

WELCOME TO THE GRASSROOTS MOVEMENT

#16Days #NoExcuse #GROOTSKenya

Building a movement of grassroots women and girls

16 Days of Activism through the eyes of grassroots women and girls

In homes, villages, and towns across Kenya, grassroots women and girls took a stand during the 16 Days of Activism Against Gender-Based Violence, turning personal stories into powerful action. GBV is not just a women's issue—it's everyone's fight. GROOTS Kenya amplified these voices nationwide, fostering unity and igniting change that ensures no one is left behind.

Communities Leading Change

Across five counties—Bomet, Elgeyo Marakwet, Baringo, Kilifi, and Murang'a—grassroots champions led transformative dialogues, breaking cycles of silence and stigma. These sessions brought over **1,000** community members together to confront harmful norms and build safer spaces. Meanwhile, targeted discussions with over **780** men and boys reshaped perceptions of masculinity, laying the foundation for a more accountable and equitable society.

The champions played an instrumental role in bridging the gap between policy and practice, fostering grassroots ownership of the fight against GBV. By empowering communities with practical tools and knowledge, they sparked a ripple effect of change that will last far beyond the 16 days.



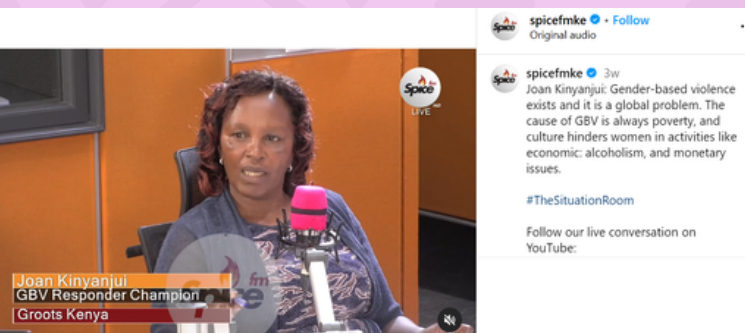
Partnerships Amplify the Movement

Collaboration was the driving force behind the success of this year's campaign. Along the coastline, we engaged with fishfolk stakeholders, addressing unique challenges in these communities. In Kitui, Kakamega, and Laikipia, we strengthened ties with Referral Pathway stakeholders to enhance support systems for survivors of gender-based violence. In Baringo, Nyandarua, Kitui, and Kiambu, we partnered with county governments in commemorating 16 Days of activism county celebrations, creating a united front against GBV.



The Digital Amplification

The energy of the 16 Days of Activism echoed beyond the field, finding new life online. GROOTS Kenya turned every activity into a rallying call—sharing vibrant community dialogues, bold engagements with men and boys, 11 powerful radio talk shows, and striking infographics across our digital platforms. With over 10,000 views and shares, each post carried the heartbeat of change, amplifying the voices of grassroots champions and sparking conversations that demanded action.



Carrying the Torch Forward

The 16 Days of Activism 2024 may have ended, but the mission has just begun. GROOTS Kenya urges everyone to carry forward the momentum—turn conversations into bold action and pledges into tangible change. Let's build a society where safety and dignity are not aspirations but guarantees, and where violence and fear have no place. United, let's turn this vision into reality—a Kenya where women and girls thrive, communities flourish, and the shadow of GBV is replaced by the light of justice and hope.



Stories of Impact

In every county, the campaign inspired change, one story at a time. In Baringo, a young man shared how attending a men's forum changed his perspective on violence, pledging to become an advocate for positive masculinity. Another participant from Elgeyo Marakwet said, "For the first time, I feel equipped to speak out against violence in my community." These are just glimpses of the transformative power of grassroots action.



OUR MILESTONES & IMPACT

Uniting Communities for GBV Prevention and Economic Empowerment



In response to alarming GBV statistics, GROOTS Kenya, through the Jasiri Program in partnership with the Mastercard Foundation, is strengthening grassroots action. Over the past two months, **208** seasoned GROOTS Kenya GBV Champions underwent refresher training on life skills, enabling them to train **567** survivors of GBV across Tana River, Kakamega, Kiambu, Bungoma, and Garissa counties. Following this, the champions engaged with key referral pathway stakeholders—including gender officers, health officials, and local administrators—to enhance collaboration in GBV prevention, rescue, and recovery.



Grassroots Voice at the 6th Africa Gender Statistics Forum (AGSF)

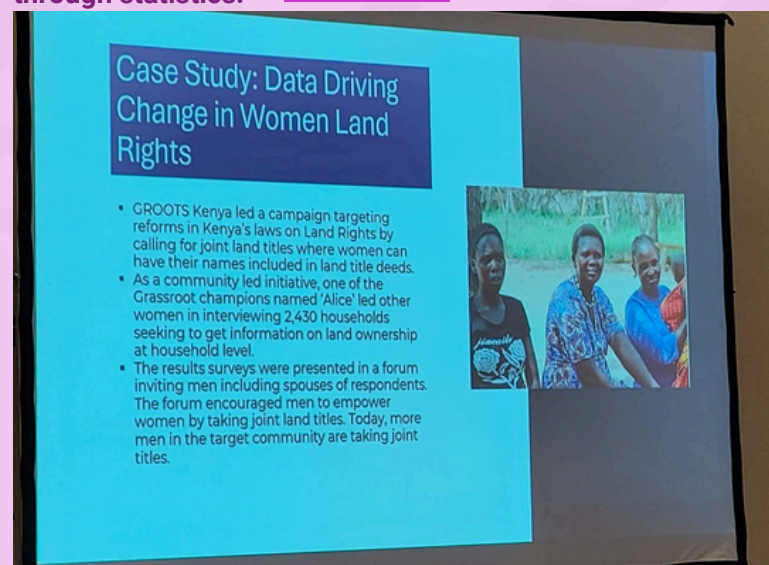
GROOTS Kenya's Mary Kinuthia, a grassroots gender data champion, represented the movement at the 6th Africa Gender Statistics Forum in Gaborone, Botswana (8–12 July 2024).

The forum, themed “Pooling Together for Gender Statistics: Financing the Numbers that Make Women and Girls Count,” brought together delegates from 40 African countries to share best practices and develop strategies to enhance gender data collection and use across the continent.

Unlocking the value of Gender Data



GROOTS Kenya joined forces with UN Women Eastern and Southern Africa Regional Office in the development and launch of the Gender Data use tool kit. The purpose of the toolkit is to have data and statistics guiding and contributing to delivering transformation in pursuit of gender equality and sustainable development. The toolkit additionally provides requisite skills for the day-to-day use of gender data and statistics enabling target audiences to understand and interpret a ‘gender priority issue’ in and through statistics. [READ MORE](#)



AGSF Snaps



Rural Women Farmers Cultivating Change: From Demo Farms to Regional Collaboration

Laikipia Demo Farm Visit



Cecilia Mmburugu, a lead champion in Laikipia, hosted Hon. Albert W. Taiti (CECM for Health, Laikipia), PELUM Kenya, APHRC, and University of Nairobi experts at the Laikipia demo farm. The visit spotlighted sustainable farming solutions and the role of indigenous seeds in addressing food security challenges.

Bio-pesticide Training

Over 50 farmers in Kitui County received training on eco-friendly bio-pesticides, enhancing crop yields while safeguarding the environment. Five demo sites are now hubs of innovation, promoting sustainable pest control methods.



Regional Collaboration in Morogoro, Tanzania



At the RWCC partners reflection meeting (SeedChange, Hivos East Africa, Seed Savers Network Kenya, TGNP, Pelum Tanzania, IISD, WE-Action Ethiopia, Coady Institute) in partnership with Global Affairs Canada, GROOTS Kenya's Felista Karue showcased how agro-ecology is transforming rural women's lives through techniques like vertical gardening and bio-pesticides.



Kenya's First Seed Boot Camp

Ten GROOTS Kenya farmers joined 38 peers from across Africa at the Seed Savers Network Kenya Boot Camp. The intensive training on seed security and preservation equipped the champions with knowledge and practical skills on sustainable agriculture in their communities.



Gender Data is for us ALL

Women in Data Summit Kenya



The first-of-its-kind Women in Data Summit in Naivasha united **200** stakeholders with **50** gender-data grassroots champions in attendance aimed to address Kenya's gender data gap. Convened by the Office of the President's Women's Rights Advisor, LDRI, Data2X, and GROOTS Kenya, the event spotlighted the critical role of gender-disaggregated data in shaping policies that drive equality and transformation.

Grassroots leaders like GROOTS Kenya's Mary Kinuthia emphasized the importance of women's participation in data collection and use.

📺 Watch the highlights on YouTube: [WATCH VIDEO](#)

Kenya SDG Gender Index Launch 2024

On October 30, 2024, GROOTS Kenya, Equal Measures 2030, and Data2X unveiled the 2024 SDG Gender Index, sparking critical conversations about Kenya's progress on gender equality.

The report shows a decline in Kenya's score from 54.6 in 2019 to 53.1 in 2024, ranking 109th globally and 10th in the region. With just six years to 2030, Kenya must gain 5.87 points annually to meet its SDG targets.

Are we on track, or is urgent action needed to reverse this trend?

📺 Watch the highlights on YouTube: [WATCH VIDEO](#)

🌐 Learn more on our website: [READ MORE](#)



Grassroots Women Leading Conservation and Restoring Seascapes

GROOTS Kenya marked the International Day of Rural Women in Malindi under the theme "Rural Women Sustaining Nature for Our Collective Future." Over 150 women from Malindi, Magarini, and Kilifi North joined by county leaders and partners to celebrate their vital role in marine conservation and community development.



Event Highlights:

- ◆ Empowering Women Leaders: Grassroots women trained in leadership are shaping marine resource management and stepping into roles in Beach Management Units (BMUs). Kilifi County BMU Chair Charles Nyale encouraged women to contest upcoming elections and expand their influence.
- ◆ Global Learning: Through the ReSea Project, women exchanged ideas on ecotourism and sustainable seaweed farming.



Jiinue Growth Program (JGP) Partners Reflection Forum



GROOTS Kenya was proud to be part of the Jiinue Growth Program (JGP) Partners Reflection Forum. Over the past two years, in partnership with Mastercard Foundation, JGP has been a game-changer for MSMEs in Kenya—bridging funding gaps, providing technical support, and building a thriving entrepreneurial ecosystem.

We had the privilege of showcasing inspiring success stories from our —stories of resilience, empowerment, and growth.





GROOTS Kenya's agroecology farmers clinched 3rd place in outreach and performance at the 2024 Indigenous Seeds Food Culture Harvest Festival. The event, held in Nyeri County from November 12-13 and organized by BIBA Kenya, brought together 28 exhibitors from across the country to celebrate sustainable farming practices and cultural heritage.



COP 16, the UN Biodiversity Conference 2024 in Colombia! GROOTS Kenya's Cecilia M'mburugu, a champion in agroecology, took the global stage to share her expertise. During a session with the International Land Coalition, Cecilia emphasized a vital message: Secure land tenure is the foundation for sustainable farming, fishing, and forestry efforts to protect biodiversity.



GROOTS Kenya grassroots champions Anne Gachambi and Lucy Macharia represented the movement at the Women's Land Rights & Beijing +30 Review Workshop in Addis Ababa. Hosted by Oxfam in Africa, the workshop highlighted barriers to women's access to land and the urgent need for supportive policies.



In Addis Ababa, Ethiopia, GROOTS Kenya proudly joined the BeijingPlus30 Consultations for Africa Civil Society Organizations. Representing grassroots voices, our champions—Pacifica Ongecha, Lucy Njoki, Anne Gachambi, and Executive Director Rachel Kagoiya—reviewed Africa's progress over the last 30 years.

GROOTS Kenya in the NEWS



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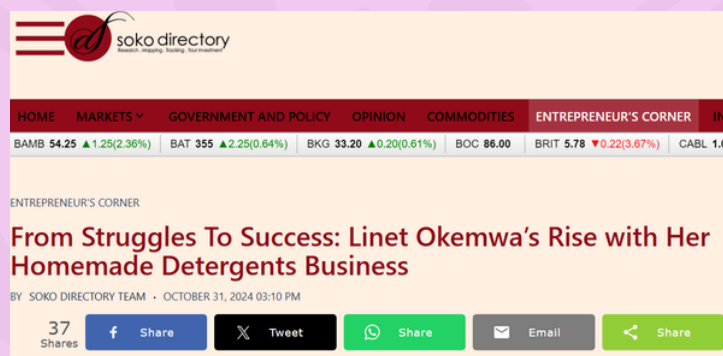
A photo of woman giving civic education about Resea project in Malindi.

By ALEX KALAMA

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