



SBCC Strategy – CE4HOW Project (2025)



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Circular Economy for Household Organic Waste (CE4HOW)

Social Behavior Change Communications Strategy

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The CE4HOW-SBCC Strategy was developed by GeoPsy Research in close coordination and collaboration with the Practical Action/CE4HOW project teams who provided valuable insights leading to the scoping, research, and finalization of this strategy.

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ACRONYMS AND ABBREVIATIONS

CBOs	Community-Based Organizations
CE4HOW	Circular Economy for Household Organic Waste
CIDP	County Integrated Development Plan
COM-B	Capability, Opportunity, Motivation – Behaviour (framework)
DAC	Development Assistance Committee
EMCA	Environmental Management and Coordination Act
EPR	Extended Producer Responsibility
FGDs	Focus Group Discussions
FM	Frequency Modulation (radio stations)
GESI	Gender Equality and Social Inclusion
GPS	Global Positioning System
IDI	In depth Interviews
KAP	Knowledge, Attitudes, and Practices
KIIs	Key Informant Interviews
Km / Km ²	Kilometer / Square kilometer
MEL	Monitoring, Evaluation, and Learning
M&E	Monitoring and Evaluation
MSL	Mean Sea Level
NEMA	National Environment Management Authority
NGOs	Non-Governmental Organizations
OECD	Organization for Economic Co-operation and Development
RBC	Responsible Business Conduct
SBCC	Social and Behaviour Change Communication
SWM	Sustainable Waste Management
WRA	Water Resources Authority

CHAPTER 1: BACKGROUND

Kakamega County in Western Kenya faces challenges in managing household and market organic waste, compounded by rapid urbanization, weak infrastructure, and low public awareness. In response, Kenya has established a strong legal framework promoting sustainable waste management and a shift to a circular economy. Key laws include the Environmental Management and Coordination Act (EMCA) and the Sustainable Waste Management Act (2022), supported by regulations mandating waste segregation, stricter licensing, extended producer responsibility, and county-level infrastructure investments. Kakamega has aligned national policies with local legislation, such as the Kakamega Environmental Management Act (2019), and implements initiatives to enhance waste collection, composting, and private sector regulation. However, gaps in awareness, behavior change, and inclusion of informal waste workers highlight the need for targeted behavior change interventions.

The Circular Economy for Household Organic Waste (CE4HOW) project, implemented collaboratively by Practical Action and Regen Organics, in partnership with Kakamega County, seeks to address these challenges. CE4HOW promotes sustainable household organic waste management through interventions that encourage segregation at source, safe collection, and reuse of organic waste in composting and biogas production. The project strengthens the capacity of households, waste collectors, and local authorities to enhance livelihoods, create environmental and economic value, and foster inclusive participation of women, youth, and informal waste workers in the circular economy.

Despite ongoing efforts, behavioural gaps remain: most households do not segregate waste, informal collectors lack skills and recognition, and community awareness of organic waste management benefits is low. The development of this participatory Social and Behaviour Change Communication (SBCC) strategy aimed to translate policy into actionable behaviors by focusing on audience segmentation, tailored messaging, and inclusive, sustainable community engagement. We followed a phased, participatory, and evidence-driven approach, combining desk review, primary research, and stakeholder engagement to ensure the strategy is both context-specific and widely owned.

1. **Phase 1:** This initial phase involved a desk review and situational analysis of county plans, circular economy and climate policies, donor reports, and other secondary data sources. The objective was to establish baseline insights on household waste practices, waste volumes, existing infrastructure, and relevant policy frameworks.
2. **Phase 2:** This phase focused on primary research through Key Informant Interviews, Focus Group Discussions, and transect walks to gain a deeper understanding of behaviors, motivators, and barriers related to waste management. Data collection was conducted in English and Swahili according to participant preference, using KoboCollect. The data was analyzed thematically and interpreted through the COM-B behavioral framework. These insights have informed the drafting of this SBCC strategy, including the identification of priority behaviors, audience segmentation, messaging, and communication channels.
3. **Phase 3:** The next phase will involve a stakeholder validation workshop to review and refine the draft strategy. Feedback from this session will be incorporated into the final deliverables, which include the strategy document, a presentation deck, and supporting materials.

This SBCC strategy provides a roadmap for changing mindsets, influencing behaviors, and creating an enabling environment for sustainable organic waste management in Kakamega Municipality. It is grounded in evidence, aligned with policy, and built through the voices and experiences of the communities it aims to serve.

CHAPTER 2: BEHAVIORAL ANALYSIS, BARRIER AND MOTIVATOR IDENTIFICATION

The development of this SBCC strategy followed a phased approach designed to generate evidence-based insights and actionable recommendations for improving organic waste management in Kakamega Municipality. Phase 1 involved secondary research to understand the broader context of waste management practices, including existing policies, infrastructure, social norms, and stakeholder roles. Phase 2 focused on primary data collection and behavioural analysis, applying a combination of FGDs, KIIs, in-depth interviews (IDIs), and mobile geospatial mapping. This section provides key highlights of the findings.

For full findings report: [See Annex II: Detailed Behavioral and Spatial Analysis Findings](#))

As seen in Table 1: A total of 22 respondents were interviewed as part of KIIs and IDIs. Among those interviewed, 17 were men and 5 women. In relation to inclusion of marginalized populations only one person with disability was available for the meeting. Further, four FGDs were held with a total of 16 attendees, of whom 7 were male while 9 were female.

Table 1: Respondents Interviewed for Behavioral Analysis

Data Collection Method	Stakeholder Group	No. of Respondents			
		Total	Male	Female	Persons with Disabilities
Key Informant Interviews	Community Champions	6	5	1	
	Informal Waste Pickers	3	2	1	
	Media Personality	3	2	1	
	PWD	1	1		1
	County Waste Management Official	2	2		
	Market Association	2	2		
	Project teams	2	1	1	
	Nema	1	1	0	0
In-depth Interviews	Waste Collection Company	2	1	1	
Focus Group Discussions	Households' men /-Landlords/caretakers	4	4		
	Waste Aggregators	3	3		
	Market Traders	5	0	5	
	Household women/landladies/caretakers	4		4	

Spatial Mapping

Geo-referenced data on waste collection were gathered at 21 locations, including seven formal waste receptacles, the main dumping site in Rosterman, a plastic waste collection yard managed by Mevic Waste Management, and the Regen Organics Fertilizer Processing Plant in Mumias. Additionally, waste management data were collected at random transect points. The best-managed sites within formal waste receptacles were in the Khayenga Refuse Chamber and at the Lurambi Refuse Chamber in Lurambi Market, both operated by well-organized youth and community groups. The Khayenga site is managed by the Khayenga Self Help Group, which is responsible for cleaning the area around Khayenga Market. At the refuse site, compartments for biodegradable and non-biodegradable waste are clearly marked, and group members are available nearby to assist community

members dumping waste at the site. The same organization of compartments is followed at the Lurambi Refuse Chamber.

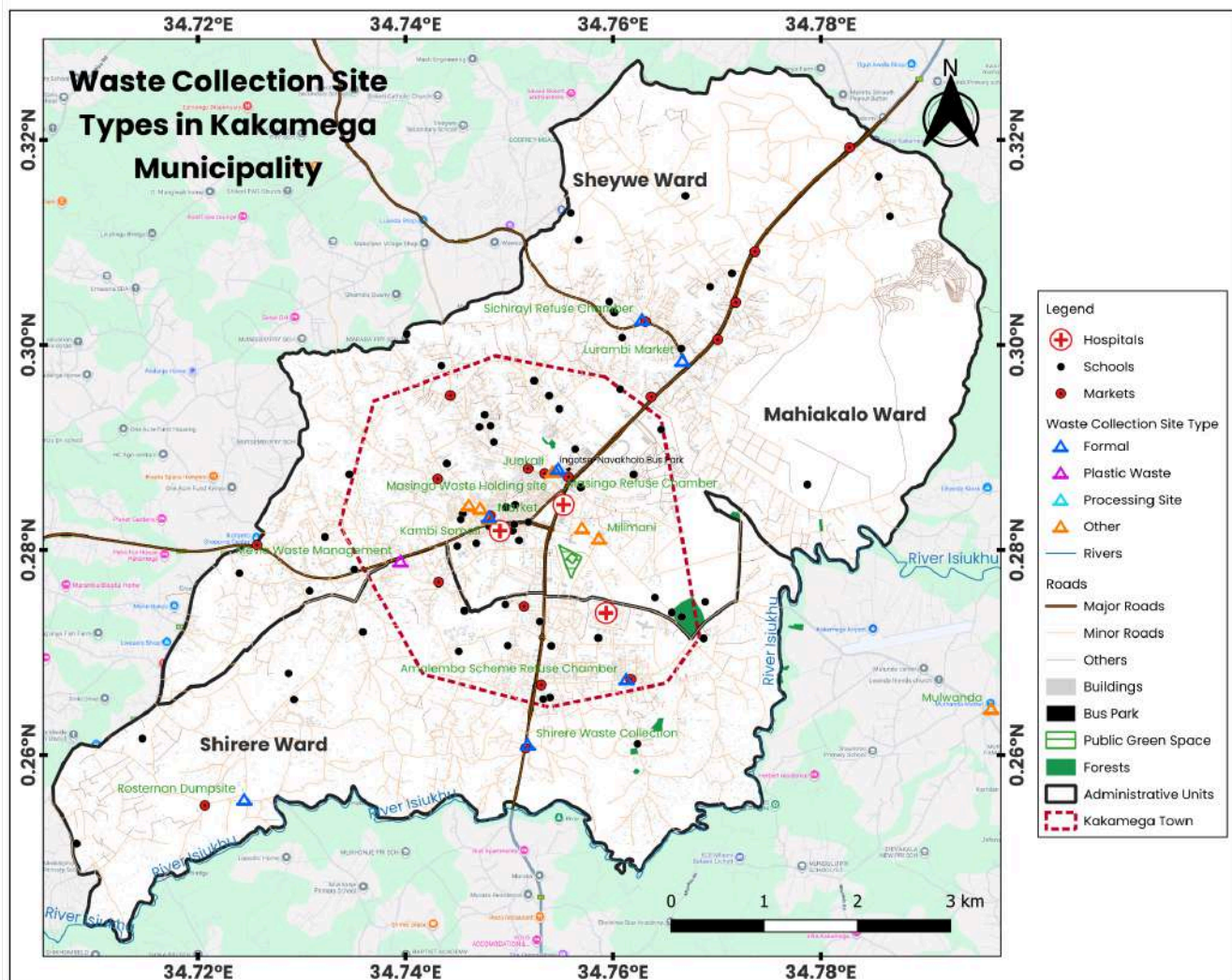


Figure 1: Waste Collection Points within the Kakamega Municipality and the surrounding areas

However, at sites not specifically assigned to a group, waste is often mixed, and the compartments overflow until municipal waste collectors or designated waste collection companies remove the waste. At the Sichirayi site, although the refuse chamber has been built, labeled, and compartmentalized, local youths and community members were unaware of the need to separate waste, resulting in mixed waste in both compartments. The same situation was observed at Amelemba and Lubao markets. Many formal waste management centers were either inaccessible or locked for public use. For example, the Shirere and Kambi Somali refuse chambers are built within market walls with narrow passages, limiting proper waste collection and segregation. Additionally, multiple interests may hinder effective waste collection, segregation, and management. Notably, plastic and metallic waste tend to offer greater financial benefits, which can influence behavior. We observed that in sites where segregation was not occurring, individuals collecting plastics for sale often searched the waste for plastics or gathered plastics near the waste sites. In Kambi Somali, a refuse chamber is within the market, but an informal dumping site is located just 10 meters away. Similarly, in Masingo, an informal dumping site exists near the formal waste receptacle. At Masingo refuse chamber, which is close to the fresh food market, a majority of the waste is organic

food waste. However, when traders dump the waste, it is marginally mixed, and it takes the efforts of the local groups that manage the site to separate the waste before transporting the organic waste to the processing site.

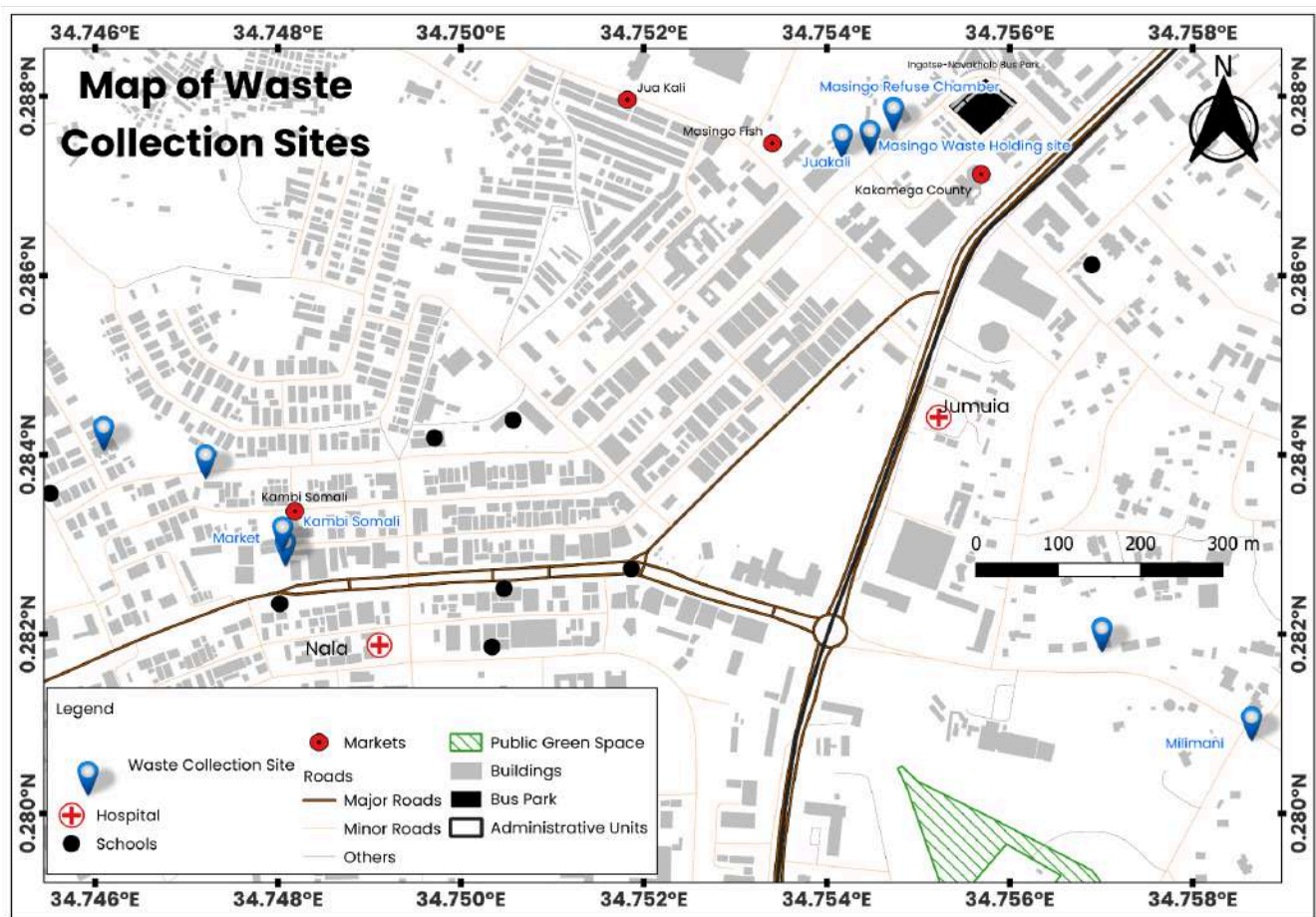


Figure 2: Waste collection points within the Kakamega township

At the main waste dumping site in Rosterman, over 95% of the waste arriving is mixed. The county government collaborates with local community groups to manage these sites. Youths from the community and self-help groups operate at the site, guiding trucks on where to dump waste. Waste segregation does not occur at the site, except for groups of young men and women who are allowed on different days to collect plastics and metals for sale. Women participate in directing waste dumping locations and as individual plastic and metal pickers.

At the Regen Organics Fertilizer Processing Site, the expectation is that only organic waste is to be delivered. However, small amounts of plastic are often mixed in. The initial process involves waste segregation, which is crucial for composting and ensuring the quality of the fertilizer products. According to Regen Organics, a main challenge is that waste collectors do not understand or appreciate the importance of proper segregation at the source. Additionally, vested interests in waste collection, particularly the monetary value attached to plastic and metal waste, discourage collectors from dedicating time to organic waste management.

At the informal waste collection sites and also in the unmanned refuse chambers, the members of the neighboring communities did not see waste handling as their responsibility and believed that either the county or people attached to various projects were responsible for waste collection, organizing, and transportation. There were also comments that sometimes, projects come and speak about sustainable waste management, but never follow through with practical implementation of the shared ideas.

Staff at the plastic waste collection center (Mevic Waste Management) had the business knowledge of the plastic, metal and paper/carton market and have emphasized to the waste collectors that come to the center that waste has to be segregated into the required types. The companies offer water for handwashing to ensure that the waste

collectors keep to proper hygiene when bringing waste to the site. There is also an agreed amount to pay by category and weight of the waste. The team however did not know how to pass their knowledge to households and to waste collectors to undertake organic waste collection at source. A major source of plastic and carton waste that gets to the plastic waste collectors are the supermarkets. These could also be a critical source for organic waste.

In terms of waste segregation, 52% (11 out of 21) of the visited sites did not undertake waste segregation, while segregation was only practiced at 33% (7 out of 21). Where waste was segregated, the common method was using different compartments of the refuse chambers, and using separate bags for waste separation was marginal, mainly due to the lack of the bags and portable infrastructure for waste separation. In terms of the first instance of segregation, a majority of respondents stated that waste was first segregated at the collection/receptacle. Rarely was it segregated at the source. The main reason why waste is not segregated at the site is due to lack of segregation infrastructure, lack of knowledge on segregation and the amount of time and energy that it takes to segregate waste.

COM-B Behavioral Analysis for Organic Waste Management

The behavioral drivers of organic waste management in Kakamega were analyzed through the COM-B framework (Capability, Opportunity, and Motivation), which provides a structured way of understanding why individuals and institutions do or do not adopt waste separation and management practices. Insights were drawn from the perspectives of households, waste pickers, and institutional actors, offering a multi-level understanding of the system. The COM-B analysis revealed that households, waste pickers, and institutions all faced a mix of knowledge, skill, opportunity, and motivational gaps. For households, the main issues were lack of knowledge on downstream benefits, low skills in segregation, time pressures, and entrenched habits. For waste pickers, gaps centered on contamination knowledge, Personal Protective Equipment (PPE) shortages, stigma, and economic pressure. For institutions, gaps included weak communication skills, inconsistent enforcement, and limited behavioral insights.

Capability (C) — Knowledge, Skills, and Psychological Capacity

a) Knowledge and Awareness

Awareness of the value of organic waste management remained limited, especially among households. While respondents understood that separating waste could help “keep the compound clean,” few recognized the downstream benefits such as composting, soil enrichment, or income generation. Misconceptions were common: one household respondent noted, “All waste ends up in the same place anyway, so why should we separate?” Such perceptions undermined willingness to consistently segregate at source. Waste pickers were more attuned to the economic dimensions but faced their own gaps. Several admitted confusion about what exactly counted as “organic.” One picker explained, “Sometimes even plastics are mixed with food. We just take it because we cannot leave it behind.” This indicated a need for clearer guidance on contamination and quality standards.

Among institutions, knowledge was skewed toward policy. County staff were conversant with waste regulations but less clear on how to shape household or worker behaviors. One officer admitted, “We know the by-laws, but people don’t respond to fines alone. They need another reason to change.” This reflected an important insight: legal knowledge alone did not translate into effective influence.

b) Skills and Technical Competence

Practical competence was uneven. Households, especially in congested markets and informal settlements, struggled to manage waste at source. A respondent in a market FGD explained, “We don’t have space to keep two

bins. Even if I wanted to separate, where would I put them?” This highlights that knowledge alone was insufficient without feasible skills and supporting conditions. Waste pickers demonstrated stronger skills in sorting but lacked consistency. Some reported receiving basic training, but many relied on learning from peers. As one noted, “I just watch how others do it. There is no formal teaching.” PPE use was inconsistent, often due to shortages or discomfort, leading to unsafe handling of contaminated waste. Institutions faced skill gaps in communication and enforcement. County teams were trained in policy enforcement but lacked behavioral insights. For example, one staff member reflected, “We tell people to separate, but they don’t listen. Maybe if we knew how to convince them, it would work better.” This underlined a need for capacity building in audience segmentation, incentive design, and persuasive messaging.

c) Psychological and Executive Function

Cognitive load and daily pressures significantly shaped waste behavior. For households, time constraints often meant that segregation was deprioritized. A mother in one household interview explained, “I have children, cooking, and work to think of. Waste is not top of my mind.” Similarly, waste pickers acknowledged accepting mixed waste out of necessity. One remarked, “If I reject the bag because it is mixed, I go home with nothing. I cannot afford that.”

Opportunity (O) — Physical and Social Environment

a) Physical Opportunity

Infrastructure deficits were among the most cited barriers. Many households lacked accessible bins or designated collection points, making segregation impractical. In market areas, vendors reported, “The bins are too far, so we just throw everything together.” Waste pickers also complained about the absence of sanitation and PPE, with one stating, “We handle waste with bare hands because gloves are not provided. It is dangerous, but we have no choice.” Congested urban spaces compounded the problem. Narrow pathways in informal settlements left little room for multiple bins or organized collection. Without physical systems to support the behavior, segregation remained aspirational rather than practical.

b) Social Opportunity

Cultural and social dynamics shaped behaviors in distinct ways. Waste management was overwhelmingly seen as women’s responsibility. Men rarely engaged in household waste tasks, a pattern reinforced by gendered norms. As one woman explained, “Men don’t touch waste. It is seen as dirty work for women.” Waste pickers faced stigma that limited their social standing. Multiple respondents noted being called “chokora” (scavenger), which diminished pride in their work. A picker stated, “People laugh at us, yet we are the ones keeping the town clean.” Such stigma reduced willingness to adopt and sustain new practices that required extra effort.

At the same time, peer influence and community recognition were powerful enablers. Where community leaders modeled good practices, uptake improved. In one market, a vendor noted, “When the chairperson told us to separate, we started doing it. People respect her.” This finding suggests that social networks and authority figures could be leveraged to shift norms. Enforcement and incentives were inconsistent. Households reported that by-laws were rarely enforced, creating a perception that segregation was optional. A respondent observed, “Sometimes the county says they will fine us, but nothing happens.” Conversely, where recognition was provided, motivation increased. For example, pickers who received certificates from NGOs felt more committed: “When they gave me a certificate, I felt proud. It showed my work matters.”

Institutional support was mixed. NGOs like Practical Action provided demonstrations and training, which respondents described as helpful. However, government involvement was described as episodic. One institution representative acknowledged, “We come during campaigns, but we don’t have the staff to follow up every week.” This left a gap in sustained support.

Motivation (M) — Reflective and Automatic Drivers

1. Reflective Motivation

Environmental pride and financial benefits emerged as important motivators. Many households expressed a desire for a cleaner community. A participant shared, “When the area is clean, we feel happy. Nobody wants to live in a dirty place.” Waste pickers linked motivation to income, with one explaining, “If I get more money when I bring clean organics, I will separate carefully.” Recognition was another motivator. Waste pickers described a sense of pride when their work was publicly acknowledged. One said, “When the chief thanked us during a *baraza*, it gave us energy to continue.” For institutions, successful enforcement and visible results motivated further investment, as reflected by a county officer: “When we see the market clean, we know our work has paid off.”

2. Automatic Motivation

Economic and habitual drivers were strong. Waste pickers prioritized immediate earnings over long-term practices. “We cannot wait for later benefits; we need to eat today,” one picker emphasized. Households, meanwhile, were influenced by entrenched habits of mixing waste. A respondent stated, “We grew up throwing all waste together. Changing that is not easy.” Stigma and identity also played into automatic motivation. Waste pickers internalized negative labels, which reduced pride and undermined sustained practice. Convenience further reinforced old habits—segregation was seen as “extra work” unless systems made it simple.

3. Incentives and Feedback

The presence or absence of feedback loops strongly shaped motivation. Households were more willing to continue segregation when they saw tangible results. One remarked, “When the waste is collected on time, we continue to separate. If not, it feels useless.” Waste pickers highlighted the importance of timely payments: “If they delay our money, we lose interest.” Where feedback was absent, motivation declined. Without visible improvements, households reverted to old habits, and pickers abandoned careful sorting.

Table 2: Summary Table: COM-B Analysis

COM-B Dimension	Actors	Key Determinants	Behavioral Levers / SBCC Insights
Capability	Households	Knowledge gaps on segregation and downstream impact	Tailored education; visual cues and demonstrations
	Waste Pickers	Skills in sorting, PPE use, hazard handling	Hands-on training, refresher sessions, context-specific standard operating procedures (SOPs)
	Institutions	Lack of behavioral insight and communication skills	Build capacity in SBCC design, monitoring, and enforcement approaches
Opportunity	Households	Infrastructure gaps (bins, collection points)	Establish accessible collection points, market bins, visual prompts
	Waste Pickers	PPE, equipment, safe workspaces	Provide PPE, sanitizers, and secure storage
	Social norms	Gendered roles, stigma, peer influence	Community recognition, role models, public campaigns
Motivation	Households	Awareness, convenience, habits	Incentivize segregation, gamify participation, social recognition
	Waste Pickers	Financial needs, pride, environmental consciousness	Timely incentives, feedback, recognition, link livelihood to environmental outcomes
	Institutions	Professional pride, enforcement rewards	Acknowledge successful teams, provide career incentives, showcase impact

CHAPTER 3: CE4HOW SBCC STRATEGY

Priority Audience Segmentation for Organic Waste SBCC

Effective social and behavior change communication (SBCC) begins with understanding the specific needs, motivations, and barriers faced by different groups. In Kakamega Municipality, diverse stakeholders—ranging from households and market vendors to waste collectors and enforcement officers—exhibited varying levels of awareness, resources, and readiness to adopt proper organic waste segregation practices. To ensure relevance and impact, the campaign applied the COM-B behavioral framework (Capability, Opportunity, Motivation – Behavior) to segment the audience based on behavioral drivers and constraints.

This segmentation allows for targeted messaging and tailored delivery approaches that speak directly to each group’s context. For example, households may need simple reminders about daily habits and visible benefits to stay motivated, while waste collectors require reinforcement on safe handling and the use of PPE. Vendors, on the other hand, may be influenced by economic incentives, peer behavior, and clean working environments.

Table 3: Audience Segmentation CE4HOW

Audience Name	COM-B Profile	Key Behavioral Characteristics	Channels / Message Carriers	Messaging Strategy
Knowledge-Seekers (Capability-Limited)	C-dominant: Low capability, high opportunity & motivation	Households and market vendors who want to separate waste but lack understanding of what, how, and why. May know general health/environment benefits but not technical segregation rules.	Community meetings (barazas), market demonstrations, WhatsApp groups, short messaging service (SMS) tips, school-led programs	Clear, simple educational messages with visual cues; step-by-step demonstrations; relatable examples (e.g., “this pile is compost, this is recyclable”); short videos, infographics, or cartoons. Emphasize practical “how-to” tips.
Opportunity-Constrained Implementers	O-dominant: Adequate capability, moderate motivation, low opportunity	Waste pickers, some households, and small-scale institutions with knowledge and willingness, but hindered by lack of bins, PPE, collection points, or supportive infrastructure.	Direct support channels: NGO liaison officers, waste management staff on site, community leaders, field demonstrations	Messages focus on facilitating action: location of collection points, availability of PPE, and how to access resources. Combine motivational nudges (peer recognition, success stories) with practical cues (maps, schedules).
Motivation-Driven Adopters	M-dominant: High capability & opportunity, low motivation	Waste pickers or households with knowledge and infrastructure access, but inconsistent compliance due to low financial incentives, social recognition, or habit inertia.	Peer networks, WhatsApp/SMS updates, radio talk shows, community recognition events, local leaders	Messages focus on rewards, pride, and feedback loops: highlight environmental impact, economic benefits, and public recognition. Storytelling (success cases), gamification (household or market “leaderboards”), and feedback on progress.
Integrated Champions	High COM: High capability, opportunity, and motivation	Supervisors, committed waste pickers, progressive households, and institutional actors already practicing segregation. Influential in communities; can model desired behavior and mentor others.	WhatsApp groups, peer networks, workshops, town hall meetings, media spotlights	Messages focus on reinforcement, advocacy, and mentorship: empower to train peers, provide recognition, encourage advocacy for systemic improvements, and showcase best practices.

Campaign Design, Branding and Assets

Central to the strategy are the campaign mascots, **Mr. & Mrs. Taka**, who serve as the recognizable faces of the initiative. These characters appear across multiple platforms, including posters, murals, animations, roadshows, and signposts, providing a friendly and memorable identity that reinforces the campaign's messages.

To further engage the public, a short, catchy Kiswahili campaign jingle built around the slogan "*Taka ni Mali – Waste is Wealth*" will be used across radio broadcasts, community events, market days, and social media channels. The jingle is designed to make the campaign memorable and easily repeatable, ensuring consistent recall of the key behaviors.

Visual identity is reinforced through a consistent color scheme applied across all campaign materials. Green signifies organic waste, farming, and health; blue represents inorganic waste, order, and cleanliness; yellow highlights safety aspects such as gloves, boots, and other PPE; and red signals enforcement or warnings, including fines or legal action. These colors help the target audience quickly interpret messages and take appropriate action.

Campaign Identity

The "Taka ni Mali – Waste is Wealth" campaign leverages strong visual identity elements to make the message of household and community waste segregation memorable, relatable, and actionable. Central to this identity are the campaign mascots, Mr. Taka and Mrs. Taka, who serve as the primary carriers of the campaign's messages. They will appear in all campaign materials, including print, audio-visual content, social media, and live events, often complemented by real community members to reinforce authenticity and local relevance.

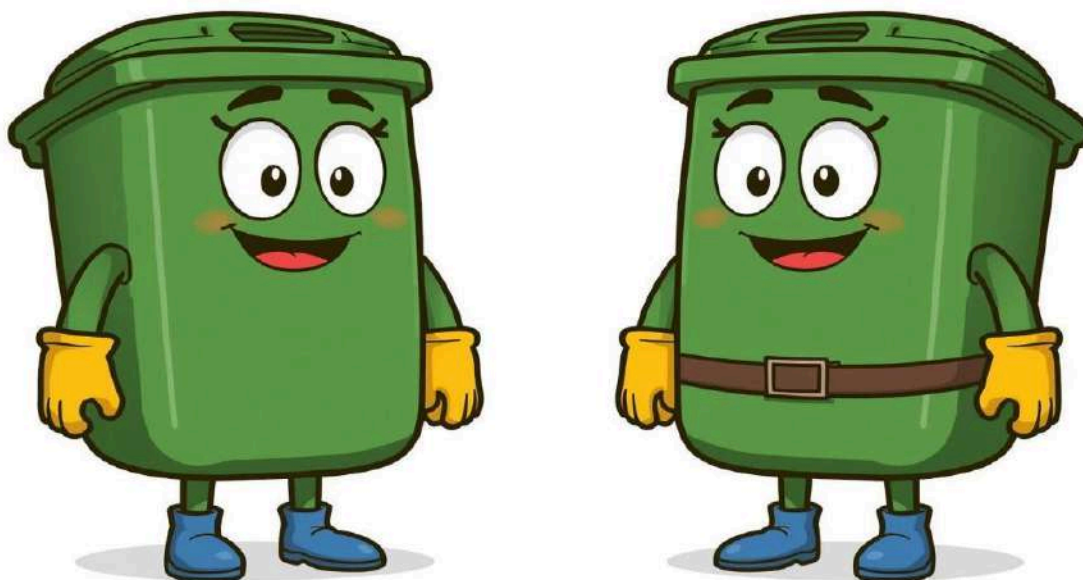
Campaign Logo

The campaign logo visually embodies the central message of "*Taka ni Mali – Waste is Wealth*" and features the campaign mascot. The logo serves as the primary identity for all communications. The logo integrates a vibrant color palette that reinforces key behavioral cues: Green symbolizes organic waste, composting, health, and sustainability; Blue represents inorganic waste, order, and community cleanliness and Yellow highlights safety elements such as gloves, boots, and protective measures.



Campaign Mascots

The mascots, Mr. Taka and Mrs. Taka are designed to embody the behaviors and values promoted by the campaign. **Mr. Taka/Mrs. Taka**, depicted as friendly, approachable characters actively engaging in proper waste segregation. Mr. Taka and Mrs. Taka are designed to be relatable and culturally resonant, conveying positive attitudes toward cleanliness, responsibility, and environmental stewardship. Their presence creates continuity across all media platforms and community activities, reinforcing the campaign slogan: “*Taka ni Mali – Waste is Wealth.*”



Campaign Jingle

The campaign jingle is a short, memorable audio cue that complements the murals and other media materials. It reinforces the core slogan “*Taka ni Mali – Waste is Wealth*” and can be adapted across radio, television, and social media platforms. The jingle is upbeat, culturally resonant, and easily singable or repeatable, allowing households and market vendors to internalize the message while creating a sense of campaign identity and recall.

Market Murals

A mural is a large-scale artwork painted or applied directly onto a wall or surface, often in a public space, designed to convey a message visually. As an SBCC tool, it will be used to communicate key behavior change messages to the community, raise awareness, model positive behaviors, and spark public discussion in a culturally engaging and accessible way.

As part of the “*Taka ni Mali – Waste is Wealth*” campaign, visual storytelling is central to reinforcing key messages in public spaces. Market murals serve as highly visible, culturally relevant touchpoints, connecting the campaign mascots to actionable behaviors. Each mural communicates a specific market segregation, safe handling

practices, and adherence to waste management laws, using a combination of clear messaging and illustrative visuals. The murals provide a highly visual, context-specific reinforcement of campaign messages. They combine the mascots, real community figures, and clear behavior cues to create an engaging learning environment.



IEC Print Materials

To ensure the success of the “*Taka ni Mali – Waste is Wealth*” campaign, a wide range of IEC materials will be produced and strategically deployed. These materials are practical tools to support behavior change by visually and experientially reinforcing key campaign messages. Their primary purpose is to make the campaign visible, memorable, and actionable across households, markets, and public spaces.

Campaign materials play multiple critical roles:

1. **Visual Reinforcement:** They provide consistent, recognizable visual cues that remind community members of proper waste segregation practices.
2. **Behavior Modeling:** Through illustrations, mascots, and real-life scenarios, materials demonstrate correct behaviors, making adoption easier and more tangible.
3. **Accessibility:** Materials are designed to reach different audiences, including households, market vendors, youth, and community leaders, across both rural and urban contexts.
4. **Multi-Platform Adaptation:** By producing materials in formats suitable for print, radio, television, social media, and in-person engagement, the campaign ensures repetition and reinforcement of messages.
5. **Support for Community Engagement:** Materials provide visual and instructional aids that enhance trainings, dialogues, roadshows, and other mobilization activities.

Street Banners

Street banners will be mounted along busy roads, at public transport stops, market gates, and near designated waste collection points. Their purpose is to maintain high visibility of the “Taka ni Mali” campaign across the urban landscape, creating public awareness and reinforcing positive norms around waste segregation. These banners serve as constant, large-scale reminders that help normalize the idea that organic waste has value and that proper management is a community-wide responsibility. Their placement will also help direct people to collection points and reinforce recognition of campaign branding.



Posters

Posters will be strategically placed in high-traffic public areas such as market entrances, health facilities, schools, administrative offices, and residential cluster notice boards. Their role is to provide consistent visual reinforcement of the campaign's core messages, particularly around proper waste segregation, safe handling, and the value of organic waste as a resource. Designed with bold visuals and localized language, the posters will help normalize desired behaviors and act as passive reminders to both residents and vendors throughout their daily routines.



**TENGA TAKATAKA
IPASAVYO
DUMISHA USAFI
NA AFYA KWA
WOTE**



**Practical
ACTION**

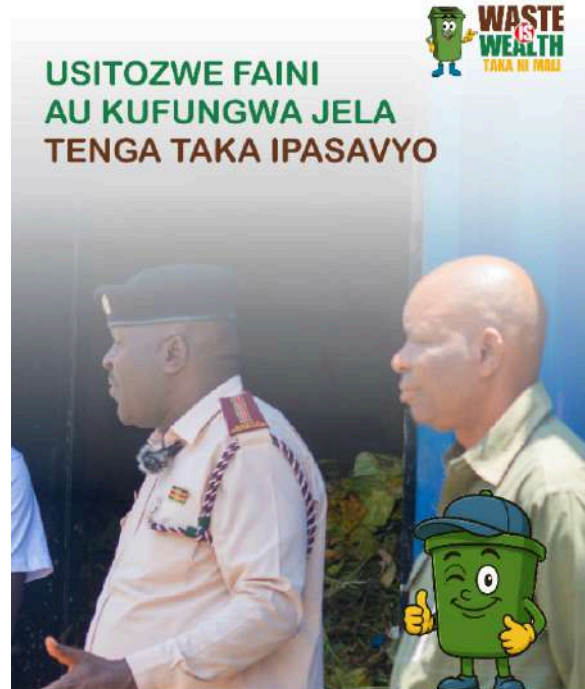
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TAKA NI MALI WASTE TO WEALTH



**USITOWE FAINI
AU KUFUNGWA JELA
TENGA TAKA IPASAVYO**



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TAKA NI MALI WASTE TO WEALTH

Flyers

Flyers will be distributed directly to households, market vendors, waste service providers, and during outreach events. Community mobilizers will use them during interpersonal engagements to explain key messages and answer basic questions. Flyers are designed for quick, on-the-spot reading, summarizing key instructions such as how to separate organic waste, why it matters, and where to take it. They will also include hotline numbers or referral information, making them a handy, shareable tool for encouraging behavior change at the individual level.



Pictorial Flow Charts

Pictorial flow charts will be displayed during training sessions, school programs, and community workshops to provide a clear visual of the full organic waste management process—from waste generation at the household level to its final processing at composting or recycling facilities. These charts will help demystify the system, making roles and responsibilities more tangible for stakeholders like households, vendors, waste pickers, and institutions. Facilitators will walk participants through each step, using the visuals to explain not just what to do, but why each action matters in the broader waste ecosystem.



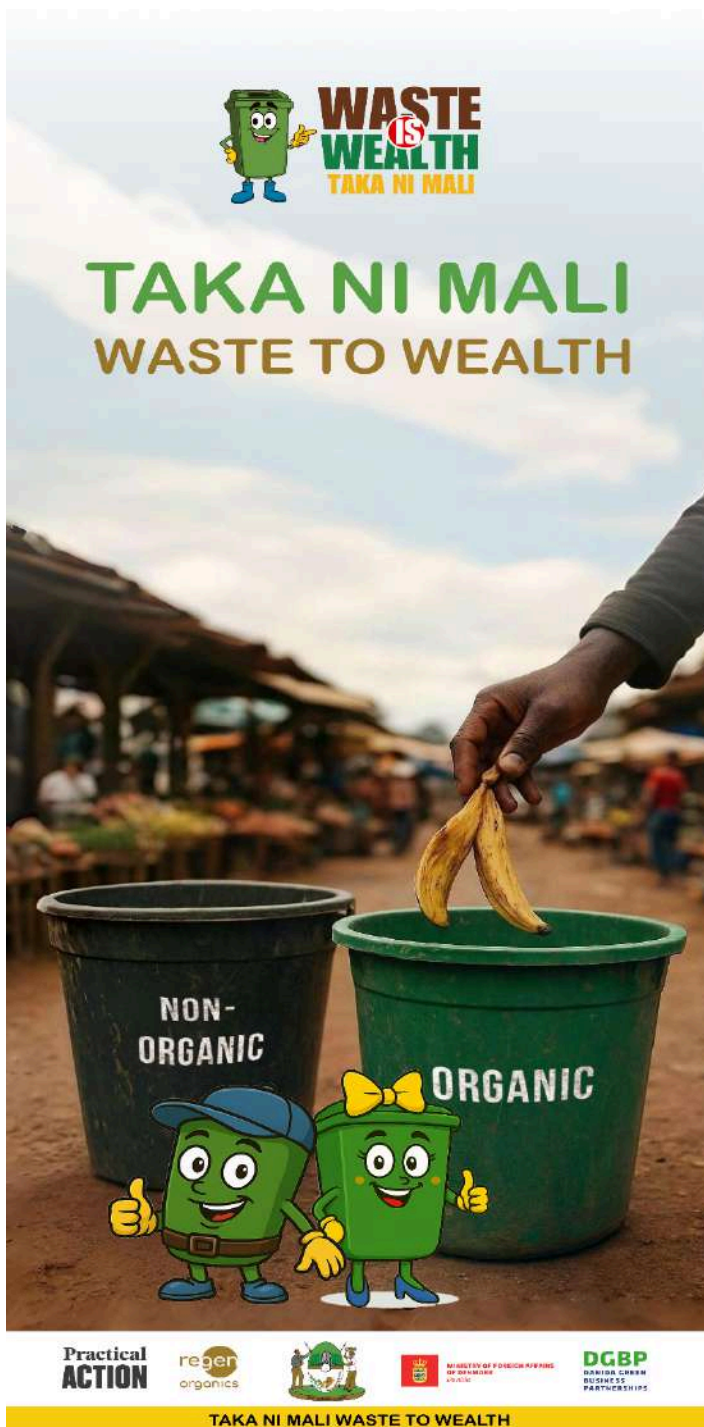
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Roll-Up Banners

Roll-up banners will be used primarily at formal gatherings such as community meetings, trainings, clean-up events, and exhibitions. Positioned near speakers or demonstration areas, these banners act as focal points that visually anchor the campaign and its messages. They reinforce key messages being discussed by facilitators or local leaders and help maintain thematic consistency across various public engagement forums. Because of their portability and professional appearance, they are ideal for temporary but high-visibility settings.



Tri-Fold Brochures

Tri-fold brochures will be handed out during household visits, vendor engagement sessions, public barazas, and campaign events. Each brochure will provide practical, easy-to-understand information on waste segregation, composting, safe waste handling, and community responsibilities. Community champions and mobilizers will use the brochures as a discussion tool, ensuring key points are explained in a structured way. Designed for home use, the brochures will serve as long-term reference materials that can be revisited by households or shared with others, supporting message retention and continuous learning beyond the initial engagement.

Swahili Brochure

Sheria na Adhabu

Kulingana na Sheria za Kenya, kila nyumba na biashara lazima zitenge taka zao nyumbani au mahali zinapotokana. Hii inajumuisha kutenganisha taka zinazo oza (chakula, mabaki ya busteni) na zisizo oza (plastiki, chupa, chuma).

Adhabu kwa kutofuata sheria

Watu Binafsi
Ikiwa hutengei taka, unaroza ku/pishwa faini hadi KSh 20,000, kufungwa hadi miezi 6, au zote mbili.

Wetua huduma za ukusanyaji
Kampuni au mtu anayesafirisha taka bila kutenga inaweza kulipishwa faini hadi KSh 50,000, kufungwa hadi miezi 6, au zote mbili.

Hii ni kuhakikisha kuwa taka zinashughulikiwa vizuri, mazingira yanabaki safi, na jamii inapata afya bora.

TAKA NI MALI- WASTE IS WEALTH

Taka inayo oza ni ya aina gani?

Taka inayo oza ni ile inayotoka kwenye mimes au wanyama na inayo oza yeyuka baada ya muda. Mfano wake ni mabaki ya matunda na mboga, chakula kilichobaki, nyasi na mimea ya bustani, pembeje na taka nyingine zinazo oza. Taka hizi zinaweza kubadilishwa kuwa rasidimali muhimu kama mbolea. Taka zisizo oza ni zile ambazo hazizi ozi, kama plastiki, chupe za glasi, makopo ya chuma, makaratasi.

Umuhimu wa Kutenga Taka?

Kutenga taka ni njia rahisi lakini yenye faida kubwa. Husaidia kulinda usafi na afya. Wakati taka zinazooza na zisizo oza zikichanganywa, zinavutia wadudu kama nzi, panya, na wanyama wengine wanaobeba magonjwa. Hii inaweza kusababisha kuenea kwa magonjwa nyumbani, sokoni, na katika jamii.

Kutenga taka kunasua uchafu, kupunguza harufu mbaya, na kuunda mazingira salama na safi. Zaidi ya hayo, taka zinazooza ambazo zimetengwa zinaweza kutunika kama mbolea, kusaidia kilimo na kubadilisha taka kuwa rasidimali yenye thamani. Kutunza taka vyema kunafaidisha familia, majirani, na jamii kwa ujumla.

Jinsi ya Kutenga Taka Nyumbani au Sokoni

Ukiwa Nyumbani au kama wewe ni mfanyi biashara pale sokoni unaweza kutenga taka kwa urahisi hata kama huna mapipa maalumu. Tumia mapipa au gunia mbili tu: moja kwa taka zinazo oza (chakula kilichobaki, mabaki ya mboga) na moja kwa taka zisizo oza (plastiki, chupa, makopo).

Kutenga taka kunahakikisha kuwa taka zinabaki safi na rahisi kushughulikia, na kupunguza hatari ya kuenea kwa magonjwa. Tabia hii rahisi pia inasaidia kufanya nyumba, shamba, na mitaa kuwa safi, ilieta afya bora kwa familia na majirani.

Usimamizi wa Taka kwa Wamiliki na Wachungaji Nyumba za Kukodisha

Wamiliki na wachungaji wa nyumba za kukodisha wana jukumu muhimu katika kudumisha usafi. Kuweka mapipa yaliyosimishwa kwa taka za kuoza na zisizo za kuoza kunasaidia wakazi kutenga taka zao vizuri. Pengine maalamu pia ukusanyaji zinapaswa kuwa safi na yenye mpangilio mzuri ili kuzuia kuchanganywa aina za taka. Kutunza mpangilio huu kutoka nyumbani hadi pahala pe ukusanyaji kunasaidia kudumisha usafi wa nyumba na majirani, kuzua wadudu, na kurehisisha usafirishaji wa taka kwa njia salama na inayofaa.

Hakikisha Usalama Wako

Wakusanyaji wa taka na kile anayehusika na take lazima wahakikishe usalama wao. Visa glavu na buti ili kuepuka kugusana moja kwa moja na taka zenye hatari. Kutumia mbinu hizi za usalama kunapunguza hatari ya majeraha, maambukizi, na uchafu, huku ikihakikisha kuwa taka za asili zinaweza kusafirishwa na kushughulikiwa salama. Kila mtu anayehusika, kutoka nyumbani hadi wakusanyaji wa kitaalamu, anatakiwa kushughulika na taka kwa makini na uwajibikaji.

Usafirishaji na Mpangilio wa Taka

Taka zinazo oza na zile zisizo oza lazima zibaki zimetengwa wakati wote wa ukusanyaji na usafirishaji. Malori yanayokusanya taka yinapaswa kuwa na sehemu tofauti ili kuepuka kuchanganywa aina hizi. Mpangilio wa ukusanyaji ni kama ifuatavyo:

- Nyumbani na wauzaji sokoni wanahakikisha taka zimetengwa ipasavyo.
- Wakusanyaji wanakasanya na kupakia taka zilizotengwa kwenye sehemu zao maalumu.
- Malori kusafirisha taka hadi kwenye pointi za ukusanyaji au kituo cha kuchakata.
- Taka za asili hubadilishwa kuwa mbolea yenye manufaa.

Kudumisha mpangilio huu kunahakikisha ubora wa taka za asili unadumishwa na kusaidia kilimo endelevu.

Legal Requirements and Enforcement

Under Kenya's Sustainable Waste Management Act, 2022, it is mandatory for all households and businesses to segregate their waste at the source. This includes separating organic waste (such as food scraps and garden trimmings) from non-organic waste (like plastics, bottles, and metals).

Penalties for non-compliance

Individuals

Failure to segregate waste can result in a fine of up to KSh 20,000, imprisonment for up to six months, or both.

Waste Service Providers

Companies or individuals responsible for waste collection and transport who violate segregation regulations may face fines up to KSh 50,000, imprisonment for up to six months, or both.

These penalties are enforced to ensure proper waste management practices, reduce environmental pollution, and promote a cleaner, healthier environment for all.



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TAKA NI MALI- WASTE IS WEALTH



What is organic Waste

Organic waste consists of materials that come from plants or animals that naturally decompose over time. Examples include fruit and vegetable peels, leftover food, garden trimmings, and other biodegradable materials. These materials can be transformed into valuable resources like compost or fertilizer. Non-organic waste, on the other hand, includes items that do not break down naturally, such as plastics, glass bottles, metal cans, and other synthetic materials. Proper separation of these two types of waste at the source is essential to make recycling and processing easier, safer, and more efficient.



An image of separated waste: food scraps, vegetable peels, garden trimmings.

Why Segregate Waste

Segregating waste is a simple but powerful way to protect health and maintain cleanliness. When organic and non-organic waste is mixed, it attracts pests such as flies, rats, and other disease-carrying animals. This can lead to the spread of illnesses in homes, markets, and communities. Proper segregation prevents contamination, reduces odors, and creates a safer, cleaner environment. In addition, segregated organic waste can be processed into fertilizer, supporting local agriculture and turning waste into a valuable resource. Healthy waste management practices benefit families, neighborhoods, and the wider community.



An image of mixed waste in a dark, unhygienic environment. (Incorrect)

Segregation at Home/Market

Households can separate their waste easily, even without fancy containers. Simply use two containers, buckets, or gunias: one for organic waste (like food scraps and vegetable peels) and one for non-organic waste (such as plastics, bottles, and tins). Segregating waste at the household level ensures that waste remains clean and manageable, and it reduces the risk of spreading disease. This simple habit also contributes to a cleaner home, yard, and street, creating a healthier environment for your family and neighbors.



An image of a household with two separate containers for organic and non-organic waste.

Segregation at Plots and Landlord Collection Points

Landlords, property managers, and apartment owners play a key role in maintaining proper waste segregation. Providing clearly designated containers for organic and non-organic waste ensures that tenants can deliver their waste correctly. Collection points should be well-organized, with separate areas for each type of waste to avoid mixing. Maintaining this flow from households to collection points keeps compounds and neighborhoods clean, prevents the spread of pests, and facilitates the transport of organic waste for processing. Proper management at the plot level ensures that segregation is maintained all the way from homes to processing facilities.



A photo of a person segregating waste at a collection point.

Safe Handling of Waste

Waste collectors and anyone handling waste must prioritize personal safety. Wearing protective gear such as gloves and boots prevents direct contact with potentially hazardous waste. Safe handling practices reduce the risk of injuries, infections, and contamination while ensuring that organic waste can be transported and processed efficiently. Everyone involved in waste collection, from households to professional collectors, should handle waste carefully and responsibly.



A photo of a person handling waste safely.

Collection Trucks & Waste Flow

Organic and non-organic waste must remain separated throughout the collection and transport process. Trucks should have partitions to prevent mixing, and collection should follow a clear flow: households and market vendors deliver waste → waste collectors pick up and load segregated waste → trucks transport it to collection points or processing facilities → organic waste is transformed into fertilizer or other useful products. Maintaining this flow preserves the quality of the organic waste and ensures that it can be reused safely, supporting sustainable local agriculture.



Road Signposts

- **Placement:** Install at designated waste collection points, illegal dumping hotspots, and along frequently used streets.
- **Purpose:** Provide real-time guidance on where and how to dispose of waste properly. Signposts serve as behavioral nudges, directing community members and reminding them of correct procedures and potential legal consequences.



Branded Campaign Merchandise

Merchandise will be used to reinforce campaign identity and create a sense of ownership among stakeholders.

- T-shirts and caps for youth and community champions during mobilization activities enhance visibility and engagement.
- Aprons and caps for waste collectors provide identification and encourage safe handling practices.
- Large branded bins in public areas (markets, parks, stadiums) model proper segregation and provide accessible collection points.
- Aprons for market vendors and lesos for market women
- Boda boda reflectors





Media and Audio-Visuals

Media and audio-visual materials are a core component of the “*Taka ni Mali – Waste is Wealth*” campaign, designed to reach diverse audiences and reinforce behavior change through engaging, relatable, and repeatable messaging. These tools combine visual storytelling, audio cues, and authoritative voices to make the campaign memorable, credible, and actionable.

The media and audio-visual components serve multiple purposes:

1. **Awareness and Visibility:** Radio spots, TV commercials, and feature stories ensure the campaign is widely heard and seen across Kakamega County. They create repeated exposure, which is critical for reinforcing new behaviors.
2. **Behavior Demonstration:** Videos and radio messages model correct waste segregation practices, safe handling procedures, and the complete journey of organic waste from households and markets to processing facilities.
3. **Credibility and Authority:** Featuring county leadership, NEMA representatives, and project coordinators strengthens trust, underscores legal obligations, and communicates the health, environmental, and economic benefits of proper waste management.
4. **Community Engagement:** Media materials highlight local champions, youth, women, and community events, inspiring participation and establishing social norms around waste segregation.
5. **Multi-Platform Reach:** Materials are designed for traditional platforms (radio, TV) and digital/social media, ensuring broad accessibility and reinforcing messages across multiple touchpoints.

Community Radio

Radio Spot - 60 seconds

Radio spots are used to raise awareness, reinforce key messages, and influence attitudes and behaviors related to organic waste segregation and management. The objective is to deliver short, memorable, and culturally resonant messages that promote positive behavior change across diverse audiences, including households, vendors, and waste service providers.

Timing: Radio spots will be broadcast during peak listening hours, typically early morning, midday, and early evening, to maximize reach and message retention. Scheduling aligns with key campaign phases: initial sensitization, reinforcement during implementation, and reminder phases post-intervention to support sustained behavior.

Expected Outcome: Radio spots are expected to increase message reach, improve recall, and shift knowledge and perceptions on proper waste segregation practices. Over time, they contribute to increased awareness of the “Taka ni Mali” campaign, enhanced motivation to adopt desired behaviors, and greater community engagement in sustainable waste management practices.

Table 4: Radio Spot - 60 seconds

Time	Audio / Action	Dialogue / Voiceover
0–5s	Sound: Market ambient noise	VO: “ <i>Sauti za sokoni zenye sherehe... lakini je, taka yako iko wapi?</i> ”
5–15s	Upbeat jingle intro	VO: “ <i>Taka ni Mali – Waste is Wealth! Tenga taka vyema leo!</i> ”
15–25s	Sound: Footsteps, bag rustling	VO: “ <i>Taka zinazooza, kama mabaki ya chakula na mboga, ni rasilimali! Zinaweza kuwa mbolea kwa bustani na shamba lako.</i> ”
25–35s	Mascot voice effect	Mr./Mrs. Taka: “ <i>Vaa glavu na buti unaposhughulika na taka, chagua mpango sahihi!</i> ”
35–50s	Sound: Truck loading waste, cheerful music	VO: “ <i>Kutenga taka nyumbani na sokoni kunasaidia usafi, afya bora, na mtaa safi. Kila sehemu ya taka inapita kwa usahihi – kutoka nyumbani hadi katika malori yaliyo na sehemu tofauti.</i> ”
50–60s	Music fades, jingle outro	VO: “ <i>Taka ni Mali! Tenga taka vyema leo, kuanzia nyumbani na sokoni. Kwa afya, usafi, na kilimo bora – zingatia mpangilio sahihi wa taka!</i> ”

Presenter Mentions - during breakfast shows/evening drives

To seamlessly integrate key campaign messages into popular radio programming in order to raise awareness, reinforce behavior change messages, and normalize organic waste segregation as part of everyday conversation. Through embedding short mentions within regular shows, we aim to reach wide and diverse audiences in a familiar and trusted setting, increasing message credibility and recall.

We will collaborate with local radio presenters to include 60-second campaign mentions during morning drive or breakfast shows, which have the highest listener engagement. These mentions will feature key talking points promoting waste segregation, safe handling, and the value of organic waste. The presenters will deliver messages in a casual, conversational tone to ensure they feel natural and relatable, not like formal advertisements. They will also link messages to upcoming campaign events, such as clean-up days or training sessions, to encourage listener participation.

Sample Talking Points:

- “*Je, unajua kuwa kutenga taka nyumbani au sokoni kunasaidia afya ya familia na usafi wa mtaa?*”
- “*Tenga taka vyema – taka zinazooza zinaweza kuwa mbolea kwa shamba lako. Taka ni Mali!*”
- Safe waste handling reminders (e.g., use of gloves and boots)
- Emphasis on the legal responsibility to segregate waste
- Encouragement for households and vendors to separate waste at the source

Listeners trust and connect with their favorite radio hosts, especially during high-traffic shows. By using informal, friendly language, these short mentions feel like genuine advice rather than scripted ads, increasing listener engagement and message retention. This also allows frequent reinforcement of messages without overwhelming audiences. Furthermore, linking to local events and activities enhances community relevance and drives real-world action.

Expected Outcome: Improved message recall, increased awareness of the “Taka ni Mali” campaign, and greater motivation among listeners to adopt waste segregation practices. Over time, this contributes to behavior change at household and vendor level, and stronger community participation in waste management initiatives.

Targeted Radio Interviews with County Leadership, Nema, Project Team

As part of the campaign’s media strategy, targeted radio interviews will feature key stakeholders—including county officials, NEMA representatives, and CE4HOW project coordinators—to provide credible, authoritative voices that reinforce the importance of organic waste segregation. These interviews are intended to raise community awareness, build trust in the campaign, and promote compliance with existing waste management regulations.

Radio remains one of the most accessible and trusted media platforms across Kakamega County, particularly for reaching households, market vendors, and informal sector workers. Through regular scheduled interviews during peak listening times, stakeholders will communicate the health, environmental, and economic benefits of organic waste segregation, clarify legal responsibilities, and highlight the consequences of non-compliance, such as fines or other enforcement actions.

County leadership will speak to policy direction, enforcement efforts, and the county’s commitment to holding stakeholders accountable. NEMA representatives will provide clarity on the environmental impact of poor waste practices and outline the regulatory framework supporting segregation. The CE4HOW project team will use the platform to explain campaign objectives, describe the waste flow cycle, share success stories, and encourage community involvement.

Talking points for these interviews will focus on the importance of separating organic and non-organic waste, the health and environmental risks of unmanaged waste, and the legal requirements under county and national waste laws. Interviews will also highlight the role of women and youth in driving change, recognize local champions, and explain how household and market-level segregation contributes to composting and agricultural productivity.

These radio segments will be timed to align with key campaign activities and will help ensure that communities remain informed, engaged, and motivated to take part in the “Taka ni Mali” initiative.

Local Television

TVmercial/TV Spot - 45-60 seconds

This is a short, visually engaging 45–60 second television commercial designed to communicate key messages on organic waste segregation, safe handling, and the value of waste as a resource (“*Taka ni Mali*”). The spot will use relatable characters, real-life scenarios, and compelling storytelling to illustrate the positive impact of behavior change at household, market, and community levels.

Television has broad reach and high influence across diverse demographics, including both rural and urban audiences. A well-crafted TV spot can capture attention, build emotional connection, and model desired behaviors in a way that sticks. It reinforces campaign messages through repetition and supports national and county-level visibility of the initiative.

The TV spot will be aired during peak viewing hours on local and regional TV stations. It will align with campaign rollouts and key calendar moments such as market days, clean-up drives, or community training events. The spot will also be repurposed for digital platforms (e.g., social media, WhatsApp) to expand its reach. Messaging will be delivered in a mix of Kiswahili and local dialects, using culturally appropriate visuals to ensure comprehension and resonance across target audiences.

Table 5: TVmercial/TV Spot - 45-60 seconds

Scene/Boards	Durati on	Visual / Camera Shot	Audio / Voiceover	Mascot Presence	Purpose / Notes
1. Opening / Hook	5–8s	Wide shot of busy Kakamega market, vendors and shoppers; clean environment	Upbeat music + ambient market sounds; VO: “ <i>Soko safi, Kakamega safi – huanza na wewe</i> ”	Mr. Taka waving at viewers in corner	Grab attention, introduce campaign; set local context
2. Household Segregation	10–12s	Medium shot of household compound; two buckets/gunias (organic vs non-organic); family member segregating	VO: “ <i>Nyumba safi, afya bora – tengeni taka vyema. Taka iliyotenganishwa huboresha usafi na afya ya familia.</i> ”	Mrs. Taka giving thumbs-up next to buckets	Show simple household segregation is possible; relatable for lay audience
3. Market Vendor Segregation	8–10s	Medium shot of vendor at stall; placing organic waste into green bin; plastics into another container	VO: “ <i>Hakikisha taka yako inatenganywa sokoni pia. Taka ni mali, mbolea ni faida.</i> ”	Mr. Taka beside bin, pointing / thumbs up	Reinforce segregation habit outside home
4. Safe Handling / PPE	8–10s	Waste picker wearing gloves & boots collecting organic waste; partitioned truck in background	VO: “ <i>Jikinga – vaa glavu na buti unapogusua taka. Usalama wako ni muhimu.</i> ”	Mrs. Taka gesturing approval	Demonstrate proper PPE usage and safe handling
5. Organic Waste Flow / Trucks	15–20s	Sequence shots: pickers load segregated waste → trucks transport → collection point → Regen processing → fertilizer applied on farms	VO: “ <i>Taka zilizotenganishwa hubadilishwa kuwa mbolea – kusaidia kilimo na jamii yako.</i> ”	Mr./Mrs. Taka featured at key points (guiding, supervising)	Show full cycle from waste to valuable resource; emphasize outcome
6. Community Engagement / Recognition	8–10s	Street cleaning / market cleaning event; youth and vendors participating; award ceremony for motivated participants	VO: “ <i>Jumuiya yetu inashirikiana kuhakikisha usafi. Changia sasa na uwe mabadiliko.</i> ”	Both mascots at event	Inspire community participation; reinforce positive social norm
7. Closing / Call to Action	5–7s	Mr. & Mrs. Taka side by side in front of clean market/home; text overlay: “ <i>Taka ni Mali – Waste is Wealth. Anza kutenga taka leo!</i> ”	Short jingle with campaign tune	Both mascots prominently	Reinforce slogan, prompt immediate action

Targeted TV Interviews/TV Appearances with County, NEMA, Project Team

As part of the broader media strategy, the campaign will include a series of targeted television interviews and appearances featuring key stakeholders such as county leadership, NEMA representatives, and the CE4HOW project team. These on-air discussions are intended to provide credible, authoritative voices that reinforce the campaign's core messages and build public trust in both the process and the institutions behind it.

The primary objective of these appearances is to increase public awareness, demonstrate leadership commitment, and promote compliance with organic waste segregation regulations. By featuring familiar and respected figures from government and the project team, the campaign enhances its legitimacy and helps the public better understand the health, environmental, and economic reasons for the new practices.

Each interview will be structured to communicate key messages in a clear and relatable way. County Chief Officers will focus on policy direction, enforcement measures, and community accountability; NEMA representatives will highlight the environmental rationale and legal frameworks; and CE4HOW project coordinators will speak to the campaign's goals, the full waste flow cycle, and success stories from communities already practicing segregation.

Interview talking points will include:

- The importance of separating organic from non-organic waste at the source.
- The health, environmental, and economic benefits of proper segregation.
- Legal requirements and enforcement mechanisms, including potential fines or penalties for non-compliance.
- The role of community participation, especially youth and women, and recognition of local champions.
- The journey of organic waste from homes and markets to composting sites and its use in agriculture.

These interviews will be aired during key campaign phases and around high-visibility moments such as clean-up drives or public events. They will also be adapted for digital use, allowing for wider distribution through social media and community WhatsApp groups.

Pre-produced Feature Story - 3-5 Minutes

In addition to live interviews, the campaign will develop a set of pre-recorded television feature stories running 3 to 5 minutes each. These segments will provide a more in-depth look at the waste segregation process, offering viewers a narrative journey from household practices to composting and reuse in agriculture.

The stories will feature real community voices, including market vendors, waste pickers, local leaders, and youth champions. They will show how communities are adopting new behaviors, highlight challenges faced, and celebrate successes. These stories will help personalize the campaign, making it more relatable and emotionally engaging for viewers.

Feature stories will serve multiple purposes. On TV, they will be aired during local programming slots to maximize reach. In community settings, they can be screened during events, trainings, and barazas to spark dialogue and motivate change. They will also be uploaded to social media platforms and shared via messaging apps to engage online audiences.

By visually demonstrating the impact of proper waste management, from cleaner streets to improved health and economic benefits these feature stories will play a critical role in reinforcing campaign messages, promoting community ownership, and inspiring behavioral change across Kakamega County.

Table 6: Pre-produced Feature Story - 3-5 Minutes

Scene	Time	Visual / Camera Shot	Audio / Voiceover	On-screen / Mascot Presence	Purpose / Notes
1. Opening / Context Setting	10s	Wide aerial / street-level shots of Kakamega: households, markets, streets; clean & busy areas	VO (Narrator / cheerful): <i>“Kakamega safi, jamii yenye afya – yote huanza na kujua namna ya kutenga taka.”</i>	Mr. & Mrs. Taka waving from corners	Set scene, establish local context, introduce campaign mascots
2. What is Organic vs Non-Organic Waste	12s	Close-ups of household scraps: food peelings, leftover food vs plastics, tins, bottles	VO: <i>“Taka zinazooza ni zile zinazotoka kwenye mimea au wanyama. Taka zisizo oza ni plastiki, chupa na makopo.”</i>	Mascots pointing to correct containers	Educate audience, visually distinguish waste types
3. Household Segregation	15s	Medium shot of family sorting waste into two buckets/gunias; Mrs. Taka guiding	VO (Household Champion / mother): <i>“Kutenga taka nyumbani kunalinda afya ya familia na usafi wa nyumba.”</i>	Mrs. Taka giving thumbs up	Show actionable segregation at home; humanize campaign with relatable characters
4. Market Segregation	12s	Vendor at stall separating organic from plastics; Mr. Taka nearby encouraging	VO (Vendor / Champion): <i>“Soko safi, Kakamega safi – tunaanza na wewe.”</i>	Mr. Taka pointing at bins	Reinforce practice in market; emphasize behavior consistency
5. Collection / Pickers	15s	Waste pickers wearing gloves & boots; picking segregated waste; placing in partitioned bags/trays	VO (Picker / Community Leader): <i>“Jikinga, vaa glavu na buti. Usalama ni muhimu wakati wote.”</i>	Mrs. Taka supervising	Demonstrate safe handling; highlight PPE and partitioned collection
6. Transport to Collection Points	12s	Trucks with partitions loaded with segregated organic waste; clear markings	VO (Project Team / Driver): <i>“Taka hizi haziwezi kuchanganywa – zinahifadhiwa safi hadi kituo cha ukusanyaji.”</i>	Mr. Taka on truck, giving thumbs up	Show proper transport flow, prevent contamination
7. Collection Point Organization	12s	Organized collection center: bins clearly separated, orderly, workers supervising	VO (Chief / County Officer): <i>“Hapa, taka zinatenganywa vyema kabla ya kusafirishwa kwa kisanifi cha mbolea.”</i>	Mrs. Taka guiding workers	Reinforce segregation at community/plot level; leadership involvement
8. Processing at Regen Facility	15s	Waste being processed: organic separated → composting → bagging; close-ups of machines, workers	VO (Regen Technician / Project Lead): <i>“Taka hizi hubadilishwa kuwa mbolea yenye thamani, kusaidia kilimo cha kijamii.”</i>	Both mascots showing “inspection” thumbs up	Showcase transformation from waste to valuable resource
9. Fertilizer Use / Healthy Crops	12s	Farmers spreading compost; lush green fields, bumper harvest	VO (Farmer / Child): <i>“Mbolea hii inasaidia mazao kuwa safi na afya bora kwa jamii.”</i>	Mr. Taka in background celebrating harvest	Close the loop – waste becomes wealth; visually connect to tangible benefits
10. Community Engagement & Champions	12s	Street/market cleaning events; youth, women, children participating; awards	VO (Community Champion / County Official): <i>“Jumuiya yetu inashirikiana kuhakikisha usafi. Changia sasa!”</i>	Both mascots present with community	Highlight community participation, social mobilization, youth engagement
11. Legal & Enforcement Reminder	10s	Authority figure / chief explaining fines at collection point; signage visible	VO (NEMA / County Official): <i>“Chunga – usitozwe faini au kufungwa jela... tengeni taka kwa usahihi!”</i>	Serious Mr. Taka observing	Reinforce compliance, law enforcement, community responsibility
12. Closing / Call to Action	8s	Mr. & Mrs. Taka together, clean market/home background; text overlay: <i>“Taka ni Mali – Waste is Wealth”</i>	Upbeat jingle + VO (Narrator): <i>“Anza kutenga taka leo! Nyumba safi, afya bora, Kakamega safi!”</i>	Both mascots prominently	Reinforce campaign slogan, prompt immediate action

Social Media Activation

Kakamega municipality has a population of 107,227 people (2019 Kenyan census). To ensure effective message reach and behavior adoption, we will engage 10 micro-influencers across Facebook, TikTok, and X (Twitter). Each micro-influencer reaches approximately 7,500 followers, allowing us to strategically influence community norms and practices around organic waste segregation. We will leverage and utilize community champions specifically for WhatsApp and Instagram, ensuring high visibility and engagement without incurring additional costs. For cost effectiveness, all the digital assets will be assets from either print and audiovisual that are repurposed and resized to make them suitable for digital platforms (YouTube, Facebook, X, TikTok, WhatsApp) to reach wider audiences, reinforce messaging, and maintain visual consistency. Social media platforms provide a high-impact, cost-effective channel to reach Kakamega's population and reinforce campaign messages. Strategically leveraging micro-influencers, community champions, and repurposed digital assets, the campaign will ensure consistent messaging, wide reach, and community engagement.

1. **Behavior Reinforcement:** Social media content replicates print and audio-visual materials to reinforce waste segregation behaviors in households, markets, and communities.
2. **Community Norming:** Micro-influencers and local champions act as credible voices, shaping perceptions and creating peer-driven motivation for proper waste management.
3. **Cost Efficiency:** By resizing and repurposing existing campaign assets, the campaign maximizes impact while minimizing production costs.
4. **Platform Optimization:** Content is adapted for multiple platforms (Facebook, X, TikTok, WhatsApp, Instagram) to match audience preferences and consumption patterns.

Table 7: Social Media Activation Assets

Asset	Original Format	Digital Adaptation Notes
Visual / Print Assets (Resized for Digital)		
Poster – How to Segregate at Home	A1	Resize for Instagram/Facebook posts (1080×1080px), Stories (1080×1920px), WhatsApp share images. Maintain household corner scene, Mrs. Taka, and clear depiction of organic vs non-organic waste.
Poster – Segregation at Plots / Landlord Collection Points	A1	Resize for social media feeds, Stories, and TikTok. Emphasize tenant participation and clear flow from households to collection point; include Mrs. Taka guiding tenants.
Poster – Enforcement / Legal Consequences	A1	Resize for social media posts and WhatsApp. Highlight serious Mr. Taka, chief/authority figure, and labeled bins. Ensure text on fines/jail remains legible.
Poster – How to Segregate at the Market	A1	Resize for Stories and feeds. Focus on vendor at stall with Mr. Taka; clear visual contrast of organic vs non-organic.
Flyer – Flow Chart	B5	Transform into carousel posts or short vertical video for Stories/TikTok. Maintain sequential flow of organic waste from homes/markets → pickers → trucks → collection → Regen → fertilizer.
Audio Visuals Assets		
Radio Spot (60s)	Radio	Export as MP3 / WAV for YouTube Shorts, Facebook reels, and WhatsApp audio messages. Optionally add subtitled visual loop showing mascots, bins, and waste flow.
Presenter Mentions	Radio	Convert key messages into 15–30s digital clips with text overlay for social media.
TV Commercial / TV Spot (45–60s)	TV	Resize for YouTube (16:9), Instagram / Facebook (1:1 or 4:5), TikTok / Stories (9:16). Ensure captions/subtitles are added; retain mascots and key visual cues.
Pre-Produced Feature Story (5 min)	TV	Break into shorter clips (30s–1 min) for social media; add captions; create vertical edits for TikTok / Stories; emphasize household, market, collection, Regen, and harvest sequences.
Targeted TV Interviews	TV	Cut into 15–30s social media clips focusing on key messages: health benefits, legal compliance, and leadership endorsement.
Event Coverage on socials	TV	Use this to amplify community engagement events, street cleaning and mobilizations

Community Engagement & Social Mobilization

Community engagement activities are central to the campaign's success, providing hands-on experience, social norm reinforcement, and inclusive participation. The approach combines theatre, demonstrations, dialogues, school programs, and clean-up drives to reach households, markets, and public spaces.

1. **Behavior Modeling:** Demonstrates proper segregation, safe handling, and the full waste flow from households to compost/fertilizer.
2. **Interactive Learning:** Encourages participants to practice behaviors and internalize messages in a fun, memorable way.
3. **Inclusive Engagement:** Prioritizes the participation of women, youth, and persons with disabilities to ensure diverse perspectives and community ownership.
4. **Reinforcement of Legal & Safety Messages:** Highlights compliance, fines, and safe handling practices in real-life scenarios.
5. **Community Pride & Collaboration:** Visible activities like street clean-ups build local pride, strengthen social cohesion, and normalize proper waste management.

Community Dialogues and School Engagements

Barazas, market-day gatherings, public forums, and schools led by local leaders, chiefs, and project team members. The objectives of these dialogues is to provide opportunities for community members to ask questions, discuss challenges, and share ideas on waste segregation; highlight legal requirements and consequences for non-compliance, and reinforce practical, everyday actions households and businesses can take to maintain cleanliness and health. Women, youth, and persons with disabilities will be actively invited to ensure diverse voices are represented. School engagements also promotes early adoption and behavior modeling among students, who act as community ambassadors.

Live Demonstrations and Branded Street Clean-Up Drives

Practical, hands-on sessions in markets, collection points, and public events. Demonstrate proper waste segregation and safe handling (gloves, boots, partitioned trucks). Enable community members to practice the steps themselves, building confidence and practical skills. Reinforce visual recognition of campaign mascots and messaging.

Live Demonstrations will be conducted by waste collectors, project team, volunteers, and mascots. Focus on household, market, and collection point practices. Include audience participation, particularly women, youth, and persons with disabilities. Monthly clean ups should engage community members in visible, collective action. Teams comprising residents, students, youth groups, women's associations, and persons with disabilities work together to collect, segregate, and dispose of waste. Demonstrate tangible benefits of proper waste management and foster pride and social cohesion.

Roadshows & Theatre Arts (University Theatre Group)

Open-air theatre in markets or public spaces with props, costumes, and mascots. The skits/scripts for the theatre can be adjusted for contextual fit over time. This strategy will utilize youth theatre groups to play out the thematic scripts in segregation, benefits, and legal implications and enforcement of the existing guidelines on segregation.

Table 8: Proposed Open Theatre Script

Open-air theatre script					
Scene	Setting / Props	Characters / Actor Actions	Narration / Voiceover	Dialogue / Lines	Humor / Audience Interaction
Market Chaos (Opening)	Open space, painted market stalls, baskets, scattered “waste” (leaves, scraps, paper). Puppet rats or actors in costume.	Vendors tossing waste carelessly; Mr. & Mrs. Taka enter waving, observe chaos.	Narrator (VO): “ <i>Soko safi, Kakamega safi – huanza na wewe! Lakini sasa, angalia hili...</i> ”	Vendor 1: “ <i>Eh! Nani atashughulika na hizi nzi na harufu?!</i> ” Vendor 2: “ <i>Hii ni siku ya kawaida sokoni!</i> ”	Mr. Taka pretends to chase rats with broom.
2. Household Segregation Demo	Mat to represent household floor, 2 buckets/gunias, small basket of “food scraps” and plastics.	Household Champion segregates waste carefully; Mrs. Taka steps to the front to guide the audience.	Narrator: “ <i>Kutenga taka nyumbani kunalinda afya ya familia na majirani.</i> ”	Household Champion: “ <i>Tenga mabaki ya chakula kwenye bin ya kijani na plastiki kwenye bin nyingine.</i> ” Mrs. Taka: “ <i>Hii ndiyo njia rahisi ya kuanza!</i> ”	Audience invited to shout out “green bin” or “plastic bin”. Mr. Taka comically mixes bins, acts shocked.
3. Lazy Neighbor / Funny Arrest	Open area near audience. Props: oversized handcuffs, toy baton.	Neighbor throws all waste together; Chief steps forward with playful authority.	Narrator: “ <i>Si kila mtu anafuata sheria... sasa tutaona matokeo.</i> ”	Chief: “ <i>Hapa hatutaki kizaazaa – lakini faini ni halali!</i> ” Neighbor (hands up exaggeratedly): “ <i>Sawa, sawa! Nitatenga taka ipasavyo!</i> ”	Physical comedy: Neighbor “chased” around by mascots or audience cheers. Audience laughs at exaggerated fear.
4. Safe Handling / PPE Demo	Partitioned trays or simple “truck” outline on ground; gloves and boots props.	Waste pickers wear PPE, carefully pick up segregated bags; mascots supervise.	Narrator: “ <i>Jikingo – vaa glavu na buti unaposhughulika na taka. Usalama wako ni muhimu.</i> ”	Picker 1: “ <i>Hii glavu inatupa kinga dhidi ya magonjwa.</i> ” Picker 2: “ <i>Na buti huzuia kuumia miguu!</i> ”	Mascots pretend to slip on peel, audience laughs. Children encouraged to mimic wearing gloves and boots.
5. Organic Waste Flow / Trucks	Cardboard “trucks” or painted boxes representing transport, collection point, Regen facility.	Pickers move “bags” along path: household → truck → collection → processing → farm. Mascots guide flow, supervise.	Narrator: “ <i>Taka zilizotengwa hubadilishwa kuwa mbolea – kusaidia kilimo na jamii yako.</i> ”	Picker: “ <i>Hakikisha mabegi haya hayachanganyiki!</i> ” Mascot: “ <i>Kila hatua ni muhimu!</i> ”	Audience cheers when waste reaches “fertilizer stage”. Mascots ride pretend truck, wave at audience.
Fertilizer Application / Bumper Harvest	Open ground with green mats, toy crops, bags of “fertilizer”.	Farmer actors apply “fertilizer”; children hold small crops; Mr. Taka celebrates in background.	Narrator: “ <i>Mbolea hii inasaidia mazao kuwa safi na afya bora kwa jamii.</i> ”	Farmer: “ <i>Sasa mazao yetu yameinuka! Asante kwa kutenga taka vyema!</i> ”	Audience invited to clap / mimic spreading fertilizer. Mascots dance playfully.
Community Clean-Up / Engagement	Brooms, gloves, trash bags. Small podium for awards.	Women, youth, persons with disabilities participate in clean-up. Mascots award “champion volunteers”.	Narrator: “ <i>Jumuiya yetu inashirikiana kuhakikisha usafi. Changia sasa!</i> ”	Volunteer: “ <i>Leo tunashirikiana wote – nyumba safi, soko safi!</i> ” Mr. Taka: “ <i>Hii ndio mshikamano wa kweli!</i> ”	Audience invited to join mini cleanup, applause, playful tug-of-war with bag props.
Legal / Law Reminder	Signboards: “Segregate or face fine”, Chief/Officer on small platform.	Chief explains fines, mascots nod seriously.	Narrator: “ <i>Kila mtu anapaswa kutenga taka ipasavyo – la sivyo kuna faini na adhabu.</i> ”	Chief: “ <i>Wakati usipotenga taka na ukamatwe, faini ni KSh 20,000 au jela hadi miezi 6!</i> ” Neighbor (playfully): “ <i>Sasa nimejifunza!</i> ”	Physical comedy: Mascots pretend to arrest lazy neighbor; audience laughs.
Closing / Call to Action	Open clean area, mats/props removed, audience in semi-circle.	Mascots center stage, community gathers.	Narrator: “ <i>Taka ni Mali – Waste is Wealth! Anza kutenga taka leo!</i> ”	Mr. & Mrs. Taka: “ <i>Nyumba safi, afya bora, Kakamega safi! Changia sasa!</i> ”	Victory dance; audience encouraged to repeat slogan; confetti or paper scraps for fun effect.

CHAPTER 4: STRATEGY IMPLEMENTATION AND WORK PLAN

Strategy Implementation

The “*Taka ni Mali – Waste is Wealth*” campaign is comprehensive, and aims at normalizing organic and inorganic waste segregation at the household and community level in Kakamega County. Over the course of 12 months, the campaign will unfold in four interconnected phases: Formative Research and Material Development, Training and Capacity Building, Multi-Channel Media Activation, and Community Engagement & Social Mobilization. Each phase is designed to ensure strategic coordination, stakeholder participation, and sustained adoption of recommended behaviors.

- 1. Establishing Coordination and Governance:** To ensure effective implementation and accountability, a multi-stakeholder coordination team will be formed, including representatives from CBOs, market associations, Nyumba Kumi, youth groups, religious leaders, CHVs, and county officers. Each member will have clearly defined roles in oversight, logistics, monitoring, and reporting. Weekly or bi-weekly coordination meetings will align activities and address emerging issues. A Gantt chart will visually map timelines, responsibilities, and deliverables, supporting shared accountability. This coordination mechanism will be set up in month one and maintained throughout the campaign.
- 2. Training and Capacity Building:** Targeted trainings will equip key actors with knowledge and practical skills. Waste collectors and county staff will attend two one-day sessions on safe segregation, PPE use, and community engagement. Media and digital influencers will join tailored workshops and virtual sessions, supported by messaging toolkits. Community champions—religious leaders, youth reps, and boda boda riders—will undergo two-day sessions on mobilization, role play, and demonstrations. Enforcement and health officers will receive two-day training on legal frameworks, color coding, and campaign materials. Trainings will take place in months one and two, with refreshers in months four and seven.
- 3. Campaign Material Production and Deployment:** Diverse campaign materials will be developed to ensure wide visibility and consistent messaging. Print materials (posters, flyers, banners, brochures, flowcharts) will be distributed in markets, schools, offices, and public spaces. Murals will be installed at market entrances, collection points, and municipal offices, while signposts guide disposal practices and deter illegal dumping. Branded items—T-shirts, caps, aprons, bins—will build campaign identity and community pride. TV spots, radio jingles, interviews, and feature stories will enhance message reach, with digital versions shared via WhatsApp, Instagram, TikTok, X, and Facebook. Production occurs in months two and three; deployment runs from month three through twelve.
- 4. Community Engagement and Social Mobilization:** Monthly roadshows and theatre performances by JOOUST/MMUST Theatre Group will demonstrate correct practices and promote legal compliance. Community dialogues and school sessions will be held monthly in barazas and markets, with deliberate inclusion of women, youth, and persons with disabilities. Clean-up drives and live demos will occur at markets and collection points, enabling hands-on practice in segregation and safe handling. All activities will integrate mascots, jingles, branded materials, and feedback collection. Engagements will run monthly or bi-weekly from month three to twelve, tailored by location and audience.
- 5. Media and Digital Campaign Execution:** To amplify reach and reinforce behaviors, media and digital strategies will be deployed across radio, TV, and social platforms. Radio will feature 60-second spots, presenter mentions, and monthly leader interviews. TV content will include 45–60 second commercials, feature stories, and leadership appearances, aired during key mobilization windows. Digital content—carousel posts, short-form videos, and influencer collaborations—will be shared on TikTok, Instagram, and other platforms, monitored weekly for performance. Media activities will run from month three through twelve, with regular content refreshes every two to three months.
- 6. Monitoring, Feedback, and Adaptive Management:** Monitoring will track media reach, event participation, training attendance, and behavior adoption. Field observations and feedback from community champions and county staff will guide adaptive learning. Quarterly reviews will assess progress, refine messaging, adjust focus areas, and address gaps. A digital dashboard will visualize outputs and outcomes, supporting responsive, data-driven decision-making. (*See detailed MEAL plan for indicators and tools*).

Table 9: SBCC Strategy Implementation

Phase / Activity		Timeline (Months)	Duration	Assets / Tools	Priority Audience	Notes / Measurement
Stakeholder Coordination Team		1	Setup & Ongoing	Multi-stakeholder coordination team, Gantt charts, meeting agendas	CBOs, market associations, Nyumba Kumi, youth groups, religious leaders, county officers	Weekly/bi-weekly meetings; review progress and adapt plans
Training & Capacity Building		1	1–2 days per session	Training manuals, PPE, demonstration kits, toolkits for media/digital influencers	Waste collectors, county staff, media/digital influencers, community champions, enforcement/health officers	Pre/post-training assessments; track participation
Material Development & Production		1	1 month	Posters, flyers, banners, tri-fold brochures, flowcharts, murals, signposts, branded merchandise, audio-visual content	Campaign team, production staff	Quality review before deployment
Baseline Assessment		1	1 month	Surveys, focus groups, household observation	Households, market vendors, schools	Establish starting point for KAPs, waste management behavior
Print Material Deployment		2–4	3 months	Posters/flyers/banners, murals, signposts,	Households, youth, market vendors, schools, community leaders	Track placement, visibility; refresh as needed
Community Engagement Activities	Roadshows, theatre skits	3–7	Monthly / Bi-weekly	Roadshows, theatre skits, print/merchandise, jingle	Women, youth, persons with disabilities, households, students, market vendors	Collect community feedback; participation tracking; engagement logs
	Clean-up drives	3–7	Monthly / Bi-weekly	Clean-up kits, event-specific print/merchandise, jingle	Women, youth, persons with disabilities, households, students, market vendors	Collect community feedback; participation tracking; engagement logs
Media Engagement	Community Radio	3–6	Twice-monthly, 7-day activations	5 spots/day, 5 jingles/day, 5 presenter mentions/day, guest expert interviews	Households, commuters, market audiences	Radio reach metrics, presenter logs, listener recall
	TV	3–6	4 weeks/month activation	2 spots/week, pre-produced 5-min feature story, TV interviews	Households, school students, market audiences	TV viewership metrics, social media repost reach
	Social Media (Facebook, TikTok, X, WhatsApp, Instagram)	3–7	Ongoing	Posters/infographics, video clips, event recaps, live updates, social media tracking tool, boosting	Youth, households, community champions, digital followers	Weekly engagement metrics; monthly analytics; adjust content strategy based on performance

Measurement	Monitoring, Feedback & Adaptive Management	1–12	Ongoing Monthly	Spot checks observation checklists, reporting templates, monitoring tool	Campaign team, county officers, stakeholders	Track reach, participation, behavioral adoption; adapt messaging, locations, tactics
	Baseline Assessment	1	1 month	Surveys, focus groups, household observation	Households, market vendors, schools	Establish starting point for KAPs, waste management behavior
	Endline Assessment	12	1 month	Surveys, focus groups, household observation	Households, market vendors, schools	Measure changes in behavior, adoption of segregation practices
	Continuous Listening / Ongoing Feedback	3–12	Monthly	Short surveys, community feedback forms, event debriefs	Community champions, participants, waste collectors	Identify real-time challenges; inform adaptive management
Dashboard & Knowledge Repositories		3–12	Ongoing	Digital dashboard, analytics tools, document repository	Campaign team, stakeholders	Track outputs, outcomes, gaps; store reports, media assets, lessons learned; inform decision-making

SBCC Activation Schedule

Table 10: SBCC Activity Schedule (12 months)

Activity / Description	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026	Jul 2026	Aug 2026	Sep 2026	Oct 2026
Stakeholder Coordination, Training & Material Development Setup multi-stakeholder coordination team, conduct trainings develop print, AV, and branded campaign materials												
Baseline Assessment Household, market, and school surveys to establish KAPs												
Print Material Deployment Distribute posters, flyers, banners, murals, signposts												
Community Engagement Activities Roadshows & Theatre												
Community Engagement Activities – Clean-up Drives												
Media Engagement – Community Radio 7-day activations, guest interviews												
Media Engagement – TV Commercials, pre-produced features, interviews												
Media Engagement – Social Media Posts, clips, live updates, tracking, boosting												
Monitoring, Feedback & Adaptive Management												
Continuous Listening / Ongoing Feedback Short surveys, community feedback, event debriefs												
Endline Assessment Household, market, school surveys to measure outcomes												
Dashboard & Knowledge Repositories Track outputs, outcomes, store reports and media assets												

CHAPTER 5: MONITORING, EVALUATION, ACCOUNTABILITY, & LEARNING (MEAL) PLAN

Introduction

This section presents a structured Monitoring, Evaluation, and Learning (MEL) framework to track, measure, and document the impact of social and behavior change communication (SBCC) and social mobilization interventions on household and community behaviours related to organic waste segregation in Kakamega County. The framework emphasizes inclusivity, ensuring that women, youth, and persons with disabilities are meaningfully represented in both data collection and community engagement processes. Key features include:

1. **Continuous Monitoring** – Tracks real-time adoption of behaviours, media reach, and levels of inclusion and participation to support adaptive management.
2. **Periodic Evaluation** – Assesses changes in knowledge, behaviours, operational outcomes, and inclusivity over time.
3. **Accountability and Safeguarding** – Ensures ethical conduct and participant safety through transparent systems and inclusive feedback.
4. **Adaptive Learning** – Uses evidence to inform iterative improvements in strategy and implementation.
5. **Dissemination** – Systematically documents and shares insights to support scaling, replication, and policy advocacy.

Objectives of the SBCC MEAL Framework

This integrated SBCC MEAL framework captures both behavioral outcomes and systemic change for a holistic evaluation of the campaign's impact:

1. **Behavioral Precision** – Surveys, spot checks, and observations track both reported and actual waste practices, minimizing bias and verifying behavior change.
2. **Reach and Recall** – Media monitoring assesses both reach and message effectiveness, including comprehension, recall, and intent to act.
3. **Capacity and Inclusion** – Training data and stakeholder feedback monitor skill uptake, PPE use, and inclusive participation of women, youth, and persons with disabilities.
4. **Systems-Level Outcomes** – Data from aggregation centers and Regen Organics show how behavior change supports the circular economy.
5. **Adaptive Learning** – Triangulated data provides credible insights for responsive management and donor accountability.

Theory of Change

The CE4HOW SBCC Theory of Change is grounded in behavioral insights from Kakamega Municipality, which identified key barriers to organic waste management—limited knowledge, weak motivation, and inadequate access to services. Only 33% of sites practiced segregation, with gaps evident across households, vendors, waste pickers, and institutions. To address these, the ToC outlines three behavior change pathways:

1. **Capability** – Build knowledge and skills for organic waste management through targeted education and training.
2. **Motivation** – Strengthen intrinsic and extrinsic drivers through recognition, incentives, and positive norms.

3. **Opportunity** – Improve access to infrastructure, tools, and social support for behavior change.

Theory of Change

IF knowledge, motivation, and opportunity are strengthened through targeted SBCC interventions

THEN households and market vendors will adopt organic waste segregation, and waste pickers, collectors, and aggregators will sustain these practices, resulting in cleaner communities, improved market hygiene, enhanced livelihoods, and increased participation of women, youth, and PWDs in the organic waste circular economy.

Key Assumptions

- Households, market vendors, waste pickers, collectors, and aggregators have the capacity and willingness to change behavior when provided with adequate knowledge, motivation, and opportunity.
- Systemic factors such as access to collection infrastructure, social norms, and local enforcement will not

SBCC Results Framework – CE4HOW “Taka ni Mali” Campaign

The SBCC Results Framework for the CE4HOW “Taka ni Mali” campaign outlines the strategic pathway through which communication and social mobilization efforts contribute to behavior change and systemic outcomes in organic waste management. It is structured around three key result levels: **outputs**, **outcomes**, and **impact**. At the **output level**, the framework captures campaign reach, audience engagement, exposure to messages, and participation in community activities. At the **outcome level**, it measures changes in knowledge, attitudes, motivation, and behaviors related to waste segregation and handling. At the **impact level**, it links sustained behavior change to broader environmental and socio-economic benefits such as reduced organic waste pollution, improved public hygiene, increased composting, and strengthened circular economy practices. The framework incorporates both quantitative and qualitative indicators to track progress, and emphasizes inclusion, ensuring women, youth, and persons with disabilities are equitably engaged and represented in SBCC activities and outcomes. See Table 11

SBCC Results Framework Alignment with Project Results Framework

The SBCC measurement system is fully aligned with the CE4HOW project’s overall results framework, reinforcing that behavior change is a cross-cutting enabler of key project outcomes. Surveys of households and vendors contribute to output indicators on awareness-raising, sensitization, and stakeholder engagement. Spot checks and field observations offer objective evidence of behavior adoption, directly supporting outcome indicators on improved waste practices and reduced environmental pollution. Media monitoring links communication investments to reach, message recall, and behavior intent, informing outputs related to knowledge dissemination at both community and institutional levels. Training data and stakeholder feedback further align SBCC efforts with outcomes on capacity building, inclusive participation, and strengthened governance. By connecting communication metrics to project-level indicators on service uptake, livelihoods, and circular economy performance, the SBCC framework ensures strategic coherence, accountability, and evidence-based learning across the CE4HOW initiative. See Table 12

Table 11: SBCC Results Framework – CE4HOW “Taka ni Mali” Campaign

SBCC Objective: Increase awareness, knowledge, and adoption of safe organic waste segregation; promote inclusive participation of women, youth, persons with disabilities, and informal sector actors			
SBCC Outcome	SBCC Output/Activities	SBCC Indicators	Measurement / Methods & Frequency
Behavioral Adoption	Field engagement, spot checks, household & market demonstrations	<ul style="list-style-type: none"> • % households practicing proper segregation • % vendors using PPE and safe handling • % reduction in illegal dumping hotspots 	<ul style="list-style-type: none"> • Spot checks and field visits with observation forms & GPS • Photographic verification • Baseline, Endline, Bi-weekly monitoring
Awareness & Message Recall	Media campaigns: radio, TV, social media, print	<ul style="list-style-type: none"> • # of people reached by media • % recalling key messages (e.g., slogan “Taka ni Mali”) • % understanding waste-to-compost cycle 	<ul style="list-style-type: none"> • Media monitoring dashboards, radio/TV logs, social media analytics • Post-exposure recall surveys • Baseline, Endline,
Participation & Inclusion	Trainings, school programs, community dialogues, stakeholder platforms	<ul style="list-style-type: none"> • % women, youth, persons with disabilities participating • # informal sector actors actively engaged • # community leaders engaged 	<ul style="list-style-type: none"> • Attendance registers, training records, stakeholder logs • Pre/post-training assessments • Monthly and per-event tracking
Operational Performance / Uptake	Aggregation centers, waste collection & processing systems	<ul style="list-style-type: none"> • Volume of organic waste collected (kg/tonnes) • % compliance with segregation protocols at aggregation centers • % households/markets delivering segregated waste 	<ul style="list-style-type: none"> • Ccollection logs, operational dashboards, • aggregation/processing records • monthly monitoring • Spot checks for verification
Adaptive Learning & Campaign Adjustment	Continuous monitoring, dashboards, quarterly review meetings	<ul style="list-style-type: none"> • Gaps identified and addressed in campaign delivery • Adjustments made to messaging, outputs, and inclusion • Lessons documented for replication 	<ul style="list-style-type: none"> • Dashboard summaries, MEL review meeting • Quarterly internal reviews • Endline learning workshops with stakeholders
Knowledge, Attitudes, Practices (KAP) Changes	Household & market surveys	<ul style="list-style-type: none"> • % of households aware of correct segregation • % vendors aware of safe handling & PPE use • % of community members demonstrating correct message recall & comprehension • % increase in motivation, capability, opportunity to act (COM-B) 	<ul style="list-style-type: none"> • FGDs with households, vendors, women, youth, persons with disabilities • Key informant interviews • Baseline, Endline
Effectiveness & Impact (OECD-DAC)	Integrated SBCC evaluation	<ul style="list-style-type: none"> • % increase in segregated waste entering collection systems • % of women, youth, persons with disabilities participating in governance • Documented changes in local bylaws or institutional adoption of practices 	<ul style="list-style-type: none"> • Observation checklists at households, markets, aggregation centers • Stakeholder interviews & policy/bylaw review • Baseline, Endline,
Sustainability & Retention	Endline / assessments	<ul style="list-style-type: none"> • % of households maintaining segregation practices • % stakeholders institutionalizing campaign practices • % of respondents retaining knowledge/skills (COM-B: Capability) 	<ul style="list-style-type: none"> • Observation checklists • KIIs • Endline

Table 12: SBCC Results Framework Alignment with Project Results Framework

Activity Title	CE4HOW Social Behavior Change Communication Activity				
Purpose:	To use SBCC interventions to increase awareness, knowledge, and adoption of safe household organic waste segregation, promote inclusive participation of women, youth, and persons with disabilities, and support uptake of the circular economy model.				
Project Results	Project Indicator	SBCC Metrics	SBCC Indicators	Methods / Tools	Timing / Frequency
Outcomes					
Outcome 1: Environmental pollution from waste in urban neighbourhoods of Kakamega reduced	1. Volume of organic waste collected - tonnes of organic waste collected from households and recycled each year	Behavioral adoption	% households practicing segregation; % vendors practicing segregation;	KAP surveys (evaluation); spot checks (monitoring)	Evaluation: Baseline, Endline, Follow-ups; Monitoring: Bi-weekly spot checks
	2. Volume of inorganic waste collected - tonnes of inorganic waste collected from households and recycled each year	-	-	-	-
	3. Reduction in number of open dumping hotspots - reduction in number of open dumping hotspots	Behavioral adoption	reduction in number of open dumping hotspots	GIS spot checks	Evaluation: Baseline, Endline,
Outcome 2: Sustainable green business model	1. Production and sale of organic fertilizer from Kakamega processing plant achieves profitability (in terms of costs and revenues per unit) – Profitability achieved per unit	Behavioral adoption, operational uptake	% households practicing segregation % vendors practicing segregation	KAP surveys (evaluation) Spot checks, operational records (monitoring)	Evaluation: Baseline, Endline, Follow-ups Monitoring: Bi-weekly spot checks & monthly aggregation review
	2. Carbon credit revenues achieved for 4,000 tCO ₂ e/year – tonnes CO ₂ -e/year sold	Awareness & adoption of behaviors	% exposed to campaign messages % audience understanding waste → compost cycle	Media monitoring, KAP surveys	Evaluation: Baseline, Endline
	3. Amount of private investment by Commercial Partner (Regen Organics)	Operational uptake	Volume of waste supplied to Regen	Aggregation/processing records	Monitoring: Monthly
Outcome 3: Improved livelihood and working conditions for workers in waste collection and aggregation	1. Number of decent jobs created (total/female/youth)	Capacity building & inclusive participation	% collectors trained % women/youth/ persons with disabilities participating	Training attendance, skills assessments, practical demonstrations	Monitoring: Per training; Evaluation: Endline
	2. Number of people with opportunities for increased income and/or improved livelihoods (total/female/youth)	Behavioral adoption & livelihoods	% households/vendors adopting segregation & handling	KAP surveys, operational data	Evaluation: Endline

Outcome 4: Enabling policy environment & market system	1. Increased capacity of Kakamega County in inclusive planning, decision-making, and public-private partnerships – Kakamega County demonstrates leadership in inclusive SWM policy implementation	Stakeholder engagement & participation	# of local leaders engaged	Structured interviews, meeting registers	Monitoring: Per event; Evaluation: Midline/Endline
	2. Informal waste sector has effective engagement in policy decisions – informal sector is an effective participant in multi-stakeholder platform	Participation & influence	% informal sector reporting influence % women/youth/ persons with disabilities in stakeholder platforms	Stakeholder surveys, attendance registers	Monitoring: Per meeting; Evaluation: Endline
	3. Learning and examples of best implementation practice shared locally and nationally – interest expressed by other counties in Kakamega example	Awareness, learning & dissemination	# learning sessions/events; # knowledge products; # dissemination events	Event records, media inventory	Evaluation: Endline
Outputs					
Output 1: Community members aware of benefits	1. Number of community members sensitized on waste collection	Awareness & knowledge	# people reached (total/female/youth/ persons with disabilities % recalling correct segregation practices	Media monitoring (monitoring), KAP surveys & post-event recall surveys (evaluation)	Monitoring: Weekly / per event; Evaluation: Baseline, Endline
	2. Number of community leaders engaged in BCC campaigns	Inclusive participation	# community leaders actively engaged	Attendance registers	Monitoring: Per campaign event
Output 2: Household waste collection in place and transferred to Aggregation Centres	1. Number of households signing up for waste collection services	Behavioral adoption	% households signing up % households segregating properly	Collection records (monitoring), KAP surveys (evaluation)	Monitoring: Weekly; Evaluation: Baseline, Endline
	2. Number of people involved in waste collection services (new or existing, at least 30% women)	Inclusive participation	% women/youth/ persons with disabilities participating	Training & collection records	Monitoring: Weekly; Evaluation: Endline
	3. Total volume of waste collected and reaching the Aggregation Centres (tonnes/day)	Operational adoption	Total volume collected	Aggregation centre logs	Monitoring: Monthly
Output 3: Aggregation Centres in place and in operation	1. Volume of waste sold by Aggregation Centres (organic and inorganic) – tonnes/day	Operational adoption	% households/markets delivering segregated waste	Aggregation logs, spot checks	Monitoring: Monthly; Evaluation: Endline
	2. Number of staff employed at Aggregation Centres (at least 30% women)	-	-	-	-
	3. Establish profitable Aggregation Centres	-	-	-	-

Output 4: Organic waste collected and processed by Regen Organics	1. Total volume of organic waste collected and processed (tonnes/day)	Operational uptake	Volume collected from households & other sources	Aggregation/processing logs	Monitoring: Monthly; Evaluation: Baseline, Endline
	2. Volume of organic waste successfully supplied to Regen Organics by Aggregation Centres	-	-	-	-
Output 5: Strengthened capacity of waste collectors & aggregators	1. Number of waste enterprises registered with the County	-	-	-	-
	2. Number of waste enterprises adopting improved business conduct	Capacity development	# enterprises adopting safe & good practices	Training & monitoring logs	Monitoring: Ongoing
	3. Percentage increase in incomes for waste collectors	-	-	-	-
Output 6: Structures for inclusive stakeholder engagement	1. Number of grassroots waste collectors' associations established/strengthened	Inclusive participation	# associations (≥3x/year)	Attendance registers, meeting logs	Monitoring: Per event; Evaluation: Endline
	2. Number of waste workers actively engaged in county planning & decision-making	Stakeholder engagement	% informal sector reporting influence	Stakeholder surveys, attendance records	Monitoring: Monthly; Evaluation: Endline
	3. Number of women with leadership roles in SWM operations				
	4. Multi-stakeholder platform established & meeting regularly				
Output 7: Smallholder farmers have increased access to regenerative inputs	1. Number of distribution agents, Master Agrovets & Agrovets served				
	2. Estimated number of smallholder farmers buying Regen products (≥40% women)				
Output 8: Model documented & learning shared	1. Number of knowledge products produced	Awareness, learning & dissemination	# media stories, impact briefs, technical briefs, videos	Media inventory	Monitoring: Continuous; Evaluation: Endline
	2. Number of events at which the project is shared	Awareness & learning	# dissemination events	Event records	Monitoring: Monthly; Evaluation: Endline
	3. Number of learning sessions or events	Learning outcomes	# learning sessions	Event records	Monitoring; Evaluation: Endline

Continuous Monitoring

The continuous monitoring will provide a systematic approach to track SBCC activities, outputs, and immediate behavioral signals. The objective is to generate timely data for adaptive management, ensure campaign effectiveness, and maintain inclusive participation of women, youth, persons with disabilities, and informal sector actors. Monitoring outputs will be reviewed in monthly MEL meetings to inform decision-making, optimize campaign delivery, and ensure inclusivity.

Spot Checks and Field Observation

Monthly spot checks and field observations will serve as an independent, real-time verification tool to validate self-reported survey data. Teams will conduct unannounced visits to households, markets, and aggregation sites, using standardized observation forms, global positioning system (GPS) verification, and photographic documentation to assess waste segregation, safe handling, and the reduction of illegal dumping. This approach is important because it captures practices as they occur in natural settings, without advance preparation, reducing bias and over-reporting of compliance. The insights will be summarised in the dashboard that provides a credible picture of how well communities and waste workers are adopting the promoted practices and help to identify gaps requiring corrective action.

Media Monitoring and Tracking

Media monitoring will measure both the reach and effectiveness of the campaign's multi-platform communication strategy across radio, TV, social media, print, and community events. Quantitative data from social media analytics platforms, media station logs, and distribution records will show how many people were reached and with what frequency, while post-exposure recall surveys will assess comprehension, retention, and intent to change. We will also gather qualitative data to inform the feedback from the listeners will help in gauging effectiveness. This component is essential for linking communication investments with behavioral outcomes, moving beyond reach metrics to demonstrate whether campaign messages are being understood and acted upon.

Training, Operational Data, and Stakeholder Feedback

Training and operational monitoring will capture the campaign's impact on capacity, systems, and inclusion. Data will be drawn from attendance registers, pre- and post-training assessments, and skills demonstrations to assess knowledge acquisition and PPE use among collectors, aggregators, and champions. Operational records from aggregation centers and Regen Organics will provide objective evidence of increased volumes of segregated waste entering the circular economy. Stakeholder feedback, collected through interviews and meeting records, will assess the degree of inclusivity and influence of women, youth, persons with disabilities, and informal actors in campaign activities. This component is crucial because it links individual training outcomes with systemic change and participatory governance. Together, these data points will confirm whether the campaign is strengthening capacity, fostering inclusive participation, and delivering measurable improvements to the waste management system.

Table 13: Monitoring and Tracking Indicators

Monitoring Area	SBCC Indicators	Data Collection Method	Frequency	Responsible Party	Use of Data
Behavioral Adoption	% households practicing proper segregation of organic/inorganic waste % market vendors adopting safe handling and PPE use	Spot checks and routine field visits; observation forms; photographic verification Baseline & Endline assessment	Bi-weekly in sampled households and markets	Field Officers, Community Champions	Identify gaps in adoption; adjust messaging and field support; provide feedback to campaign team
Operational Performance	Volume of organic segregated waste collected (kg/tonnes) N/B: This is not a 100% SBCC indicator - we can only claim attribution % compliance with segregation protocols at aggregation centers	Daily collection logs; aggregation center operational records; operational dashboards	Daily logs reviewed weekly; aggregated monthly	Aggregation Center Managers / MEL Officer	Track system efficiency, operational bottlenecks; guide operational improvements
Participation & Inclusion in BCC activities	% women, youth, persons with disabilities participating in trainings, community events, or stakeholder platforms # informal sector actors actively engaged	Attendance registers, training records, stakeholder engagement logs QR codes pre/post training	At each training event; compiled monthly	Community Mobilizers / MEL Officer	Ensure equitable access; identify groups underrepresented; inform targeted outreach
Media Exposure & Campaign Implementation	# of people reached through radio, TV, social media, print, and community events	Social media analytics dashboards; radio/TV station logs; distribution tracking for printed materials; field reports from community champions	Continuous; weekly compilation of digital metrics; post-event summaries	SBCC Team / Media Monitoring Officer	Assess effectiveness of communication channels; adapt messaging and campaign delivery; identify under-performing channels

[See Annex IV: Monitoring and Evaluation Toolkits and Trackers](#)

Evaluation

To rigorously assess the effectiveness and impact of the CE4HOW SBCC campaign, a structured evaluation framework will be implemented alongside continuous monitoring activities. This evaluation combines OECD-DAC evaluation criteria with SBCC/KAP and COM-B frameworks to provide a robust, systematic measurement of outcomes. Unlike continuous monitoring, which provides real-time insights for adaptive management, evaluation will focus on periodic, structured assessments to establish baseline conditions, measure progress midline, assess sustained changes at endline, and capture long-term retention through follow-up assessments. Surveys will use structured questionnaires and observation checklists to validate

self-reported practices. A representative sample of households and vendors will be stratified to capture women, youth, and persons with disabilities

The evaluation will:

- Measure changes in Knowledge, Attitudes, and Practices (KAPs) at the household and market level.
- Assess whether exposure to campaign messages and social mobilization has influenced capability, opportunity, and motivation (COM-B) to practice safe and sustained waste segregation.
- Examine outcomes across priority groups (women, youth, persons with disabilities, and informal actors) to ensure inclusivity.
- Link SBCC outputs (e.g., radio, TV, community events, trainings) to higher-level objectives such as increased segregation at source, safer waste handling, strengthened livelihoods for collectors, and participation in the circular economy.
- Apply the OECD-DAC evaluation criteria (Relevance, Effectiveness, Efficiency, Impact, Sustainability, Coherence) to ensure a comprehensive assessment.

Evaluation Design: The evaluation of the CE4HOW SBCC campaign will adopt a quasi-experimental, longitudinal design (baseline and endline surveys). The primary units of analysis will be households and market vendors, as these represent the main entry points for organic waste segregation and safe handling practices. A baseline survey will be conducted during the first two months of implementation (Months 0–2) to establish quantitative existing levels of knowledge, attitudes, and practices (KAP) related to waste segregation and set base targets.

An endline survey will be implemented at Month 14 to measure changes in behaviors and practices compared with baseline conditions. This survey will quantify the degree of adoption of household segregation practices and inclusivity outcomes among women, youth, and persons with disabilities (persons with disabilities). The evaluation will employ probability-based sampling households and vendors will be selected through stratified random sampling, stratified by geographic area and socio-demographic characteristics, with deliberate oversampling of women, youth, and persons with disabilities to guarantee adequate subgroup analysis. The sample size will be calculated using standard statistical power formulas, ensuring a minimum of 80% power to detect meaningful changes in key outcome indicators such as household segregation rates.

Data collection will rely on structured questionnaires administered by trained enumerators, supplemented with observation checklists to validate self-reported practices (e.g., direct inspection of household waste bins). This mixed-method approach increases the validity of findings by triangulating reported and observed behaviors. To strengthen causal inference, exposure to campaign interventions (radio, community events, trainings) will be measured and included as an independent variable in the analysis. Multivariate statistical models will be used to assess the relationship between exposure and outcomes while controlling for potential confounding factors such as education, income, and baseline awareness levels.

Table 14: Indicative Evaluation Toolkit

Evaluation Area (OECD-DAC)	SBCC / KAP / COM-B Indicators Measured	Methods / Tools	Timing
Relevance	<ul style="list-style-type: none"> • % of community members aware of importance of segregation and able to distinguish organic vs. inorganic waste • % of households aware of correct segregation • % of market vendors aware of safe handling & PPE use • % of women, youth, persons with disabilities reporting messages relevant to their needs • % of audience recalling campaign slogan “Taka ni Mali” 	Structured questionnaires FGDs with households, vendors, women, youth, persons with disabilities Key informant interviews	Baseline (Month 0–2) Midline (Month 9, optional) Endline (Month 14)
Effectiveness	<ul style="list-style-type: none"> • % of households practicing segregation correctly • % of vendors regularly using PPE • % of community members demonstrating correct message recall & comprehension • % of community members reporting increased motivation to act (COM-B: Motivation) • % of women, youth, persons with disabilities actively participating in campaign activities and value chain 	Structured questionnaires Observation checklists Studio logs & campaign monitoring reports FGDs with priority groups	Baseline (Month 0–2) Endline (Month 14)
Efficiency	<ul style="list-style-type: none"> • Timeliness of activity implementation vs. plan • Ratio of cost to communication reach • % of stakeholders reporting efficient use of resources • % of stakeholders reporting reduced duplication / improved synergy with other programs 	Document review (budgets, reports) Stakeholder interviews Campaign activity tracker	Midline (Month 9) Endline (Month 14)
Impact	<ul style="list-style-type: none"> • % increase in segregated waste entering collection/processing systems • % increase in participation of women, youth, persons with disabilities, and informal sector actors in governance • Documented changes in local bylaws or institutional adoption of practices • % of respondents reporting increased opportunity (COM-B: Opportunity) • Evidence of unintended positive or negative outcomes 	Structured questionnaires Observation checklists at households, markets, aggregation centers Key informant interviews Policy/Bylaw review	Baseline (Month 0–2) Endline (Month 14)
Sustainability	<ul style="list-style-type: none"> • % of households maintaining segregation practices at endline & follow-up • % of stakeholders institutionalizing campaign practices (bylaws, training systems, reporting platforms) • % of respondents reporting retained skills/knowledge (COM-B: Capability) • % of community members who believe segregation is their responsibility • % of community members expressing willingness to consistently separate organic waste 	Structured questionnaires Observation checklists Stakeholder KIIs Review of institutional documents/bylaws	Endline (Month 14) Follow-up (Month 24–36)
Coherence	<ul style="list-style-type: none"> • Evidence of alignment with county/national waste management strategies • % of stakeholders citing strengthened collaboration with ongoing initiatives • Stakeholder perceptions of complementarity vs. duplication 	Policy & strategy review Stakeholder KIIs FGDs with local leaders, Regen Organics, CBOs	Midline (Month 9) Endline (Month 14)

[See Annex IV: Monitoring and Evaluation Toolkits and Trackers](#)

Accountability, Safeguarding, and Ethical Practice

To ensure accountability in the CE4HOW SBCC strategy, the project maintains transparent systems for monitoring, reporting, and addressing all issues related to participant safety and ethical standards. Participatory monitoring will track behavioral adoption, operational performance, and inclusion, while structured feedback from stakeholders—including community champions, local leaders, and informal sector actors—will help identify potential risks, safeguarding concerns, or ethical issues.

All interviews, surveys, and other data collection activities will adhere to ethical standards, including obtaining informed consent, ensuring confidentiality, and respecting participants' rights to withdraw at any time. For visual materials such as photographs or videos, explicit consent will be sought, and individuals' identities will only be shared with permission.

Quarterly review meetings will assess findings, identify gaps or emerging challenges, and ensure timely action to prevent harm or ethical breaches. All safeguarding incidents, ethical considerations, and mitigation measures will be documented, communicated, and acted upon in accordance with established protocols. This approach reinforces ethical responsibility, safeguards participant well-being, ensures transparency, and builds trust with communities and stakeholders.

Adaptive Learning

The adaptive learning framework guides knowledge generation, reflection, and evidence-based adjustments across the CE4HOW SBCC campaign. It ensures that interventions not only achieve measurable results but also inform broader strategies for effective behavior change in organic waste management.

Key Features:

- **Multi-Source Evidence:** Integrates continuous monitoring, KAP surveys, operational data from aggregation and processing facilities, and structured stakeholder feedback. Combines quantitative metrics with qualitative insights to understand behavior adoption and barriers.
- **Real-Time Adaptation:** Quarterly internal review meetings analyze trends, identify gaps, and adjust messaging, activities, or engagement approaches as needed.
- **Stakeholder Validation:** Endline learning workshops bring together community champions, local leaders, and project partners to review findings, validate results, and co-create adaptive solutions.
- **Knowledge Sharing:** Lessons learned, success stories, and case studies are systematically documented and disseminated to support replication, scaling, and policy guidance at county and national levels.

Outcome: A continuous learning loop that strengthens campaign effectiveness, supports responsive decision-making, and generates actionable insights for sustainable behavior change.

Table 15: CE4HOW SBCC Adaptive Learning Agenda Framework

Learning Domain	Key Learning Questions	Data Sources / Methods	Responsible Parties	Mechanisms for Reflection & Use
Behavior Change Effectiveness	Which campaign messages, channels, and approaches are most effective at increasing knowledge, adoption, and retention of safe segregation practices?	KAP surveys (baseline, endline), spot checks, media analytics, message recall surveys	SBCC/MEAL team, Communication Specialists	Quarterly internal review meetings; adaptive management sessions to refine messaging and delivery; and endline workshops
COM-B Determinants	How do shifts in Capability, Opportunity, and Motivation influence behavioral adoption and sustained change?	KAP surveys, focused qualitative interviews, field observations, stakeholder feedback	MEL team, Field Officers, Research Partners	Endline reflection workshops; adaptive campaign adjustments targeting gaps in capability, opportunity, or motivation
Inclusivity & Equity	What barriers or facilitators affect the participation of women, youth, and persons with disabilities in household waste management, market practices, and informal sector activities?	Attendance registers, training assessments, observation checklists, stakeholder interviews	Field team, Training Coordinators, Community Champions	Regular adaptive management meetings; targeted interventions to increase inclusivity; reporting to county partners
Operational Integration	How do behavioral changes translate into measurable outcomes in waste collection, segregation, and circular economy flows?	Aggregation center logs, Regen Organics processing data, spot checks	Operations Manager, MEL team	Bi-annual operational review meetings; integration of findings into campaign messaging and collection strategies
Campaign Scalability & Replication	Which elements of the SBCC campaign are replicable or adaptable to other counties, contexts, or waste streams?	Comparative analysis of outcomes, stakeholder feedback, pilot interventions	Project Manager, MEL Advisor, Policy/Knowledge Team	Learning briefs, national-level workshops, case studies, policy dialogues
Sustainability & Long-Term Impact	Are behavioral changes sustained post-campaign, and do they lead to systemic improvements in the circular economy?	Follow-up KAP surveys, operational data, stakeholder interviews	MEL team, Field Officers	Long-term impact reports, adaptive management for follow-on initiatives, knowledge dissemination to funders and partners

Dissemination, Data Portal and Dashboard

All feedback collected from the community, along with monitoring reports and data on key indicators, will be compiled into a single, centralized digital dashboard. This dashboard will present data visually using graphs, charts, and other tools to clearly show trends over time, such as improvements in knowledge, changes in attitudes, reported behaviors, and levels of compliance with waste segregation practices. Accessible to the project team, leadership, and selected partners, the secure portal will promote transparency and support collaborative, data-driven decision-making. This system ensures continuous monitoring and timely adjustments to improve the campaign's impact.

Chapter 7: Recommendations for Sustainability and Scale

Achieving lasting behaviour change in waste management demands a systemic approach that embeds SBCC into the fabric of programme delivery, policy implementation, and local governance systems. For the CE4HOW project, sustainability means that the behaviours, systems, and structures introduced through the SBCC interventions continue to function and grow long after the initial consultancy period ends.

While GeoPsy, as the lead SBCC consultant, is currently responsible for design and possibly early-stage implementation, the long-term sustainability of the strategy will depend on the leadership of Practical Action, county stakeholders, and community actors. These stakeholders must be equipped to carry forward the SBCC agenda using internal capacities, systems, and partnerships. To enable this transition, this strategy outlines a clear sustainability and scale-up roadmap, which includes structured capacity transfer, system integration, phased handover, and institutional anchoring.

Implementation Period

Behaviour change is a gradual process that requires repeated exposure to messages, supportive environments, and reinforcement of positive actions. For SBCC efforts to mature into embedded practices, the strategy recommends a minimum implementation period of at least 2 years. This period will allow sufficient time for:

- Campaign repetition and message reinforcement.
- Capacity building of internal teams and local actors.
- Establishment of feedback and learning loops.
- Incremental community adoption and social norm shifts.

Two years of implementation provides the critical mass of exposure and institutional learning needed to move from awareness to adoption and maintenance of improved segregation behaviours.

Establishing an SBCC Unit within Practical Action

To ensure that SBCC becomes a permanent function within the CE4HOW initiative, the strategy proposes the establishment of an internal SBCC Unit or Focal Team embedded within Practical Action's Kenya country programme structure. This team should have clear roles and responsibilities, including:

- SBCC Technical Lead: To oversee strategic planning, message development, and coordination with county teams.
- Communications Officer: To manage content production, media relations, and digital dissemination.
- Community Engagement Coordinators: To support implementation of interpersonal communication, community dialogues, and mobilization activities.
- MEL Officer (with SBCC expertise): To integrate behavioural indicators into CE4HOW's MEL systems and oversee real-time learning.

This internal team should be directly responsible for delivering campaign activities, monitoring progress, and adapting strategies based on field feedback post the consultancy period. Establishing this team early in the implementation phase will allow for effective joint delivery with the consultant and ensure a smoother transition.

Structured Capacity Strengthening and Knowledge Transfer

A core component of the sustainability strategy is the intentional transfer of skills, tools, and institutional memory from the GeoPsy consultancy team to Practical Action and other stakeholders. This will be achieved through:

- Formal training sessions on SBCC principles, campaign planning, content design, digital marketing, and participatory community mobilization.

- On-the-job mentorship during campaign execution, including co-design of materials, joint facilitation of events, and shared analysis of monitoring data.
- Development of an SBCC Toolkit, tailored to CE4HOW, that includes templates, visual assets, messaging guides, and planning checklists.

Where appropriate, capacity building will also extend to county government staff, including public health officers, enforcement teams, and environmental units, to ensure shared accountability for behaviour change efforts.

System Integration and Institutional Embedding

For SBCC interventions to outlive project timelines, they must be embedded into existing systems and workflows. This strategy proposes:

- Integration of campaign monitoring tools and behavioural indicators into CE4HOW's main Monitoring, Evaluation, and Learning (MEL) system.
- Inclusion of SBCC goals within Practical Action's annual workplans and results frameworks, including budget lines for communication and community engagement.
- Alignment of SBCC tools (e.g., dashboards, reporting templates) with county government planning cycles and communication channels.
- Harmonisation of community engagement structures with ongoing decentralised governance systems, such as ward development committees, Nyumba Kumi, and market associations.

Institutionalising SBCC within project and county structures, will ensure the behaviours promoted through CE4HOW become part of regular service delivery, not parallel interventions.

Phased Handover and Transition Planning

Rather than an abrupt end to external support, the strategy recommends a phased transition plan that enables Practical Action to gradually assume full responsibility for SBCC execution. This involves:

- Joint planning and co-delivery of activities between GeoPsy and the Practical Action team during the initial 6–12 months.
- Progressive handover of content production, media buying, and community mobilisation roles to internal staff.
- Periodic reviews to assess readiness and identify capacity gaps, with tailored coaching and refresher training as needed.
- Final transition during Year 2, where the SBCC unit leads independent planning, implementation, and adaptation of campaign activities.

At the end of the implementation, a formal handover roadmap will be developed, including timelines, responsibilities, and required milestones to track internalisation of SBCC functions.

Community Ownership and Local Partnerships

Sustainability also depends on the extent to which local communities and influencers own and drive the change process. To support this:

- Community champions, including youth leaders, religious figures, women's groups, and informal waste collectors, will be formally trained and engaged as SBCC ambassadors.
- Market associations, schools, and faith-based networks will be leveraged as platforms for ongoing message delivery.
- Local media and digital influencers will be contracted for extended collaboration beyond the campaign, fostering continuity in messaging and peer-driven behaviour modelling.

These actors will play a key role in maintaining momentum and reinforcing behaviours at the grassroots level, especially once external visibility and funding reduce.

Planning for Scale

Beyond sustainability, this strategy lays the groundwork for scaling successful SBCC approaches to other municipalities and counties. This includes:

- Documenting and packaging best practices, case studies, and visual tools that can be adapted in new contexts.
- Aligning SBCC strategies with national campaigns on climate, sanitation, and waste management to tap into broader resources and platforms.
- Advocating for integration of CE4HOW messaging into national school curricula, public health programming, and county civic education initiatives.

With strategic planning, the SBCC model piloted in Kakamega can inform national-level scale-up, contributing to Kenya's wider shift toward sustainable and inclusive circular economy practices.

Conclusion

The CE4HOW SBCC strategy is designed to spark immediate improvements in household waste practices while laying the groundwork for deeper, long-term change in how organic waste is understood, managed, and valued. Through intentional investment in internal capacity, integration of systems, and active collaboration with community structures, Practical Action and its partners can build momentum that continues well beyond the life of the consultancy.

Looking ahead, the vision is to evolve CE4HOW's SBCC approach into a living, adaptive model that can be scaled across counties and integrated into future climate, health, and livelihoods programmes. Internal teams will lead not just implementation, but innovation—refining campaign strategies based on real-time data, expanding digital engagement, and deepening community participation through feedback loops. As systems mature and local ownership solidifies, Kakamega could serve as a reference point for county-led circular economy models, where behaviour change is embedded in everyday governance, service delivery, and citizen action.

CHAPTER 8: ANNEXES

Annex I: [Inception Report and Desk Review](#)

Annex II: [CE4HOW Behavioral Analysis Report](#)

Annex III: [Mock-Up Communications Assets](#)

Annex IV: [Monitoring and Evaluation Toolkits and Trackers](#)