



Uwezo kwa Youth

Building Civic Power and Participation Beyond Protest

Turning digital activism into structured democratic participation

Date: 2025-11-5



More than protests — power with purpose

Background & Rationale: 2024 Gen Z Protests Case Study

Digital Mobilization

- 52% of participants were young Kenyans (25-34 years)
- # Hashtags coordinated actions and amplified voices
- Platforms: TikTok, X/Twitter, Instagram

Structural Gaps

- Disconnect between activism and formal processes
- Lack of structured dialogue channels
- 63% reported minimal trust in government response

Inclusion Deficit

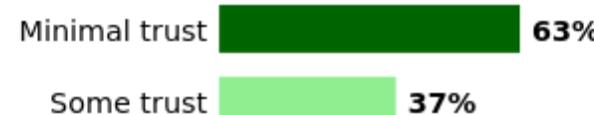
- Grassroots communities lacked digital tools
- Women (43%) underrepresented in leadership
- PWDs faced barriers during protests

Key Statistics from 2024 Protests

Youth Participation Age Group



Trust in Government Response



Gender Distribution



The Problem: Digital Power Without Political Access

Digital Power

- Strong online mobilization capabilities
- Effective use of social media platforms
- Amplified voices through digital networks



vs

Political Access

- Limited formal pathways to decision-making
- Underrepresentation in leadership roles
- Difficulty translating digital power into policy influence



Low youth voter registration rates despite demographic majority

The Core Crisis

Kenya's youth face a significant paradox: they possess immense "Digital power without political access."

- Digital activism fails to translate into structured democratic participation
- Disconnect between online mobilization and formal political influence

A Call for Inclusivity

Fostering community-level empowerment and ensuring broad civic knowledge.

"The next phase of Kenya's democracy must focus on community-level empowerment, ensuring that civic knowledge reaches boda riders, informal workers, rural girls, and PWDs."

The Solution: Uwezo kwa Youth Model



Implementation Approaches

Micro-workshops

Focused, short-duration sessions delivering targeted civic education in accessible community settings.

Civic Labs

Dedicated grassroots spaces where youth engage in practical civic exercises, discussions, and problem-solving.

Inclusion Toolkits

Resources and methodologies ensuring meaningful participation of marginalized groups, including Persons with Disabilities (PWDs).

SMS Bot

Interactive mobile-based tool providing instant access to civic information, voter registration details, and feedback channels.

Key Innovations

Five core innovations fostering structured democratic participation among Kenyan youth



Micro-learning Civic Education

Delivers accessible, bite-sized civic information through digital and community channels, making learning engaging and easy to integrate into daily life.



Peer Facilitator Network

Empowers trained young leaders to deliver civic education and facilitate discussions within their communities, leveraging peer-to-peer influence for broader reach and trust.



Inclusion Toolkit (PWDs)

Provides specialized resources and methodologies to ensure Persons with Disabilities are actively included in civic learning and participation, addressing specific accessibility needs.



Civic Labs

Establishes local, accessible community hubs where youth can engage in civic dialogue, problem-solving, and collaborative action, fostering direct participation.



Run Ready Leadership Incubator

Mentors and equips aspiring young leaders with skills and knowledge to effectively participate in formal political processes and leadership roles.

Theory of Change Diagram

A visual roadmap connecting strategic interventions to sustainable civic impact



Empowerment Pathway:



Monitoring & Evaluation Dashboard

Uwezo kwa Youth uses this KPI dashboard to track progress and measure impact across four key metrics:



New Youth Registered to Vote

Target: 800K-1.5M

Progress: 15%

Target Range: 800K-1.5M New Registrations



Measuring youth registration impact across Kenya's counties



Peer Facilitators Trained

Target: 200

Progress: 10%

Training Progress

200

Target: 200 Peer Facilitators

Training peer facilitators to deliver civic education in communities



Improvement in Civic Literacy

Target: 40%

Progress: 5%

Civic Literacy Improvement

0%

Target: 40%

Assessing civic knowledge improvement through surveys



Emerging Youth Leaders Mentored

Target: 25

Progress: 5%

Leadership Mentoring



Target: 25 Emerging Leaders

Mentoring aspiring leaders for formal political participation

Call to Action

An Appeal for Support

Let's turn Kenya's youth energy into lasting civic power.

Election
Management
Bodies

CiviC
NGOs/CBOs

Civic
Organizations

Youth Leaders

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 Join the movement

“ More than protests — power with purpose ”