Members will be provided benefits such as discounts on training or events where supporters can network and create strategic partnerships.

**Benefits**

- Access to resources such as research – Bronze/ Silver/ Gold
- Access to fellowship programs, exchange programs and master classes provided by Siasa Place – Silver/ Gold
- Access to publish works on online platform – Gold
- Building capacity - Gold

# Strategic Direction



## 3.1 Vision
"A People who are Informed, Liberated, Engaged and Dignified; Living in a Democratic Society"

## 3.2 Mission
"To Promote the Peoples' Participation in Democratic Processes through Research, Trainings, Civic Education, Networking and Strategic Partnerships"

## 3.3 Core Values
**Our values:**
1. **Constitutionalism:** We are committed to upholding the constitution and all other laws governing the country.

2. **Trust:** We believe in building confidence in our institution by being reliable, accurate, and truthful at all times.
3. **Integrity:** We believe in accountability, transparency, and having strong moral principles in all our endeavours.
4. **Innovation:** We firmly believe in embracing new ideas and technologies that will enhance our brand.
5. **Diversity:** We believe in inclusivity and upholding the dignity of ALL people.
6. **Patriotism:** Love for country and vigorous support for its prosperity is our motivation.

## Strategic Priorities
Siasa Place has identified five strategic priorities that we will invest our resources in the next 5 years.

**Strategy 1:** To promote and monitor people's participation in democratic processes

| People driven engagements | Increase the number of youth who are actively engaged in their communities especially in county processes, eg. County budget reading to understand allocation of county resources as well as be active citizens and teach on the avenues available for accountability through our constitution and promote transparency in the county. |
|---|---|

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|---|---|
| **Online communication** | Through our weekly chats that are held on twitter, this being one of the only platforms that educate on the constitution consistently and targets young people in the conversation. A target is to increase the participation online and include platforms such as Facebook. Additionally, using info graphics to share summarized information on these platforms. |
| **Video** | Creating an online channel to engage our target audience through short 7 minute videos |
| **Radio** | Utilizing radio to engage on matters governance such as, educating youth on public participation etc. |
| **Publications** | Writer's program – training targeted young people on writing skills with a specific focus on analyzing politics and researched publications |

**Strategy 2:** To Carry out Policy Research and Advocacy on People's Participation in Democratic Processes

**Pushing policies** that support youth agenda

**Educating population on policy,** breaking down the information to be understood by community members

**Policy Meza** - train targeted young people on policy making and implementation and collaborating them to work with county government

**Documenting grassroots activities** and assuring that every quarter, publications from activities held will be released to collect information on young people that is current

**Election Observations** - Participating in the electoral process in other African countries so as to learn best practices as well as lessons learned

**Strategy 3:** To Generate and Disseminate Knowledge and Information on Public Participation in Democratic Processes

Document best practices in public participation locally and internationally

Develop a catalogue of laws & policies on public participation at the county and national level

Develop score card to evaluate public participation

Develop an award scheme to celebrate institutions promoting public participation

Partnering with county government to implement devolution

Partnering with local organizations in governance sector with established foundations for cross-training

Educating young aspirants through leadership forums, as well as understanding their mandate and mentoring them on the same

**Strategy 4:** To Develop Youth Capacity to Engage Effectively in Politics

**Strategy 5:** To Institutionalize Siasa Place and Develop Capacity to Execute its Mandate

| | | |
|---|---|---|
| Develop policies that revolve around internship program, HR, Training of members and general management. | Institutionalize the programmes areas | Institutionalize the Board and establish committees |
| Carry out organizational capacity assessments | Train on corporate governance | Develop and implement a resource mobilization strategy |
| Develop and a leadership succession plan | | |

# 4 Performance Measurement



The following will serve as indicators of SP's overall progress in achieving our vision and meeting our strategic goals.

**Strategic Priority I: Promote and Monitor People's Participation in Democratic Processes**

- Mainstream an M&E framework in the programmes and projects implemented under this programme
- Number of programs and projects generated to help the youth effectively engage in democratic processes
- Success stories that can be replicated in other areas
- Amount of media coverage received by SP for its initiatives
- Informed, changed or transformed lives due to increased participation and prioritization of their issues in government policies and programmes
- Policies, resources, programmes and legislation in favour of our work at the national and county level

**Strategic Priority II: Policy Research and Advocacy on People's Participation in Democratic Processes**

- Number of policies and laws that SP has contributed to at the National and County level

- Number of publications done by SP
- Number of collaborations done by SP and partners on public participation
- Establishment of new programmes, projects and initiatives from the insights from the programmes

**Strategic Priority III: Generate and Disseminate Knowledge and Information on Public Participation in Democratic Processes**

- Number of research materials/policy briefs to support advocacy work
- Linkages and networks established at the county and national level
- Increased knowledge of members as evidenced by objective interventions to emerging issues

**Strategic Priority IV: Develop Youth Capacity to Engage Effectively in Politics**

- Number and extent of MoUs & linkages established with like-minded organizations to train young people in politics
- Number of people graduating from the SP institute
- Number of successful candidates in elections who have gone through SP
- Number and extent of joint forums initiatives and projects

- Media coverage for our campaigns

**Strategic Priority V: Institutionalize Siasa Place and Develop Capacity to Execute its Mandate**
- Level of Adherence to organizational policy.
- Sufficiency of organizational policy
- Number of staff
- Level of income & assets
- Capacity to be independent
- Number of staff
- Level of assets and income
- Number of programs and projects

# Monitoring & Evaluation Strategy

Successful implementation of the strategic plan will require that monitoring and evaluation (M&E) framework be followed. M&E will be mainstreamed in the programmes so as to check progress in the implementation of the strategic plan. The M& E framework matrix will entail the following:

- What will be monitored and evaluated?
- Which activities will be carried out to monitor and evaluate the SP?
- When will monitoring and evaluation activities be done?
- How will monitoring and evaluation be carried out?
- What resources (financial and human) will be required?
- What risks are envisaged and which assumptions have been made in planning for monitoring and evaluation?

For the purposes of the implementation of the plan, reports will be prepared every quarter, as well as annual reports. Quick reports shall also be prepared on a need basis. The reports shall cover the various aspects in the M & E framework, and shall cover the following areas:

- **Progress:** Activities conducted, milestones, whether implementation is on track
- **Accomplishments:** A listing of the outcomes plus your perception of the impact of the activities described under "progress" and a show of how they are helping the organization towards the goal/desired impact of the project
- **Challenges :** Key challenges that emerged and how they were addressed; highlight emerging issues that you believe may affect project implementation or results
- **External environment & situation:** Comments on any significant changes or developments in the external environment
- **Changes in plan:** What, why, when and expected internal and external consequences for implementation
- **Innovation:** The most innovative/special aspect of this project's approach to fulfilling SP's Mission and Vision
- **Program reach** – estimate sectors impacted by the program both directly and indirectly
- **Lessons learned:** A listing of what should be done differently and how it should be done as learnt in the process of implementation.

# Budget Allocation

| No. | Strategic Pillars | Amount (Kshs) |
|---|---|---|
| 1 | To Promote and Monitor People's Participation in Democratic Processes | 10,000,000 |
| 2 | To carry out Policy Research and Advocacy on People's Participation in Democratic processes | 10,000,000 |
| 3 | To Generate and Disseminate Knowledge and information on public Participation in Democratic processes | 10,000,000 |
| 4 | To Develop Youth Capacity to Engage Effectively in Politics | 10,000,000 |
| 5 | Institutionalize Siasa Place and Develop Capacity to Execute its mandate | 5,000,000 |
| | | **45,000,000** |

# Annexes

## Annex 1: Swot Analysis

| Strengths | Weakness |
|---|---|
| **Unique youth voice**<br>• Majority of population is young people. Therefore we speak and represent a demographic that is often ignored | **Scarce resource**<br>With less resources being put into the civil society sector, organizations have to find new ways of fundraising |
| **Authenticity**<br>• A platform that engages in matters politics but having the stance of being objective and unbiased, not affiliated to any political party allows for us to be authentic | **Internal communication**<br>Strengthening and improvement required internally |
| **Social media**<br>• We continue to improve our online communication and engagement. We realize that majority of our audience rely on social media for their source of information | **Planning**<br>There have been rapid political shifts, which have impacted our focus of work calling for better planning on our part. |
| **Diversity**<br>• The diversity within the team when it comes to region as well as political party support allows for our engagements to be more weighted with several opinions being brought to the table. | |
| **Relatability**<br>• We speak from a place of interaction or experience. We allow ourselves to learn which is a core attribute within the team | |

| Opportunities | Threats |
|---|---|
| **Media** | **Sabotage** |
| **Election season**<br>• We have undergone an election and witnessed a Supreme Court ruling that led to the conduction of a rerun bearing opportunity for engagement and education to young people on the same. This also showed us the genuine interest for young people to participate in electoral processes but not many platforms for them to do so | **Public perception**<br>• The constant need to brand ourselves clearly as an independent organ is important so as to be held credible |

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**Devolution**
- The need for public participation in ward level, calls for organizations such as Siasa Place to find ways of educating young people and women in grassroots.

**Technology**
- Through innovative mediums such as social media platforms or mobile phones to transmit information

## Annex 2: Pestel Analysis

| | |
|---|---|
| **Political** | • Government Policies – implementation of policies is a challenge for many county governments. Members of county may not necessarily understand how to implement, some structures need to be revamped as well as lack the financial capability<br>• Political Stability – elections destabilized the function of several sectors and caused a disruption of proper functioning<br>• Taxation Policies<br>• Labor Restrictions<br>• Corruption – lack of accountability which causes inflation |
| **Economic** | • Unemployment – high number of unemployed youth<br>• Economic Growth – slow economic growth<br>• Inflation – high cost of goods<br>• Exchange Rates<br>• Disposable incomes |
| **Social** | • Population Growth Rate<br>• Age Distribution<br>• Cultural Barriers – challenging working on a terrain that becomes divisive during electoral periods. Constantly balancing what is portrayed as an entity.<br>• Health Consciousness (hardship areas-diseases, insurance)<br>• Career Attitudes (Welfare) |
| **Technological** | • Innovation (New Engagement Platforms, Telegram)<br>• Technological Awareness (Mobile App)<br>• Automation (Databases, Filing<br>• Technological Advancement (Collecting Data, Meetings. |
| **Environmental** | • Environmental Policies<br>• Pressure from NGOS' & Government<br>• Climate Change<br>• Weather (Accessibility |

| Legal | • Rule of Law |
| | • Employment Laws |
| | • Copyright and patent laws |
| | • Discrimination Laws |
| | • Regulatory Laws |
| | • Security laws |

## Annex 3:Stakeholder Mapping

| No. | Donor Organization | Civil Society | Govt Bodies | Association | Corporate | Embassies |
|---|---|---|---|---|---|---|
| 1 | HBF | Freedom House | IEBC Kenya | YALDA | Safaricom | Danish |
| 2 | Diakonia | Uraia | ORPP | KUSA | Coca-Cola | US |
| 3 | Ford Foundation | KHRC | COG | KYEP | AKI | British |
| 4 | IFES | Inuka Ni Sisi | Youth Ministry | BAKE | Telkom-Kenya | Swedish |
| 5 | HSF | TI-Kenya | Devolution | CEEC | Africa Uncensored | Norwegian |
| 6 | OSIEA | FBO's | Nairobi County | National Youth Council | Media houses-NTV, KTN, | German |
| 7 | Oslo Centre | TISA | EACC Kenya | LSK | | Dutch |
| 8 | HIVOS | AfriCoG | NEMA | Resident Association | | |
| 9 | IRI | AMWAMA | KNHRC | ICPAK | | |
| 10 | FAS | Maskani Ya Taifa | OAG | ICJ | | |
| 11 | KAS | Katiba Institute | KLR | CUC-Court Users Committee | | |
| 12 | CIVICUS | Jiactivate | NRB/ CRB | Millenial speaks | | |
| 13 | FES | CEEC | | | | |
| 14 | DFID | CMD | | | | |
| 15 | NDI | Youth Congress | | | | |
| 16 | NED | Tribeless Youth | | | | |
| 17 | British Council | IBP | | | | |
| 18 | Forum Syd | Mzalendo | | | | |
| 19 | | Youth Alive | | | | |
| 20 | | Youth County Projects | | | | |

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