

January  
March  
2025

# GROOTS KENYA NEWSLETTER



## Celebrating a Legacy of Empowering & Transforming the Lives of Grassroots Women in Kenya





## A Movement Rooted in the Voices of Grassroots Women

of Impacting & Transforming  
the Lives of GRASSROOTS Women

#Beijing30  
#GROOTSKenyaAt30



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Thirty years ago, inspired by the Beijing Declaration and Platform for Action adopted in Beijing, China at the 4th World Conference on Women, a movement was born out of necessity and urgency. The voices of grassroots women—women who take care of the land, raise families, run businesses, and drive community change—were missing from key decision-making spaces. GROOTS Kenya was founded to bridge that gap, ensuring that grassroots women not only participate meaningfully but are leading and contributing to shaping policies and development agendas that impact their lives. On March 4, 2025, to commemorate three decades of grassroots women’s leadership in Kenya over **300** grassroots women from **22** counties came together at Ndumberi Stadium, Kiambu to celebrate this legacy.

Fastforward to today, and the movement has grown into a national force spanning **22** counties, over **5,000** women-led groups, and countless impactful stories of women who have defied the odds to take up leadership, claim land rights, fight gender-based violence (GBV), and build economic resilience.

[Read More](#)



## Our Future

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We are expanding and deepening our work across the country. Plans are underway to establish the GROOTS Kenya Sacco as a bank, as well as build a training institute – the Leadership Center for Transformative Development Africa in Gilgil, Nakuru – which will belong to and advance the work of grassroots women.

Esther Mwaura-Muiru, Founder, GROOTS Kenya

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**GROOTS Kenya at 30: Celebrating a Legacy of Empowering & Transforming the Lives of Grassroots...**

From Baringo to Kilifi, Nakuru to Kakamega, Kiambu to Tana River, Laikipia to Kitul, Nairobi to Busia, Nyandarua to Murang'a – Grassroots Women Are Leading the Way! A Movement Rooted in the Voices of...

GROOTS Kenya / Mar 4



# GROOTS Kenya At 30 Gallery





# OUR MILESTONES & IMPACT

## Grassroots Women in Kenya are Unstoppable! The 2025 DIAR 7th Edition Awards



On 7th March, GROOTS Kenya made history once again!

We were honoured as the Overall Best NGO Promoting Gender Equality at the 2025 Diversity and Inclusion Awards & Recognition (DIAR). This milestone affirms 30 years of unwavering dedication to grassroots women's leadership, land rights, economic empowerment, and inclusive decision-making.

[Read More](#) on the award.

## Grassroots Women Accelerate Action!

On March 8th, GROOTS Kenya joined national and global efforts to commemorate International Women's Day 2025, leading grassroots women in powerful celebrations across Kilifi and Baringo counties.

In Magarini Sub-County, Kilifi, GROOTS Kenya had a delegation of **140** grassroots women comprising Champions. The county-wide celebration brought together over **1,000** participants from all seven sub-counties. Notably, the Gongoni Mikoko group showcased their mangrove restoration work and delivered a compelling skit addressing gender-based violence within marine conservation, sparking meaningful reflections on climate justice and safety.

Over **15** partners were in attendance, including Kilifi County Government, Plan International, Red Cross, and ActionAid. Kilifi Governor H.E. Gideon Mung'aro commended women's contributions while spotlighting persistent challenges such as unpaid care work.

Meanwhile, in Baringo County, **50** GROOTS Kenya Champions, in collaboration with the Baringo County Government and partners including CIM, World Vision, and CEDGG, hosted the IWD celebration in Domo, Kolowa (Tiaty West). The event was graced by county officials, and provided an important platform to recognize grassroots women's leadership and amplify their voices in local development processes.

Across both counties, the message was clear—grassroots women are central to achieving gender equality, community resilience, and inclusive development.



GROOTS Kenya Women Leaders at the Kilifi and Baringo International women's Day Celebrations ( Left to Right)



## Grassroots Women Shaping the Blue Future



On January 23rd, GROOTS Kenya, as part of the Regenerative Seascapes for Climate, Nature and People (ReSea) consortium, convened a powerful validation forum for the Capacity Needs Assessment (CNA) Report.

Held in Kilifi, the session brought together 28 women-led groups, 7 Beach Management Units (BMUs), 4 Community Forest Associations, civil society actors, and key government institutions including the State Department for the Blue Economy, KWS, KFS, KEMFRI, and Kilifi County Fisheries.

The CNA assessed the community's capacity across ReSea's three pillars: governance, nature-based solutions, and economic empowerment. Participants reflected on how Local Marine Managed Areas (LMMAs) and Marine Protected Areas (MPAs) are governed, how women are engaged across four value chains — mangrove conservation, marine litter, eco-tourism, and mariculture — and their access to finance.

Importantly, this was more than a report review. It was a moment for grassroots women to affirm their role in shaping regenerative coastal solutions — from protecting biodiversity to driving blue economy livelihoods.



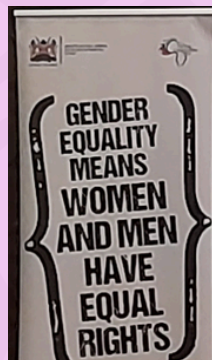
## Bi-Annual National Gender Sector Working Group Meeting



On 27th January, GROOTS Kenya reported its active participation in the Bi-Annual National Gender Sector Working Group (GSWG) meeting, convened by the Ministry of Gender, Culture, the Arts, and Heritage under the State Department of Gender and Affirmative Action. Held at Safari Park Hotel, the meeting brought together key stakeholders focused on advancing gender equality and community empowerment across Kenya.

### KEY TOPICS DISCUSSED INCLUDED:

- Establishing a robust National Care System
- Implementing the National Policy on Women's Empowerment
- Advancing the Two-Thirds Gender Principle
- Enforcing Campaign Financing Laws
- Strengthening mechanisms to combat Political GBV
- Setting up Gender Desks in public institutions



## Grassroots Women Join Journalists Media Training



On 21st March, GROOTS Kenya, in partnership with Hivos East Africa, hosted a media training that brought together **20** media correspondents from Nakuru, Nairobi, Laikipia, and Kitui.

A powerful moment during the event was when four of our grassroots champion farmers shared their lived experiences, highlighting the deep links between gender-based violence, sustainable farming, and climate resilience. Their stories underscored the need for interconnected, solution-driven narratives that inspire meaningful action



# Empowering Grassroots Communities: A Bold New Partnership Between Laikipia University and GROOTS Kenya



On March 25, a powerful alliance was formed in Laikipia County.

Laikipia University and GROOTS Kenya officially launched a strategic partnership to bridge the gap between academia and grassroots communities. This milestone is key to advancing Kenya's Vision 2030, focusing on sustainable development, gender equality, and community-driven growth. Together, we aim to ignite community-led development, promote gender equity, and tackle climate change. [Read More](#)

## Community Driven Land Restoration : Restore Local

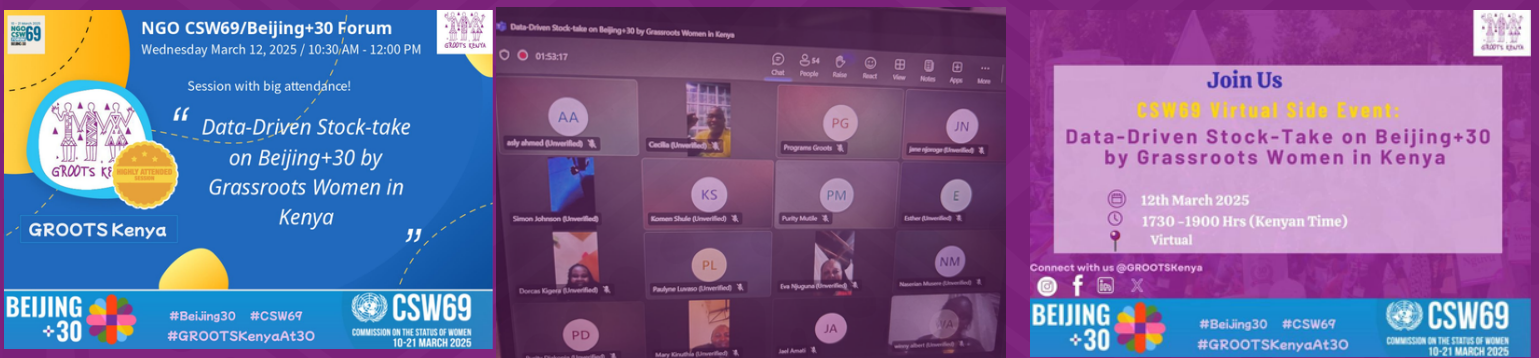
On March 5th, GROOTS Kenya joined the official launch of Restore Local, an ambitious initiative spearheaded by the World Resources Institute (WRI) to accelerate locally-led land restoration efforts across Africa. The Nairobi event marked the start of a regional focus on key landscapes, including Kenya's Greater Rift Valley, the Ghana Cocoa Belt, and the Lake Kivu & Rusizi River Basin. With over 21.6 million trees planted and more than 50,000 hectares restored, Restore Local is driving community-driven solutions that link land restoration to job creation, climate resilience, and sustainable livelihoods. GROOTS Kenya is proud to be part of this collective effort to amplify grassroots leadership in environmental action and ensure women are at the center of climate restoration strategies.



Dr. Susan Chomba - Director of Vital Landscapes for Africa WRI and Dr Rebekah Shirley - Deputy Director Africa WRI during the launch of Restore Local Lari, Kiambu County.



# Data Driven Stock-take on Beijing+30 by Grassroots Women in Kenya



As the world marked 30 years of the Beijing Platform for Action, GROOTS Kenya hosted a powerful virtual side event during CSW69 titled **"Data-Driven Stock-Take on Beijing+30 by Grassroots Women in Kenya."** Held on 12th March, the session brought together over **70** participants — including grassroots women, CSOs, county and national government partners.

The highlight was the presentation of a grassroots-led, data-driven assessment that captured progress made, identified persistent gaps, and spotlighted the lived realities of women across Kenya. True to our mission, the initiative positioned grassroots women as agents of change — informing gender-responsive policies and development planning through evidence and experience.

## Grassroots Women Leading the Agroecology Movement

From March 25 to 28, 2025, 8 GROOTS Kenya champions farmers proudly participated in the 2nd Eastern Africa Agroecology Conference, held under the theme **"Strengthening Agri-Food System Transformation for Resilience, Sustainability, and Socioeconomic Development."** The conference marked a significant milestone for grassroots women and girls, who took center stage and boldly showcased their leadership in feminist agroecology.

GROOTS Kenya champions highlighted the work of 92 women-led groups advancing community-based, climate-resilient farming solutions. During the event, we presented our feminist agroecology training modules—tools specifically developed to strengthen the capacity of grassroots women and extension service providers across the country.

Another key highlight was the presentation of evidence from the Rural Women Cultivating Change project, which has, over the past three years, demonstrated powerful results in improving food systems, enhancing resilience to climate change, and empowering women economically and socially.

Our grassroots champion farmers from Amka Tusonge and Lairagwan Upendo groups also participated in high-level dialogues, speaking alongside professors and sector experts. Their contributions were recognized as critical to shaping Kenya's National Agroecology Strategy, led by the Intersectoral Forums for Agroecology and Agri-Biodiversity (ISFAA).



Cecilia M'mburugu ( Amka Tusonge) & Teresia Wagura (LairagwanUpendo) Speaking during the 2nd Eastern Africa Agro-ecology Conference



# GROOTS Kenya in the NEWS



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