

# Endline Evaluation

# Uchaguzi Bila Balaa

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**Search for  
Common Ground**  
Trust, Collaboration, Breakthroughs

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## HOW TO CITE THIS REPORT

This publication should be cited as follows:

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## KEY THEMES

- **#Gender&Social Inclusion**
- **#Children&Youth**
- **#SocialCohesion**
- **#ConflictSensitivity**



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## Acronyms

CSO	Civil Society Organisation
CBOs	Community Based Organisations
CUCs	Court-User Committees
DAC	Development Assistance Committee
DnH	Do No Harm
EU	The European Union
EWER	Early Warning Early Response
FGD	Focus Group Discussion
HURIA	Human Rights Agenda
IcSP	Instrument contributing to Stability and Peace
IJW	Ijara Women for Peace
IEBC	Independent Electoral and Boundaries Commission
IPOA	independent Policing Oversight Authority
KII	Key Informant Interview
KYBI	Kiunga Youth Bunge Initiative
MUHURI	Muslims for Human Rights
NCIC	National Cohesion and Integration Commission
OECD-DAC	Organization for Economic Co-operation and Development's - Development Assistance Committee
PII	Personally Identifiable Information
Search	Search for Common Ground
ToC	Theory of Change
ToR	Terms of Reference
TRPRD	Tana River Peace, Reconciliation and Development Organisation
UBB	Uchagizi Bila Balaa

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## 1. Context

### INTRODUCTION

The coastal and northeastern counties of Kwale, Mombasa, Kilifi, Lamu, Tana River, and Garissa are political violence hotspots, with an increased risk of election-related violence. Moreover, women and youth are marginalized in the political and media landscape in these counties. Despite this, women and youth's ability to positively contribute to peaceful elections due to their access and influence over spaces which are inaccessible to traditional and election personnel, presents an opportunity to mitigate the risk of election-related violence in these counties.

### PROJECT OVERVIEW

'Uchaguzi Bila Balaa' was an 18-month project funded by the European Union's instrument contributing to Stability and Peace (IcSP) that aimed to foster collaborative and inclusive community-led prevention of election-related conflicts in the Coastal counties of Kwale, Mombasa, Kilifi, Lamu, and Tana River and Garissa Counties. The project was implemented by Search for Common Ground and its partners: Human Rights Agenda (HURIA), Muslims for Human Rights (MUHURI), Kiunga Youth Bunge Initiative (KBYI), Tana River Peace for Reconciliation and Development (TRPRD), and Ijara Women for Peace (IJW).

The project had two main objectives;

- Objective 1: Strengthen inclusive multi-stakeholder identification of and response to election-related violence risks in targeted communities
  - ER1.1: Through increasing the capacity of civil society and community actors to peacefully identify and mitigate risks of election-related violence.
  - ER 1.2: Through increased opportunities for community-led identification and prevention of election-related violence.
- Objective 2: Mitigate the impact of narratives contributing to electoral violence in targeted communities
  - ER 2.1: Through increasing the capacity of traditional and digital media to monitor and address election related hate speech and misinformation.
  - ER 2.2: Through increasing the access of communities to constructive content that highlights pathways to non-violently address elections-related concerns.

This action was supported by the Theory of Change (ToC) that if diverse local civil society, women, youth, and justice actors are empowered to meaningfully engage and collaborate with one another on early warning and early response efforts to de-escalate tensions related to election violence and if media (both traditional and digital) are equipped to identify and mitigate the impact of harmful media content then violence and radicalisation due to unaddressed tensions and grievances related to the elections will decrease because risks of electoral violence will be identified and addressed more effectively and comprehensively in the target communities.

The main target group of this project were the local civil society and justice actors, court-user committees (CUCs), traditional and digital media influencers, women and youth influencers .

### OUR APPROACH TO MEASURING CHANGE

To achieve the above, Bodhi implemented a theory-based approach, using the project ToC as the basis for evaluating performance against four of the OECD-DAC evaluation criteria (relevance, effectiveness, impact, and sustainability), and used the project baseline data to assess change over time. To measure impact, this study assesses the Agency and Polarization elements of the Peace Impact Framework.

*Graphic 1: Diagram showing the essential themes for peace under the Peace Impact Framework*



Within each of the four OECD-DAC criteria, the evaluation sought to gather insight on the following:

- **Relevance:** Assess the extent to which the project met the identified needs of the target participants in line with the local context, as well as its safeguarding, inclusion, and participation aspects;
- **Effectiveness:** Measure the extent to which the project achieved its planned outputs and outcomes, including the strengthening of inclusive multi-stakeholder identification and response to election-related violence risks and the mitigation of narratives contributing to electoral and post-electoral violence
- **Impact:** Identify the transformative effects of the project in terms of empowering community and civil society actors to identify and prevent election-related violence and reducing collective polarization;
- **Sustainability:** Identify the main recommendations and lessons learned for future projects and assess the interventions sustainability.

## 2. Methodology

### OBJECTIVES OF THE STUDY

The objectives of the final evaluation are to assess how the project :

- Contributed to strengthening inclusive multi-stakeholder identification of and response to election-related violence risks (including before, during and after the elections) in targeted communities thereby increasing capacity and opportunities for community-led identification and prevention of election and post-election related violence, and
- Mitigated the impact of narratives contributing to electoral and post-electoral violence in targeted communities through increased access to constructive content that highlights pathways to non-violently address elections-related concerns

The evaluation was structured around the following research questions;

Table 1: Evaluation matrix

Evaluation Question	Data source		
	Program Docs	Community Surveys	KIIs/FGDs
<b>1. Relevance</b>			
1.1. Are interventions appropriate for the target groups based on the nature of their vulnerabilities and their needs?	X	X	X
1.2 Was the approach taken to recruit project beneficiaries effective in achieving the project goal?	X	X	X
1.3 Were project outputs, outcomes, goals properly set and aligned to the project's overall objectives? How well have the project's intermediate outcomes reinforced each other?	X	X	
1.4 To what extent did the project institute safeguarding principles, and make deliberate provisions to ensure safety of different participant groups in its activities?		X	X
<b>2. Effectiveness</b>			
2.1 To what extent has the project achieved intended activities, outputs and outcomes to beneficiaries? Did interventions reach the appropriate target groups and individuals within the target areas?	X	X	
2.2 To what extent did project interventions lead to changes; including the strengthening of inclusive multi-stakeholder identification and response to election-related violence risks and the mitigation of narratives contributing to electoral and post-electoral violence?	X	X	X
<b>3. Impact</b>			
3.1 Has the project empowered civil society and community actors to take concrete action to identify and prevent election-related violence in their communities? What are the longer term, transformative effects related to agency?	X	X	X
3.2. To what extent did the project contribute to reducing collective	X	X	X

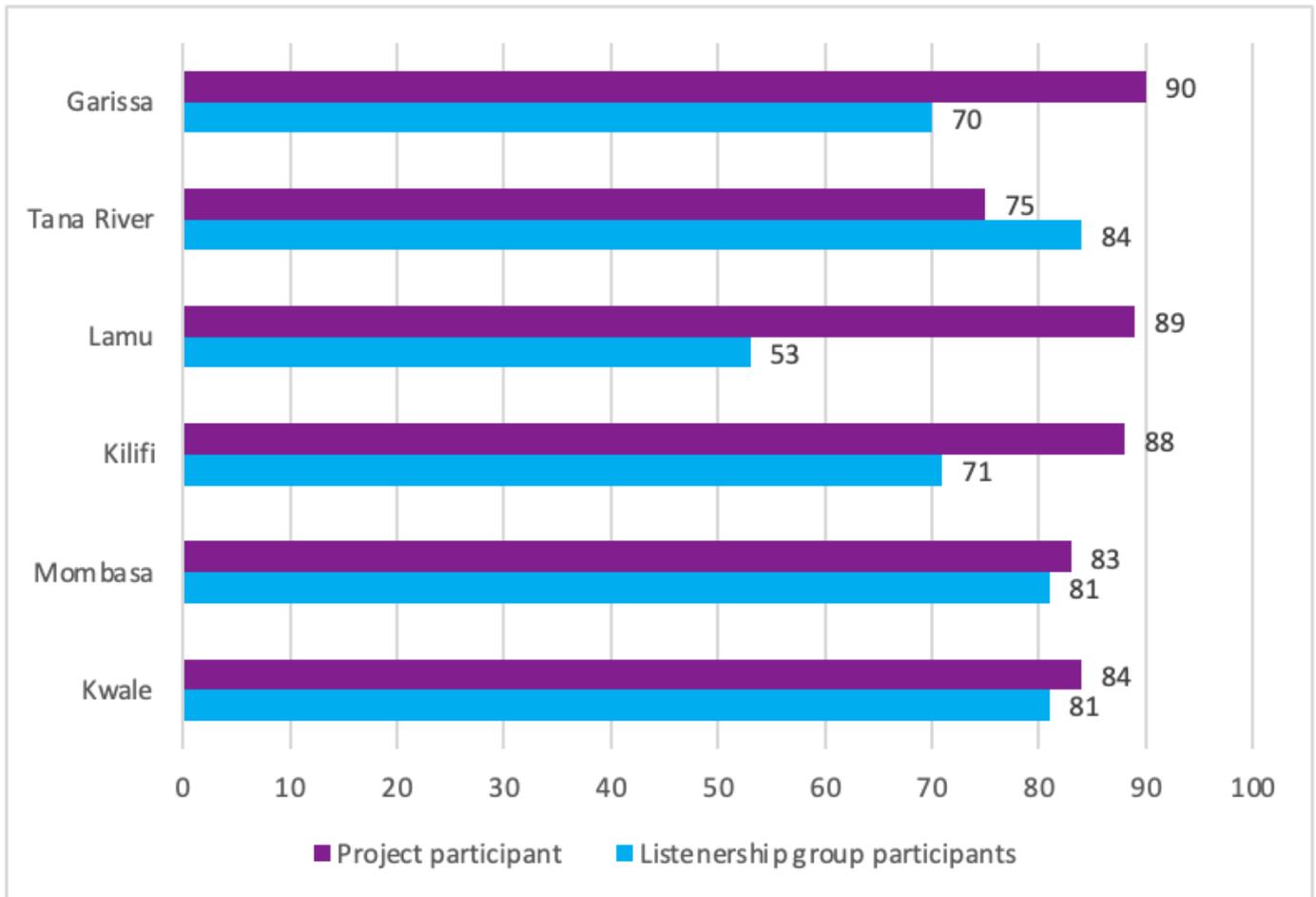
Evaluation Question	Data source		
	Program Docs	Community Surveys	KIIs/FGDs
polarization? What are the longer term, transformative effects related to collective polarization?			
<b>4. Sustainability</b>			
4.1 To what extent has the project produced systemic change? What components of the project are demonstrating potential for resilience and sustainability beyond project implementation	X		X
4.2 To what extent will recommendations and lessons learned be used for future projects, and best practices for future engagements be identified and established	X	X	X

## DATA COLLECTION AND ANALYSIS

The evaluation team conducted primary data collection in all the six counties (Kwale, Mombasa, Kilifi, Lamu, Tana River and Garissa) between 2 and 30 August 2023. In each county, data collection began with a two day enumerator training session followed by a pilot study on the third day.

The data collection team conducted 949 quantitative interviews, achieving 105% of the target. Figure 1 below provides the breakdown of interviews per county and respondent category. While the data collection team targeted an even split between project participants and listenership group participants, tracing and identifying community members who listened to the radio programmes within the short timeframe available for the survey was challenging. Therefore in locations where the team could not reach the 75 targeted listenership group respondents, they oversampled the project participants to ensure the final number of respondents per county met the target of 150 respondents. A total of 504 project participants, representing 54% were interviewed, as well as 440 listenership group participants representing 46% of the total respondents.

Graphic 2: Number of quantitative survey respondents reached by location



The evaluation team conducted 41 Key Informant Interviews (KIIs), surpassing the minimum 24 targeted. The KIIs were conducted with Search staff, implementing partners in each county, political, administrative, religious and community leaders, as well as representatives of media stations, social media influencers, and practitioners in the judicial system. A complete respondents matrix is provided in Annex 8.

The evaluation team achieved 100% of its target, conducting a total of 30 Focus Group Discussions (FGDs); five FGDs in each county. In each county, two were conducted with project participants, another two with listenership group members, and the final one with Community Based Organisation (CBOs) and Civil Society Organization (CSO) representatives who took part in project activities in each county.

Bodhi also completed an outcome harvesting exercise with contribution analysis. The team analyzed and interpreted the outcomes to assess Search’s specific role in changes identified, and Uchaguzi Bila Balaa (UBB)’s overall contribution to these outcomes. These analyses together with the findings from the evaluation were used to support the development of recommendations for future programming.

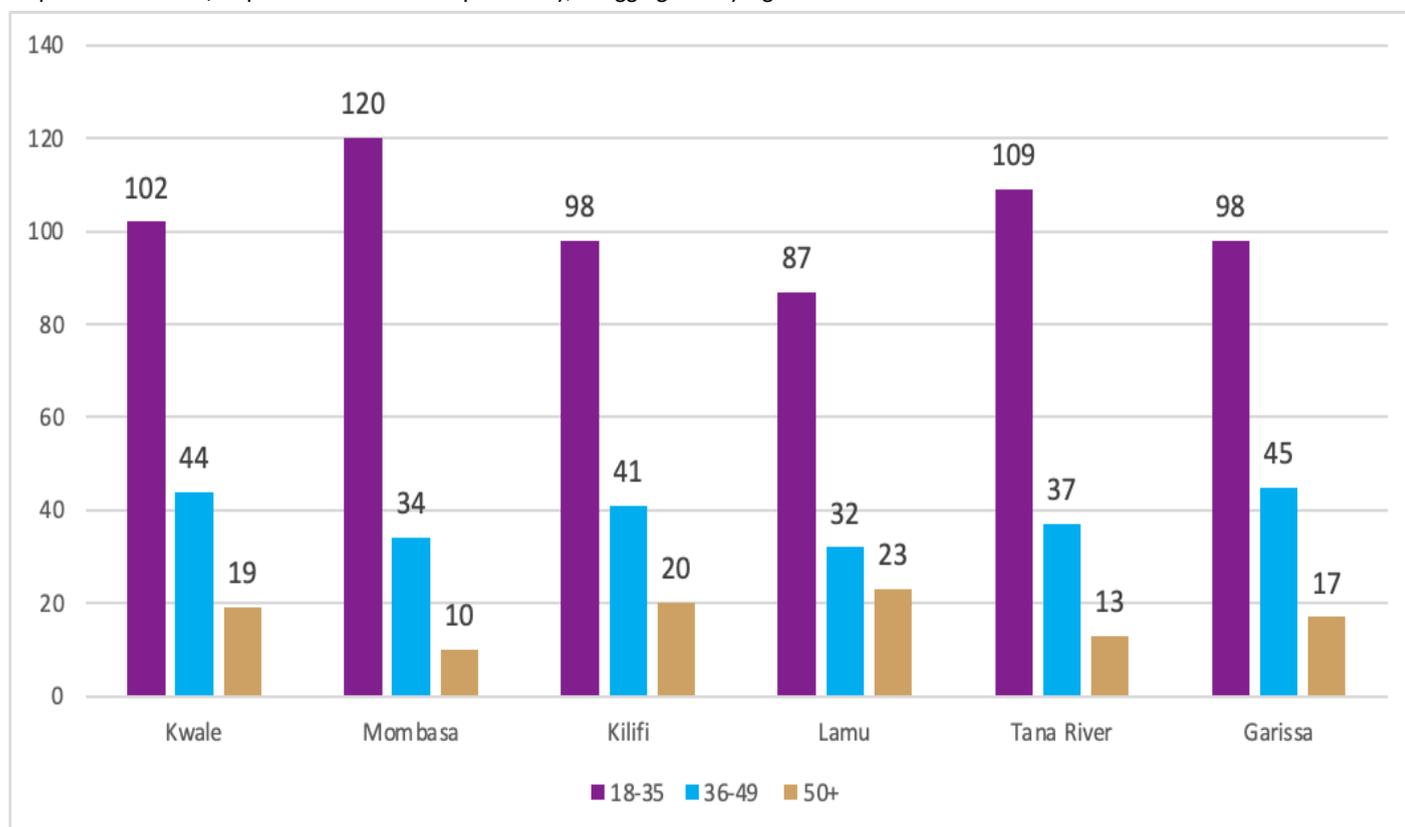
The evaluation team analyzed the data received against the evaluation matrix, which served as this report’s analytical framework. That is, the analysis addressed the evaluation questions and sub-questions. The Bodhi team also conducted qualitative analysis, mapping key themes and content onto a findings, conclusions and recommendations matrix. The team also produced descriptive statistics of the quantitative data. Data analysis utilized triangulation throughout, to verify consistency of findings across different respondent types.

**SAMPLING AND REPRESENTATION**

More females than males were interviewed in the quantitative survey. A total of 485 females were interviewed across all the counties, representing 51% of the quantitative respondents, against 464 male respondents representing 49% of respondents.

The majority of the respondents interviewed across all counties were youth (18 - 35 year olds) representing 65% of the total respondents, followed by adult respondents (36 - 50 year olds) at 25% and lastly the elderly (above 50 years old) at 10%. Among the youth respondents, 51% were male and 49% were female. Among adult respondents, 44% were male and 56% were female, and among the 10% elderly, an even split was noted with each gender represented by 50% of the sample interviewed. A breakdown of the composition of respondents according to their age groups and sex per county has been provided in *Graphic 3* below.

Graphic 3: Number of respondents interviewed per county, disaggregated by age and sex



## LIMITATIONS

LIMITATIONS		MITIGATION MEASURE	
<b>Insecurity</b>	<ul style="list-style-type: none"> <li>- Security incidents took place in Lamu and Garissa during the data collection</li> <li>- Curfews were imposed to allow for monitoring of security situation</li> </ul>	<b>Purposeful targeting in secure regions</b>	<ul style="list-style-type: none"> <li>- The evaluation team purposefully avoided targeting certain locations due to security concerns leading to some bias in the respondent pool, as it was more concentrated in accessible regions.</li> </ul>
<b>Data gaps</b>	<ul style="list-style-type: none"> <li>- Some key informants who participated in the project had been transferred to other counties.</li> <li>- Current office holders were not quite conversant with the project</li> </ul>	<b>Remote data collection</b>	<ul style="list-style-type: none"> <li>- Interviews were conducted via phone with key informants who could be reached.</li> <li>- Replacement informants more conversant with the project activities were reached out to.</li> </ul>

<p><b>Cultural and religious beliefs</b></p>	<ul style="list-style-type: none"> <li>- Mixed-gender activities led to friction due to cultural and religious beliefs in Garissa. For example, FGDs with CSO partners drew membership from both genders, but it was noted that men were dominating the conversation more than women. Female participants were reluctant to offer their opinions in the presence of their male counterparts for fear of being reprimanded.</li> </ul>	<p><b>Gender-specific discussions</b></p>	<ul style="list-style-type: none"> <li>- Male-specific and female-specific discussions were held.</li> <li>- Moderators took note of contentious issues and made follow-ups with each gender separately to get more contextual understanding</li> </ul>
<p><b>Response bias</b></p>	<ul style="list-style-type: none"> <li>- Some participants may have provided feedback in anticipation of being engaged in future program activities. Some enumerators noted hesitation in some respondents providing feedback that was perceived to be negative, or contrary to normal praise towards a job well done by the project.</li> </ul>	<p><b>Probing</b></p>	<ul style="list-style-type: none"> <li>- Moderators probed further while assuring the respondents of confidentiality. They reiterated that the feedback they provided will not affect their association with Search</li> </ul>

### 3. Findings

This chapter presents the main findings of the endline evaluation. The findings are presented against each research question under investigation, as outlined in the evaluation.

#### 3.1 Relevance

##### Evaluation Questions:

- 1.1. Are interventions appropriate for the target groups based on the nature of their vulnerabilities and their needs?
- 1.2 Was the approach taken to recruit project beneficiaries effective in achieving the project goal?
- 1.3 Were project outputs, outcomes, goals properly set and aligned to the programme's overall objectives? How well have the program's intermediate outcomes reinforced each other?
- 1.4 To what extent did the program institute safeguarding principles, and make deliberate provisions to ensure safety of different participant groups in its activities?

#### **FINDING #1: Project activities were appropriately tailored to meet the needs of the target communities.**

At the outset, the project team conducted context analysis to ensure they understood the nature of the challenges the community members were facing. Project staff also engaged community members in locations where the project had a presence to gather their perspectives on whether an elections-related project would suit their needs. In addition, they consulted people with extensive experience of election-related issues and dynamics in local communities across the six counties.<sup>1,2</sup> A key informant noted that the project was well timed as it came just before elections, and women and youth were not part of decision-making processes at that time.<sup>3</sup> Their participation in the project enabled them to take part in decision making processes, demonstrating the project's relevance to their needs.

Results from the quantitative analysis indicate that 96% of survey respondents reported that the project was appropriate and relevant to the needs of the target community.<sup>4</sup> Across all six counties, the majority of project participants reported that they either agreed or strongly agreed with the statement "the project was relevant to the needs of my community". Mombasa county has the highest record with all project participants (100%) reporting that the project was relevant to the needs of their community, followed by Kilifi at 99%, Lamu at 98%, Kwale at 95%, Garissa at 93% and lastly Tana River at 91%. The same sentiments were shared consistently across both genders with 97% of male respondents reporting the project was relevant to their needs, 2% reporting it was not relevant to their needs and the remaining 1% preferred not to offer a response. This was similar to results observed among female respondents, with 95% of females reporting the project was relevant to their needs, 2% reporting it was not relevant to their needs while 3% preferred not to offer a response.<sup>5</sup>

*Graphic 4: Percentage of project participants who reported the project was relevant to their needs.*

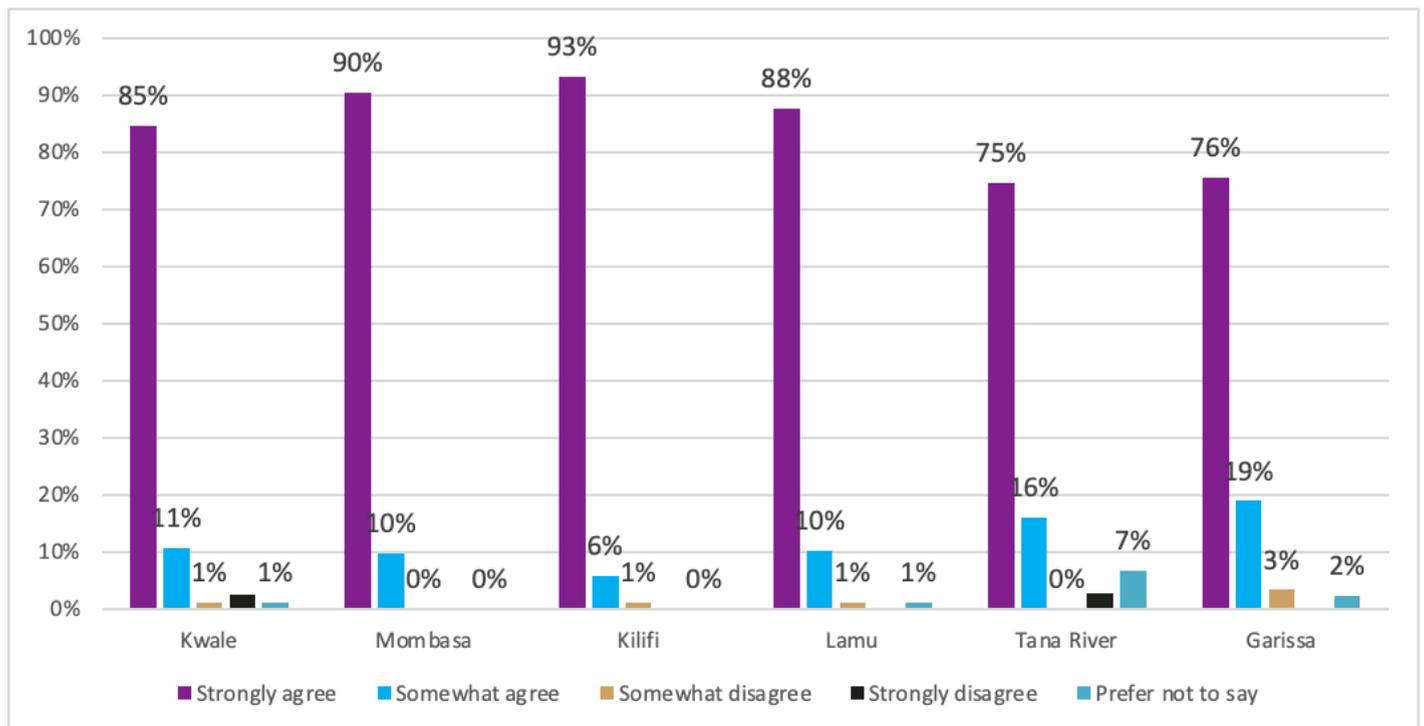
<sup>1</sup> KII 34, 35, 36, 38, 39.

<sup>2</sup> Search for Common Ground. (2022). Combined monitoring visit report. Search for Common Ground. p.7.

<sup>3</sup> KII 35.

<sup>4</sup> Quantitative Survey. In-person. All Counties. August 2023.

<sup>5</sup> Quantitative Survey. In-person. All Counties. August 2023.



Project participants were also consulted to ensure the project was appropriately tailored to meet their needs. Search staff and implementing partners held joint strategy sessions with community leaders and security actors to review planned project activities and their suitability in the local context before they were implemented. This ensured that the content was appropriately tailored to the local context. In some areas of Tana River and Garissa counties, Search discovered that local dialects would impede implementation of project activities. This led to Search partnering with Ijira Women in Garissa and Tana River Peace and Reconciliation in Tana River to ensure local partners who understood the local contexts better took lead in delivery of project activities. This ensured that project activities were adapted to the needs of the community.<sup>6</sup>

Results from a monitoring survey indicate the mediation and joint strategy activities undertaken through the project responded to the needs of the community members. Respondents noted that they used mediation skills gained to solve both domestic and pre-existing conflicts such as land disputes peacefully while the joint strategy sessions provided a platform for them to engage with high level security actors in discussions that led to reduction in conflict and violence.<sup>7</sup>

## **FINDING #2: The project targeted the correct communities and beneficiaries in its recruitment process.**

The UBB project was implemented in the run-up to the 2022 elections in Kenya, at a time when political tensions were high in the target communities. Historically, elections in Kenya and specifically within the counties of Kwale, Mombasa, Kilifi, Lamu, Tana River and Garissa were previously full of incidences of post-electoral violence. Locations for implementation were selected following a conflict mapping, based on secondary data sources like National Cohesion and Integration Commission (NCIC) reports, and KIIs to identify regions within each county that were classified as hotspots of electoral and post-electoral violence.<sup>8</sup> These identified regions were then purposefully targeted for implementation of program activities.<sup>9</sup>

Participant targeting was guided by the project's results chain and theory of change.<sup>10</sup> Different stakeholders including chiefs, village elders, the media, CBOs/CSOs, political and religious leaders were engaged in workshops and consultative discussions geared towards conflict mapping and identification of key actors

<sup>6</sup> KII 36,37,39,41.

<sup>7</sup> Search for Common Ground. (2022). Combined monitoring visit report. Search for Common Ground.

<sup>8</sup> KII 1, 3, 4, 34, 36, 39, 41.

<sup>9</sup> KII 36, 41.

<sup>10</sup> Search for Common Ground. (2022). Combined monitoring visit report. Search for Common Ground. p. 18.

within the target regions.<sup>11</sup> Based on historical patterns of election-related conflict, community groups often engaging in election-related conflict and violence were identified and targeted for participation in the project. During these consultative discussions, youth and women were identified as key actors. Participants mentioned that women and youth are often hired by politicians to cause chaos and disruption during election campaigns and voting as means of showing populace over other candidates.<sup>12</sup> However, women and youth had been given very limited opportunities to play peacemaker roles before the project began. This is why they were targeted for participation in this project. Moreover, juvenile gangs were often more active and growing in number during the electioneering period. This resulted in the incorporation of youth and reformed juvenile gang members into the project as participants.<sup>13</sup>

The project also enlisted the participation of key influential people and representatives of community groups into project activities. These included youth leaders, leaders of women's groups, the elderly, social media influencers, the media, administrative and religious leaders, the police, representatives from the judiciary, political aspirants as well as the governing body for elections, the Independent Electoral and Boundaries Commission (IEBC). These community leaders were identified because they were opinion leaders and decision makers in their respective communities. Given their level of reach and influence within the communities they live and work in, they were selected to support the project in awareness creation and sensitization efforts to shun electoral violence and encourage use of non-violent dispute resolution mechanisms.<sup>14</sup> These stakeholders were trained and involved in multiple project activities at different capacities, including as election observers, peacemakers, mediators, conflict monitors, and participated in joint strategy sessions and referral consultations. These collaborations helped create a referral pathway, connecting the community and existing infrastructures, promoting peace and unity.<sup>15</sup>

**FINDING #3: The project's outputs, outcomes and goals were properly set at the onset of the project, ensuring that each activity's outcome reinforced each other.**

During the planning and design phase of the project, a lot of research was conducted to enable key project staff to understand the nature and context of election-related violence. This ensured that the project team had sufficient contextual understanding to enable them to develop the project approach, and activities to be implemented in the project, ensuring that each activity built on the next.<sup>16</sup>

At the onset of the project, several stakeholders including chiefs, village elders, law enforcement officers, and religious leaders were engaged through workshops and individual consultative meetings to support in designing the project activities and approach. This was aimed at ensuring the proposed activities were practical and resonated with the needs of the target community.<sup>17</sup> A baseline study was also commissioned to both validate contextual understanding of the realities identified during the design and planning phase, as well as to document baseline values of set indicators.<sup>18</sup>

During project implementation, the project produced conflict snapshots and undertook hate speech monitoring on both traditional media and social media like Facebook, and TikTok. Moreover, peace monitors shared screenshots from WhatsApp and Twitter (now rebranded X) to provide insights from these platforms. This provided the project team with continuous contextual understanding, ensuring that the planned activities continued to be aligned to each other and would assist the project reduce conflict and violence in the community.<sup>19</sup> The project team also reported engaging and getting feedback from beneficiaries regarding

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<sup>11</sup> KII 3, 7, 8, 11, 14, 21, 26, 32, 34, 38, 39.

<sup>12</sup> KII 6, 8, 9, 12, 19, 23, 29, 33.

<sup>13</sup> KII 5, 10, 14, 16, 17, 21, 32.

<sup>14</sup> KII 2, 3, 5, 6, 20, 30, 33.

<sup>15</sup> KII 19, 20.

<sup>16</sup> KII 36, 37, 29.

<sup>17</sup> KII 34, 36, 38.

<sup>18</sup> KII 37, 38, 39.

<sup>19</sup> KII 36, 40.

implemented activities and the extent to which they contributed to reduction in conflict, violence and polarization within their communities. The project team received feedback on implemented activities through its staff directly engaging in these activities in the field, as well as through partners supporting in implementation of project activities and community leaders. This feedback enabled them to streamline activities to ensure that each activity built on the next one and ultimately contributed to the project meeting its goal and objectives.<sup>20</sup>

**FINDING #4: The project instituted several safeguarding principles to assure the safety and security of project participants.**

At organizational level, Search's Safeguarding and Ethical Guidelines and the 'Do No Harm' policy were implemented across all project implementation locations. All project staff, as well as implementing partner staff, were taken through comprehensive training on safeguarding, and were obliged to comply with Search's Safeguarding and Ethical Guidelines. Two key informants reported that Search put in measures to ensure compliance with the 'Do No Harm' policy and guidelines, including conducting regular checks to ensure partners and staff were in compliance.<sup>21</sup> During the UBB partners reflection meeting, Search reported that they had developed a safeguarding reporting process in their programming and implementation of all activities. Search encouraged partner organizations to develop safeguarding reporting processes in their own organizations in case they had not done so.<sup>22</sup> The evaluation team, however, could not find any additional documents supporting Search or partner compliance to safeguarding practices, or its implementation. Conflict sensitivity is discussed further under Finding #8 below.

All project activities were conducted in safe and secure venues. This was particularly important for joint strategy sessions, due to the sensitive nature of the conversations held. Locations where activities were conducted were purposefully chosen after a safety assessment was done to ensure that participants were not exposed to harm.<sup>23</sup> In Garissa, the presence of security actors was lauded as a great initiative to ensure safety and security of participants.<sup>24</sup> Most of the project activities were also conducted within the communities participants resided in to ensure that participants were not exposed to harm while in transit to activity locations. In a few instances however, some activities were held outside the primary residence of some participants. This was to ensure that participants could not be singled out and targeted by community members who were unhappy with their participation in project activities.<sup>25</sup> In Mombasa and Kwale however, mediators raised concern over their personal safety, noting that they were at risk of being targeted by some community members as they were considered traitors.<sup>26</sup>

A total of 89% of project participants reported feeling safe participating in project activities across the six counties. Participants in Mombasa county reported the highest proportion of those feeling safe taking part in project activities, recording 98%. This was followed by Kilifi County at 94%, Lamu County at 93%, Garissa County at 92% and lastly Tana River County at 62%. In Tana River, an additional 17% reported feeling neither safe nor unsafe by grading three points on the five point scale, 14% reported feeling unsafe by grading two points while 5% felt very unsafe, grading one point. While the results attained in Tana River County remain inconsistent with observations across the other counties, it is not clear what the reasons for this sense of insecurity among some project participants might be, as this was not mentioned by respondents in the qualitative component of the data collection. Assessing differences in gender, 89% of males and 88% of females reported feeling safe taking part in project activities. An additional 8% of males and 6% of females

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<sup>20</sup> KII 35, 37, 39, 40, 41.

<sup>21</sup> KII 35, 36, 37, 38, 39.

<sup>22</sup> Search for Common Ground. (2023). UBB Partners Reflection Meeting. Search for Common Ground. p.9.

<sup>23</sup> Search for Common Ground. (2022). Combined monitoring visit report. Search for Common Ground. pp. 18, 20.

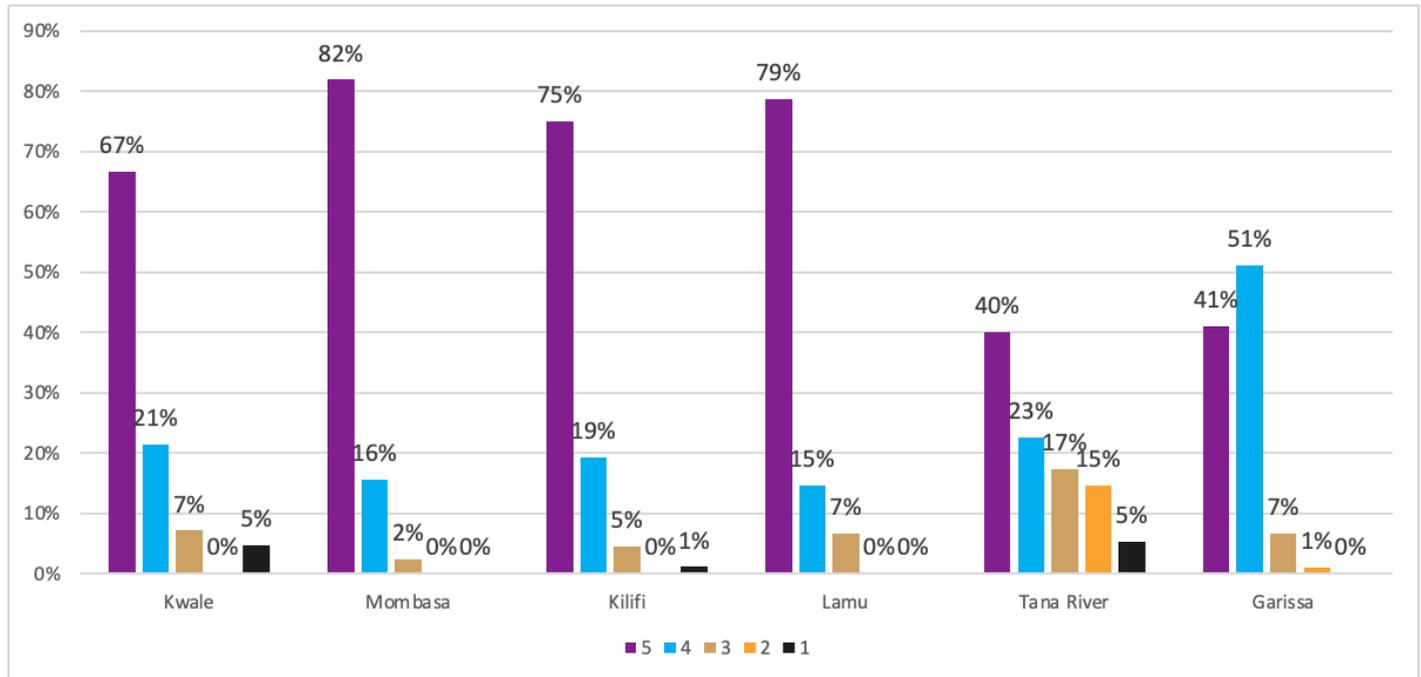
<sup>24</sup> Search for Common Ground. (2022). Outcome Reflection Log. Search for Common Ground.

<sup>25</sup> KII 35, 37, 38, 41.

<sup>26</sup> Search for Common Ground. (2022). Outcome Reflection Log. Search for Common Ground.

reported neither feeling safe or unsafe while the remaining 3% of males and 6% of females reported feeling unsafe.

Graphic 5: Percentage of project participants feeling safe participating in the project (5= completely safe, 1 not at all safe).



During UBB project activities, the team exercised cultural and religious sensitivity towards project participants, especially concerning women's participation. In Garissa for example, culturally women are barred from contributing to discussions when men are present. Such situations required the project staff to carefully navigate them such that female perspectives were not negated due to cultural beliefs, while they ensured the men did not feel offended by inclusion of females in the activities. They leveraged trusted religious figures to engage community members while upholding sensitivity to cultural and religious practices. Interventions were undertaken in the local languages of the participants to ensure language barriers were eliminated.<sup>27</sup>

Community feedback mechanisms were instituted in different community locations to enable community members to report any safeguarding risks or breach of ethical guidelines they observed. Community leaders were regularly consulted to ensure that activities planned were sensitive to and aligned with community perceptions.<sup>28</sup> Rapid reporting and response mechanisms were also set up to enable emergency response to emerging conflicts or incidents of violence. The Early Warning Early Response (EWER) system setup enabled monitors to anonymously report emerging events via KoBoCollect, ensuring that nobody could trace back the reported incident and identify the source of information.<sup>29</sup> While the EWER was set up for conflict monitoring, the platform could also be used to anonymously report breaches of safeguarding policies. The project also collaborated with external institutions such as the Independent Policing Oversight Authority (IPOA) and local human rights groups. These collaborations led to the establishment of referral mechanisms that were used to address and report community grievances.<sup>30</sup> The peace committees are working at sub-county and county levels and are continuing to report on conflict and monitoring.<sup>31</sup>

### 3.2 Effectiveness

#### Evaluation Questions:

- 2.1 To what extent has the project achieved intended activities, outputs and outcomes to

<sup>27</sup> KII 36, 37, 40.

<sup>28</sup> KII 34, 37, 40.

<sup>29</sup> KII 34, 36, 37, 38, 39, 40, 41.

<sup>30</sup> KII 39.

<sup>31</sup> KII 41.

beneficiaries? Did interventions reach the appropriate target groups and individuals within the target areas?

- 2.2 To what extent did project interventions lead to changes; including the strengthening of inclusive multi-stakeholder identification and response to election-related violence risks and the mitigation of narratives contributing to electoral and post-electoral violence?

### **FINDING #5: The project achieved most of its outputs and outcomes.**

The project achieved one of its impact indicators but failed to achieve the other. Similarly three outcome targets were surpassed while two were not achieved. Further details of this are provided in *Table 1: Indicator performance* in the project indicators section below. Additional visualizations have been added in *Annex 9* below.

### **FINDING #6: There are areas in which the UBB project could have done more to increase its impact in the counties.**

**One of the main challenges was dealing with incitement from influential political leaders.** Influential politicians addressed their supporters and incited them to “protect their votes” (a call for community-led vigilance of the electoral processes against perceived election rigging), creating a lot of tension and anxiety in the communities. The politicians also took to insulting their opponents, making hate speech common on social media platforms and among their supporters in the communities. In Bamburi, for example, youth were engaged in verbal exchanges which led to one person being injured.<sup>32</sup> In the aftermath of the elections there were further tensions due to some political factions being dissatisfied with the results.<sup>33</sup> To a large extent, there was limited involvement of politicians in project activities, and they continued with incitement and polarization of their supporters and community members.<sup>34</sup> However, trained mediators worked in the background to discourage youth from engaging in acts of violence as a means of demonstrating support for their political candidates and parties. Mediators, security actors, and administrative leaders supporting project activities helped to de-escalate tensions within the community, caused by political leaders.<sup>35</sup> Some key informants noted that the project should explore opportunities through which more influential politicians can be brought on board and encouraged to pursue their political aspirations without causing tensions or incitement among community groups.<sup>36</sup>

Results from the quantitative survey indicate that the majority of respondents, representing 65%, disagree and strongly disagree with the statement “politicians treat people equally, even if they did not vote for the politician.” 34% of respondents were of the contrary opinion, being in agreement with the statement meaning they believed politicians treat people equally even if they did not vote for them in the elections. 1% of respondents preferred not to respond to the question. Mombasa County had the greatest number of respondents reporting politicians do not treat people equally even if they did not vote for the politician at 83%, followed by Garissa at 73%, Kwale at 65%, Lamu at 63%, Kilifi at 59% and lastly Tana River at 42%. This demonstrates the negative perceptions of politicians among community members.

<sup>32</sup> Search for Common Ground. (2022). 7th Conflict Snapshot Report. Kenya Elections 2-September-2022. Search for Common Ground.

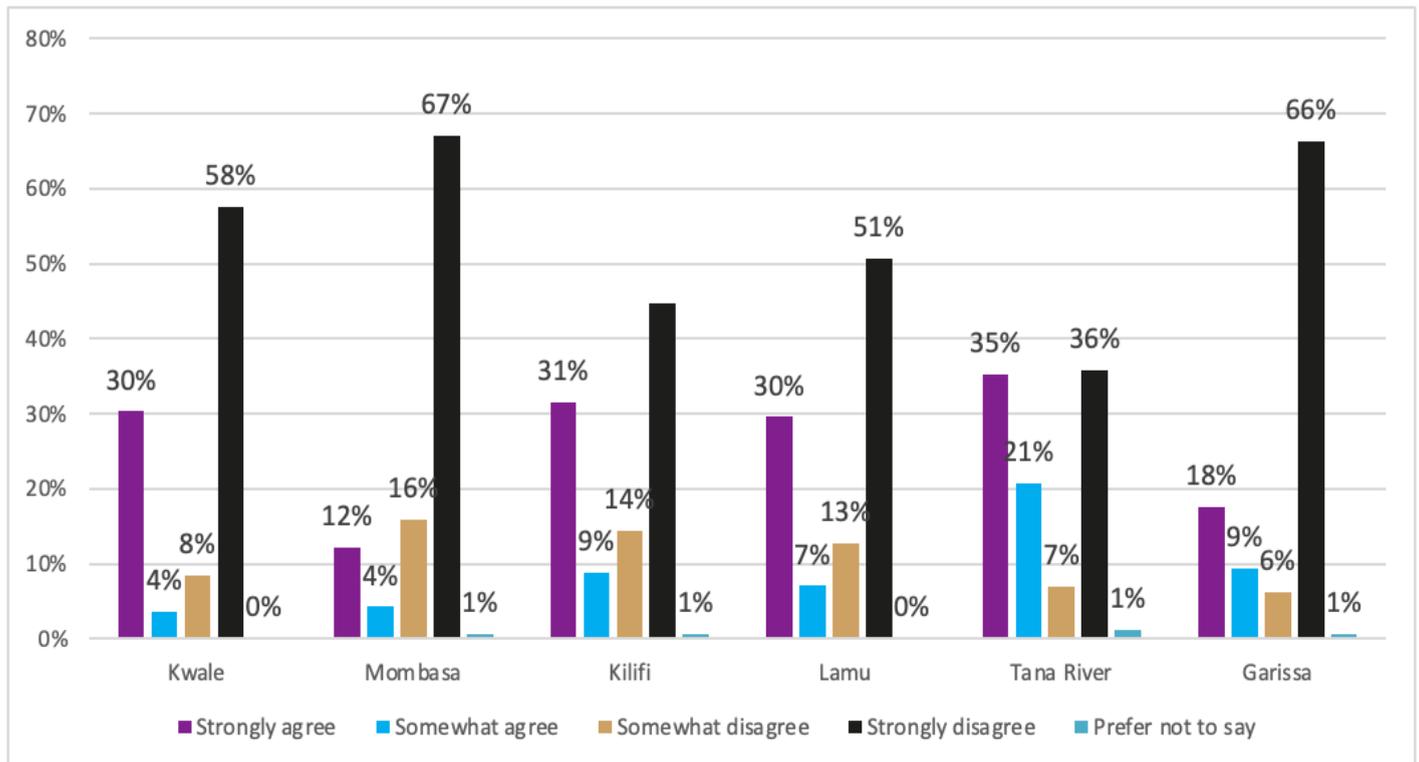
<sup>33</sup> KII 23.

<sup>34</sup> Search for Common Ground. (2023). EEU073 Outcome Reflection Log. Search for Common Ground.

<sup>35</sup> KII 1, 5, 6, 8, 9, 14, 17, 19, 21, 30, 35, 36, 37, 38, 39, 40, 41. and FGDs. (Tana River: 1, 3, 5); (Garissa: 6, 8, 15); (Kilifi: 10, 12, 13); (Kwale: 26); (Lamu: 29, 30).

<sup>36</sup> KII 35, 36, 40, 41.

Graphic 6: Percentage of respondents reporting they believe politicians treat people equally despite them not voting for them



**Insecurity and the remoteness of some regions within the counties of implementation meant that UBB was not able to reach some of the most vulnerable communities.** An increase in the number of security incidents in Lamu West, Lamu County<sup>37</sup> and Garissa County<sup>38</sup> rendered some of the areas identified as hotspots during the project design phase inaccessible by the project team, resulting in missed opportunities to create impact. This insecurity was not a result of election-related violence, but of violent extremist acts by militants like *Al-Shabaab*<sup>39</sup>. Community leaders and influencers appreciated the impact the project had in accessible communities, noting that similar interventions are needed in remote regions of these counties, where the project was not implemented. The community leaders and influencers noted that if joint strategy sessions and other community engagement activities would have happened in these locations, they would have provided more opportunities for partnerships and improved relations between security actors and community members. This improved working relationship would have helped combat violent extremism in the region, through community members sharing local intelligence with security actors.<sup>40</sup>

Similarly, due to the remoteness and vastness of both Garissa and Lamu counties, some potential communities for intervention still remain unreached. A key informant noted that parts of these counties were not reached due to the size of the regions. In Lamu County for example, the implementing partner was active in the West while areas in Lamu East, near the Boni Forest, remained underserved. To address these gaps, the project should have strengthened the capacities of partner organizations and provided more resources to enable them to cover more ground. Funding allocation should have been more intentional to enable the partners to reach more marginalized and underserved regions.<sup>41</sup> This is especially the case, given that the small grants provided under the project were specifically cited as playing “a pivotal role in empowering communities at the grass roots [*sic*] level”.<sup>42</sup>

<sup>37</sup> KII 41.

<sup>38</sup> KII 36 and FGD. (Garissa: 15).

<sup>39</sup> A Somalia-based Islamist insurgent group.

<sup>40</sup> KII 1,12, 33.

<sup>41</sup> KII 37.

<sup>42</sup> KII 36.

**There were functional feedback mechanisms, with some exceptions, notably in areas where there was a lack of structured formal governance systems.** Key informants noted that community members in Lamu and Mombasa lacked access to referral pathways and avenues to address the grievances they had. This limited the extent to which community members in these specific locations could raise their grievances and have them promptly addressed to avert conflict and violence. This was mainly attributed to a lack of administrative structures within these specific communities and lack of joint meetings between government and community leaders. This was further affected by the Covid-19 pandemic which affected the regularity of meetings. While the project attempted to set up referral structures to address this gap, the efforts made were not as effective as anticipated. In particular, more time and resources were required, beyond those available for project implementation.<sup>43</sup> It is not clear why these additional resources were not accounted for in the design phase.

**Women's cultural exhibitions and youth peace cups led to tensions among participants in some locations in Tana River<sup>44</sup> and Kilifi counties.** As is with any sport or contest, the competitive nature of the youth and women led to claims of favoritism or preferential treatment towards certain contestants by the judging panels. These resulted in claims of unfair awarding of points in the exhibitions, or biased management of football matches.<sup>45</sup> Teams that had previously not been included in the youth peace cup in Kalkacha created tensions in the field, and as a result the implementers decided to include them in the tournament.<sup>46</sup> In Kilifi, women taking part in the cultural exhibitions claimed the group that won were favored because the judge presiding over the competition was from their ethnic group.<sup>47,48</sup> Mediators however took charge of the situation and worked with community leaders to resolve the conflict. A key informant recommended that future activities be structured in a manner that deprioritizes the competitive nature of such activities and instills more cohesion and integration among participant groups.<sup>49</sup> In Mombasa and Kwale, the organizers of the youth peace cups hosted the events in hotspots that were considered unsafe for spectators. To mitigate this, local leaders were used to identify the target participants for the activity to minimize tension and conflict between those who wanted to forcefully join the peace cups and the event organizers.<sup>50</sup>

**Some youth also reported that they still felt some level of mistrust when approaching law enforcement for assistance.** While there have been successful efforts to foster collaboration and cooperation between formal and informal structures, some youth noted that the police in particular were partial and could be swayed, hence their mistrust in the capacity of the police to address conflict-related issues in a fair and just manner, suggesting that these efforts should be invested in further in order to continue to build trust between the youth and law enforcement over time<sup>51</sup>

**In Lamu, Garissa and Tana River counties, social media moderation was a challenge.** This was mainly because of language barriers as people posted content online in local languages, as well as limited radio coverage, and reliance on closed (offline) platforms such as WhatsApp. This limited the extent to which misinformation and disinformation could be flagged and censored. To address language barriers, the project engaged community members in the social media listening sessions, who were conversant with the local languages. The social media monitoring team in Lamu did not have sufficient membership due to factors such as insecurity and illiteracy, also limiting the extent to which efforts to censor misleading information was effective.<sup>52</sup>

**FINDING #7: The UBB project led to collaboration among different stakeholders in the identification of, and response to, election-related violence.**

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<sup>43</sup> KII 35, 36. and FGD. (Lamu: 28).

<sup>44</sup> KII 35, 36. and FGD. (Tana River: 1)

<sup>45</sup> FGD. (Kilifi: 12) and KII 40, 42.

<sup>46</sup> Search for Common Ground. (2023). Outcome Reflection Log. Search for Common Ground.

<sup>47</sup> Search for Common Ground. (2023). Outcome Reflection Log. Search for Common Ground.

<sup>48</sup> Search for Common Ground. (2023). UBB Partners Reflection Meeting. Search for Common Ground. Pg 12.

<sup>49</sup> KII 40, 42.

<sup>50</sup> Search for Common Ground. (2023). Outcome Reflection Log. Search for Common Ground.

<sup>51</sup> FGD. (Mombasa: 17).

<sup>52</sup> KII 36, 38.

Through the project, community members were upskilled to perform the role of peacebuilding champions. A total of 621 people completed mediation training, to further support conflict mitigation efforts. Given that they already had contextual understanding of the drivers and triggers of electoral violence, they were very vigilant in detecting and averting or mitigating threats to peace and cohesion within their communities. The Interim Narrative Report 2022 reported that Search conflict monitors identified and addressed 292 conflicts. These identified and resolved conflicts were those that could have degenerated into election-related conflict and violence. The drivers of these conflicts were relationships with security actors, land disputes, relationships with security actors, and youth inclusion in conversations.<sup>53</sup> The project not only contributed to a reduction in incidents of conflict and violence, but also increased cohesion and integration among community members. This led to more tolerance among different tribes and clans, and provided avenues for cross-cultural interaction and collaboration, an example being reduced incidents of conflict between the Pokomo and Somali from Tana River and Garissa counties respectively.<sup>54</sup> Conflict between the Oroma and Munyo Yaya in Madogo was similarly resolved by mediators trained by the project.<sup>55</sup>

In Tana River, a key informant noted that tribal alliances rendered some locations inaccessible because members of a tribe living in one locality would not allow contestants for the youth cups and the women's cultural exhibitions from different tribes to visit their village. However, since the project started, they witnessed politicians from other tribes peacefully holding political gatherings in different locations and speaking to residents without facing any resistance from the locals.<sup>56</sup> Key informants also noted that while Malindi had been included in the project due to historical incidents of election related violence, violent incidents were not reported during the 2022 pre- and post election period.<sup>57</sup> It is not clear to what extent these developments can be attributed to the project. In Nyali, Mombasa County, mediators trained by Search diffused conflict between two political factions before it escalated into violent conflict.<sup>58</sup>

The project also increased collaboration between formal and informal governance structures. This was achieved through cultural exhibitions and sporting activities, bringing together women and youth from different cultural, ethnic and religious backgrounds to foster unity and cohesion within their areas of residence. These activities also drew participants from representatives of formal governance and legal structures, including chiefs, local administration, the police, lawyers and court clerks.<sup>59</sup> As a result of these activities bringing people together and increasing cohesion among them, communication channels like WhatsApp groups set up by Search during the initial project implementation phases have continued to be active. Participants voluntarily share information and continue their discussions on risks or conflict incidents and violence, indicative of their appreciation for EWER structures and their effectiveness in maintaining and sustaining peace within the community.<sup>60</sup> In some instances, project staff and local authorities, including chiefs, religious leaders, community leaders, *Nyumba Kumi*, police and other security agents, also received requests from community members to intervene and address certain conflicts before they could escalate into violent incidents. This continued use of communication and response avenues set up by the project, indicates that communities recognized and valued them.<sup>61</sup>

Increased collaboration among different stakeholders also led to increased awareness of avenues to address issues that community members may have with the government. On average, 73% of participants across all counties reported being aware of reporting mechanisms with Lamu County leading at 82 %, Kilifi and Tana River counties each at 75%, Kwale and Garissa counties each at 73%, and lastly Mombasa County at 60%. This

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<sup>53</sup> Search for Common Ground. (2023). Interim Narrative Report. Search for Common Ground.

<sup>54</sup> KII 1, 4, 6, 9, 17, 25, 30.

<sup>55</sup> Search for Common Ground. (2022). UBB Reflection Notest. Search for Common Ground

<sup>56</sup> KII 35.

<sup>57</sup> KII 36, 40.

<sup>58</sup> KII 37.

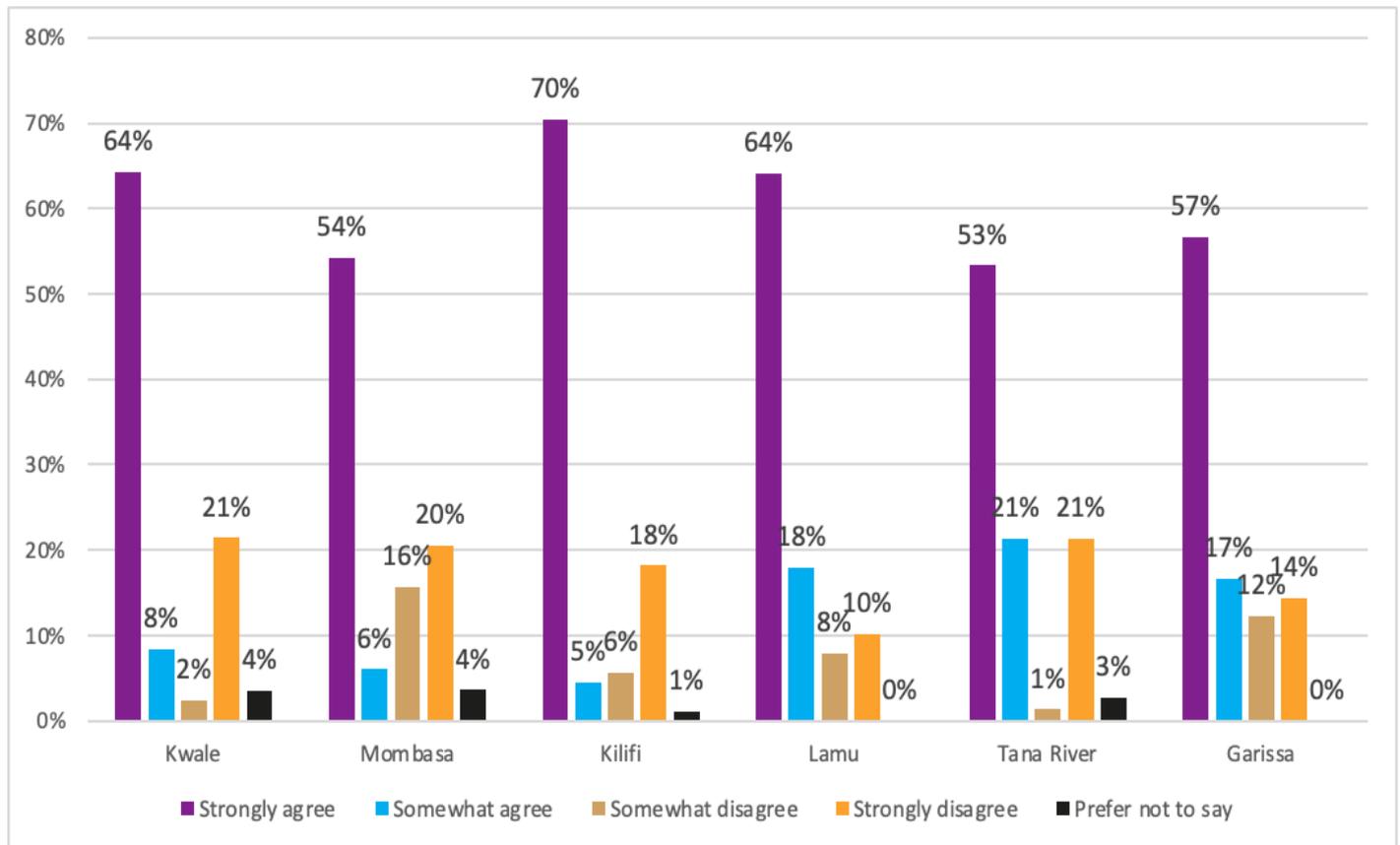
<sup>59</sup> FGDs. (Lamu: 28, 30); (Garissa: 7, 8, 14, 15); (Tana River: 1, 2, 4); (Mombasa: 17, 19); (Kwale: 21, 24, 25); (Kilifi: 10, 12).

<sup>60</sup> KII 2, 17, 15, 28, 34, 36, 37, 38, 39, 40, 41.

<sup>61</sup> KII 34, 35, 36.

ensures that community members are able to explore non-violent avenues to have their grievances addressed, thereby reducing polarization and tension within communities.

Graphic 7: Percentage of project participants reporting being aware of reporting mechanisms.



Small grants provided to women and youth led CBOs and CSOs within the community further reinforced activities implemented by project staff and partners. Small grants were provided to community based organizations to assist them in addressing unforeseen issues or community needs that may have come up during project implementation. A key informant noted that emergence of juvenile gangs was one of the emerging issues the small grants supported in addressing rapidly, ensuring that these youth were deterred from engaging in violent activities. These grants enabled these community level organizations to rapidly respond to emerging conflicts and violent incidents, and further strengthened community-led initiatives to mitigate violence. The organizations also involved community leaders in formal and informal dispute resolution discussions, thereby strengthening involvement of multiple stakeholders in conflict mitigation.<sup>62</sup> In addition, direct support was given to chiefs and groups that held peace barazas.<sup>63</sup>

**FINDING #8: Low community engagement in activities during participant mobilization and recruitment.**

Some women and youth, who were the target group for outdoor activities, expected the project to provide incentives for them to participate in activities, such as planning meetings, given that some initial activities were conducted during the election period.<sup>64</sup> They believed that if politicians were providing incentives to people to attend meetings, then the project should do so too.<sup>65</sup> In order to address the lack of women’s participation, project staff became more deliberate in their efforts to mobilize women to meet the 50/50 gender balance target.<sup>66</sup> As the project progressed, community members came to appreciate the activities undertaken by the project and the project implementation team noted more active attendance and

<sup>62</sup> KII 36, 37, 38, 40, 41.

<sup>63</sup> KII

<sup>64</sup> FGDs. (Kwale: 23, 24); (Kilifi: 11); (Tana River: 3); (Lamu: 26, 29), and KII 33, 35, 38.

<sup>65</sup> FGDs. (Kwale: 23, 24); (Kilifi: 11); (Tana River: 3); (Lamu: 26, 29), and KII 33, 35, 38.

<sup>66</sup> Written information provided by Search staff, September 2023.

participation in project activities.<sup>67</sup> This demonstrates that community members appreciated activities implemented during the project, and saw value in actively taking part in them voluntarily, without the influence of incentives. However, actual figures for changes in attendance were not available for inclusion in this report.

**FINDING #9: Social media listening and monitoring contributed to reduced hate speech online platforms, thereby mitigating narratives contributing to electoral and post-electoral violence.**

The project team worked with social media listening groups in each county to ensure misinformation and hate speech were identified and addressed in a timely manner. The team collaborated with traditional and formal media to identify sources of misinformation and hate speech. According to the Interim Narrative Report, 3,729 TikTok videos and 93,425 posts of Facebook were analyzed.<sup>68</sup> Through their collaboration with Build Up<sup>69</sup> the project team monitored platforms such as Facebook and TikTok and flagged posts that were misleading and could incite conflict or violence. Build Up similarly supported social media monitoring by scanning for keywords that were prevalent during the election period that could incite or exacerbate conflict. These posts were flagged for censorship.<sup>70,71</sup>

Across all counties, 84% of program participants who responded to the quantitative survey reported feeling better equipped to recognize instances of misinformation/hate speech encouraging electoral violence, a 36% point increase from the baseline value of 48%. Across all counties, participants in Lamu county recorded the highest ability to recognize instances of misinformation of the media at 96%, followed by Mombasa and Kilifi counties both at 88%, Garissa County at 83%, and lastly Tana River and Kwale counties both at 73%. Behavior relating to consumption of media content also changed within communities where the project was implemented.

*Graphic 8: Percentage of project participants capable of confidently identifying when media is being inaccurate to drive a negative agenda*

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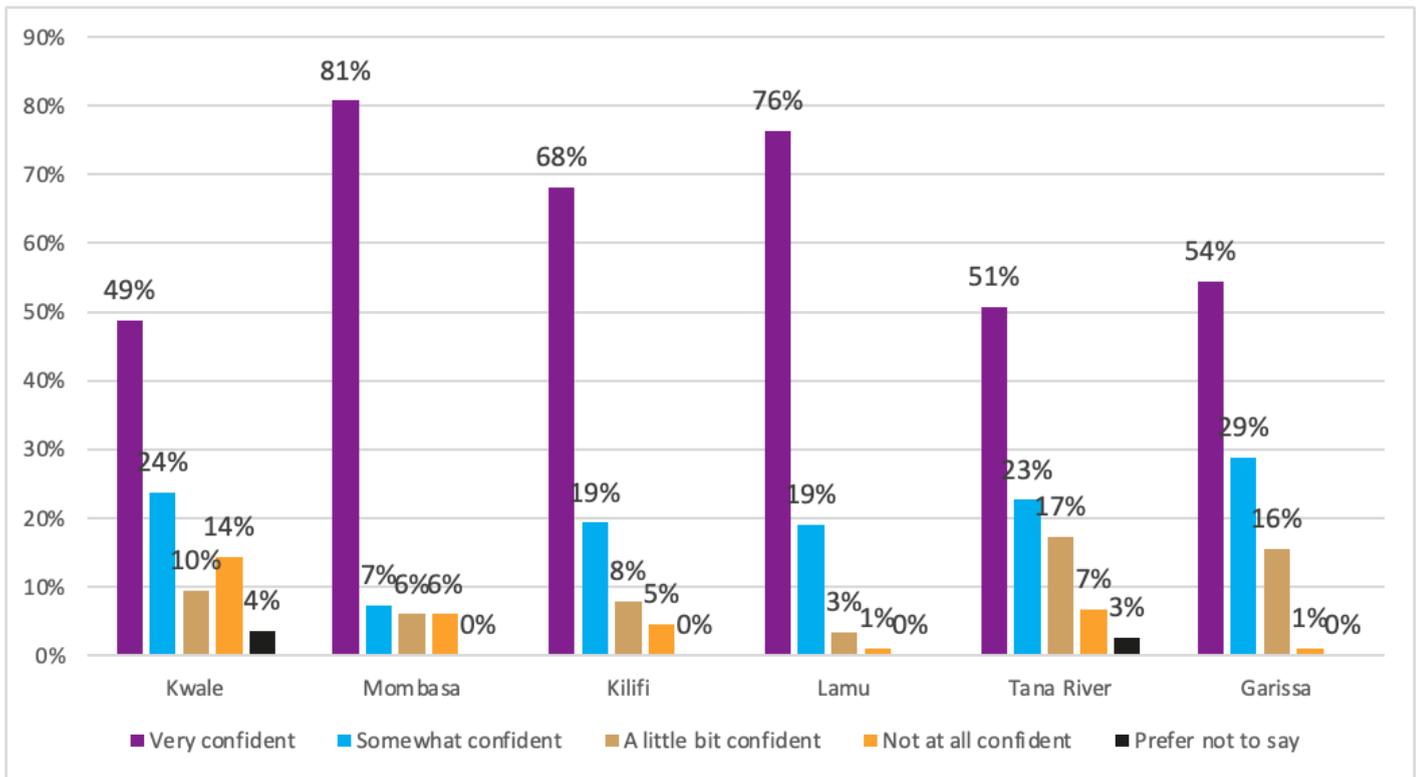
<sup>67</sup> FGD. (Kilifi: 9), and KII 34, 35.

<sup>68</sup> Search for Common Ground. (2023). Interim Narrative Report. Search for Common Ground.

<sup>69</sup> The metaverse (META) is a digital universe where one can immerse themselves and, theoretically, engage in a wide range of activities. META, previously known as The Facebook, Inc. and Facebook, Inc., now oversees several products and services including Facebook, Instagram, Threads, and WhatsApp.

<sup>70</sup> KII 36, 37, 40, 41, 4, 8, 21, 17. and FGDs (Tana River: 1, 3); (Garissa:15); (Lamu: 26, 28); (Mombasa: 19); (Kilifi: 12, 13).

<sup>71</sup> Search for Common Ground. (2022). Outcome Reflection Log. Search for Common Ground.



In a similar measure, 82% of participants reported having increased access to credible information and resources about the elections; a 20% point increase from 62% reported during the baseline study. Lamu County recorded the highest number of respondents reporting increased access to information at 95%, followed by Kilifi at 90%, Tana River at 89%, Kwale and Garissa counties at 76% each and Mombasa County at 67%. Previously community members would consume media content without questioning the credibility of the source. Key informants noted that during the 2022 elections, the project’s collaboration with traditional and conventional media shed light on how community members could identify misleading statements and even go ahead to verify such from more credible and reliable sources.<sup>72</sup> Another key informant reported that community members moved from being passive consumers of media content to actively visiting the IEBC website to verify results posting they read from social media postings.<sup>73</sup> This provides a positive indication that program activities contributed to increased awareness among project participants in identification and responsible consumption of media content.

**FINDING #10: Media programmes were effective in building resilience of communities and disseminating election related material, especially for remote communities**

Search utilized both online and offline media platforms to effectively build resilience among communities. Radio programmes aired through local radio stations proved to be an effective mechanism of disseminating election related material, traversing the geographical limitations of conventional in-person training mechanisms. Dramas addressing specific issues were aired on radio stations (like PILI, and Inuka), which assisted in disseminating election related content and material to more people within the communities that had signal coverage of the radio stations. The radio programmes were used to address issues like trauma post-elections, technical knowledge, and the dangers of spreading unverified information. The drama aired on radio also addressed the relationship between the police and the communities, emphasizing the need for mutual trust and communication. However, it was discovered that some segments of the population were not reached by the radio stations, therefore roadshows were used as an alternative method of dissemination. In

<sup>72</sup> KII 7, 8, 9, 16, 17, 23, 25, 27, 29. and FGD (Lamu: 30).

<sup>73</sup> KII 36.

some instances, listenership groups composed of female community members were formed and they were invited regularly to sit down and listen to pre-recorded episodes of the radio programme.<sup>74</sup>

Media was also used to gather information and feedback from the public about Search's project activities. Community members listening to the programmes would either call in, send a text message or post it on the social media pages of the radio stations after the radio programmes were aired to provide their contribution to the subject matter. This enabled the project team to both understand contextual priorities of community members and directly engage with them on elections related issues. Findings from the feedback were used to better tailor the media content to resonate with community needs and priorities. Similarly, content aired on radio and disseminated on social media was generated after consultative discussions with community members during community engagement activities like training. This ensured the content aired was contextually relevant and appropriate to the needs of the community.<sup>75</sup>

Social media spaces were also used to run campaigns targeting younger generations active on the platforms. Younger community members, particularly active on social media, were informed about their voting rights through platforms like WhatsApp, Twitter, and TikTok. Some grantees who benefited from the small grants also utilized online activities, including TikTok, to inform their followers about the importance of peaceful democratic processes and social cohesion. Social media influencers were similarly onboarded into the project and used to disseminate content like digital posters and videos online to increase the project's reach among social media users.<sup>76</sup>

Following the initiatives mentioned above that were implemented during the project, 92% project participants interviewed in the quantitative survey reported that they believed the media plays a constructive role during electoral periods. Kilifi County recorded the highest number of participants who acknowledged the important role media plays in the electoral process, representing 95% of interviewed respondents followed by Lamu at 93%, Kwale at 92%, Mombasa and Garissa both at 90%, and Tana River at 89%.<sup>77</sup>

In addition, 89% of participants across all counties reported that media and outreach activities helped them identify peaceful pathways to resolve election concerns, further attesting to the effectiveness of the media programming activities. Tana River county recorded the highest proportion of respondents at 95%, followed by Kilifi at 91%, Lamu at 89%, Mombasa and Kwale at 87%, and Garissa at 85%.<sup>78</sup>

*Graphic 9: Percentage of respondents reporting that the media content helped them find ways of positively addressing their concerns about the election.*

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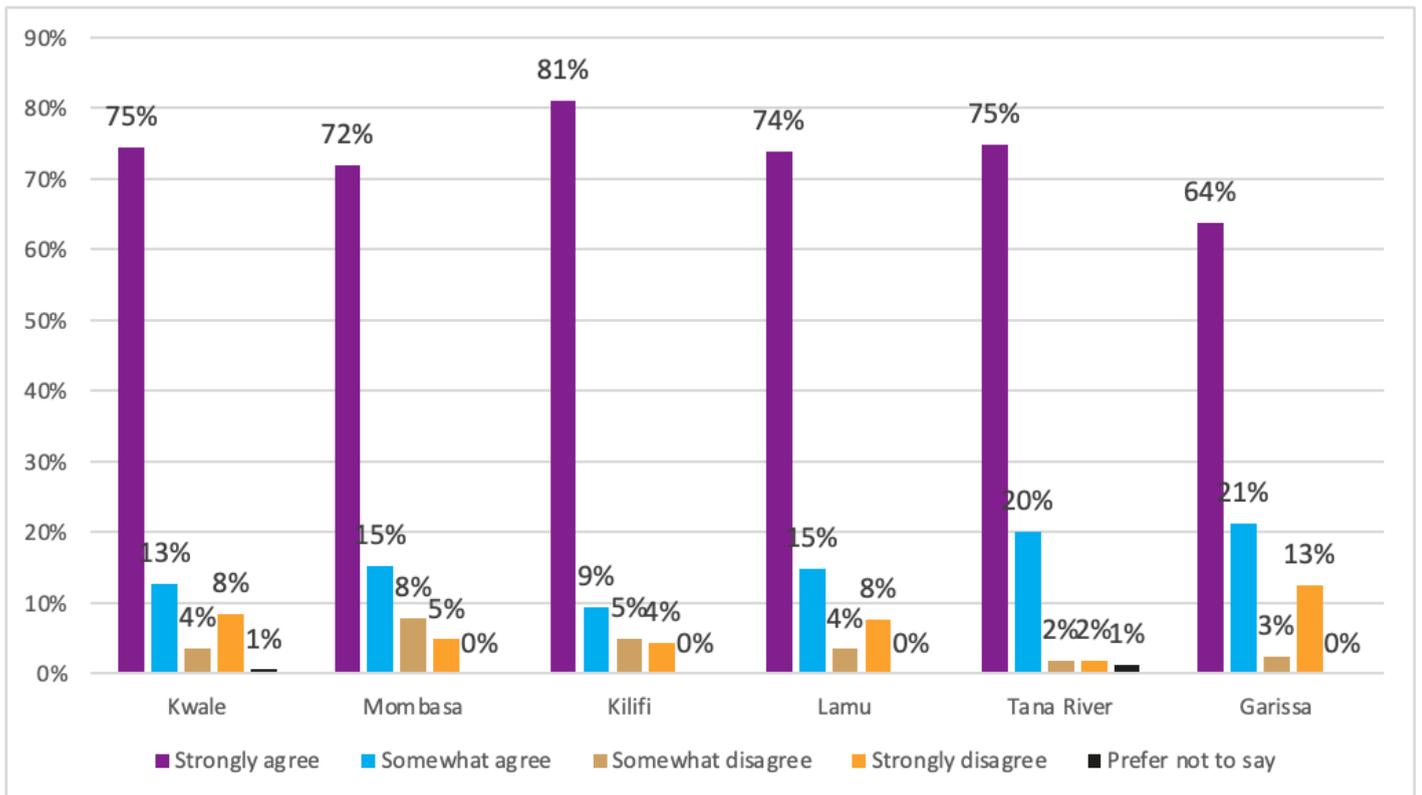
<sup>74</sup> KII 27, 29, 36, 37, 38, 40.

<sup>75</sup> KII 36, 37, 40.

<sup>76</sup> KII 37, 39,40

<sup>77</sup> Quantitative Survey. In-person. All Counties. August 2023.

<sup>78</sup> Quantitative Survey. In-person. All Counties. August 2023.



### 3.3 Impact

#### Evaluation Questions:

- 3.1 Has the project empowered civil society and community actors to take concrete action to identify and prevent election-related violence in their communities? What are the longer term, transformative effects related to agency?
- 3.2. To what extent did the project contribute to reducing collective polarization? What are the longer term, transformative effects related to collective polarization?

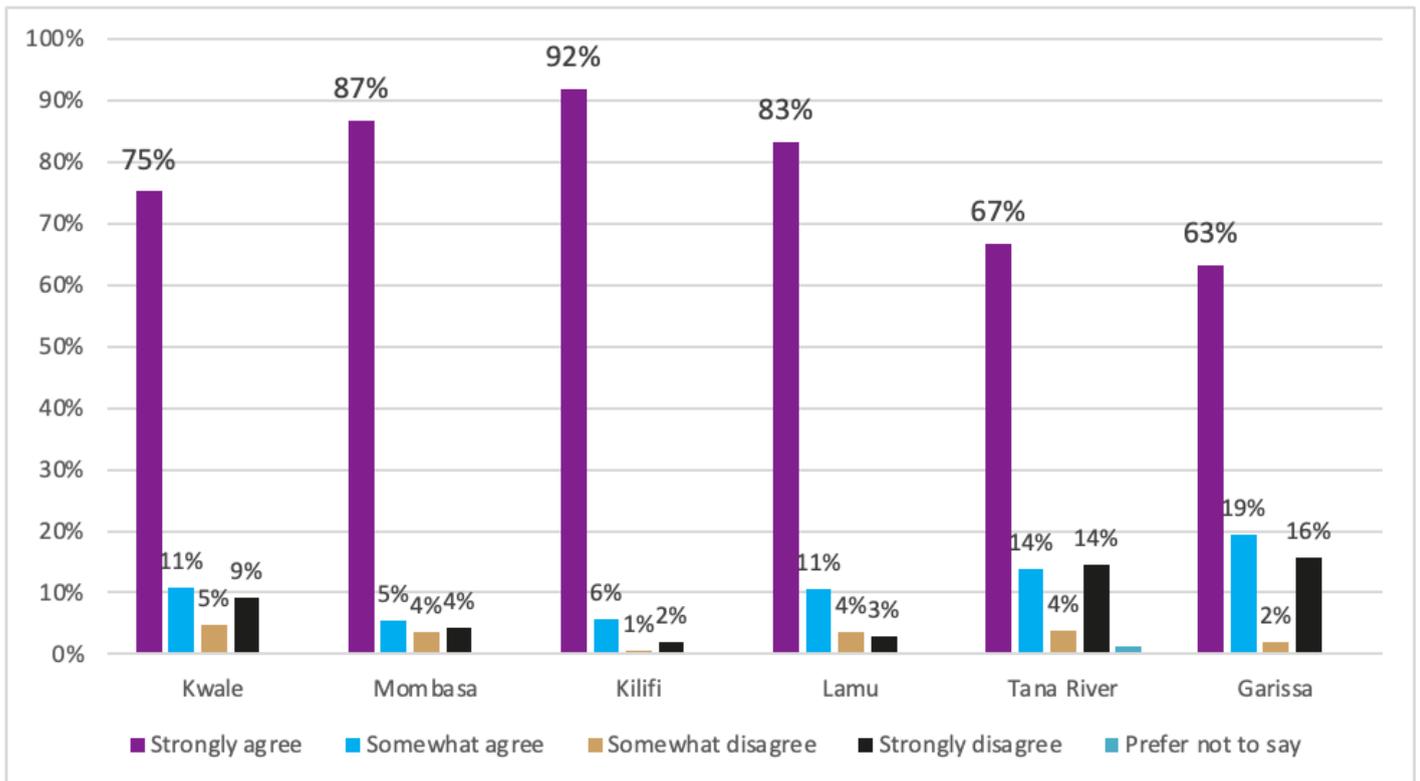
#### **FINDING #11: Community members interviewed reported that the project empowered them to take concrete action to identify and prevent election-related violence in their community.**

An average of 89% of survey respondents reported that they believe an ordinary person can make a positive difference in the community they live in. Kilifi recorded the highest number of respondents, reporting 97%, followed by Lamu at 94%, Mombasa at 92%, Kwale at 86%, Garissa at 82% and lastly Tana River at 80%. Similar sentiments were shared across both genders, with 90% of male respondents and 87% of female respondents in agreement with this statement.<sup>79</sup> A political leader mentioned his participation in joint strategy meetings motivated him to encourage the youth to take part in activities that either generate income or build their skills and talents, as opposed to not having anything to do. He stated that his participation in the joint strategy meetings led him to understand the challenges youth face and led him to take it upon himself to ensure the youth were engaged productively.<sup>80</sup>

Graphic 10: Percentage of respondents reporting they believe an ordinary person in their community can make a positive difference.

<sup>79</sup> Quantitative Survey. In-person. All Counties. August 2023.

<sup>80</sup> KII 26.



Across all counties, 90% of respondents, split between 91% of men and 90% of women, reported that they have the power to change something wrong in their community.<sup>81</sup> Kilifi county recorded the highest percentage of respondents at 97%, followed by Lamu at 96%, Kwale and Mombasa at 90%, Tana River at 85% and lastly Garissa at 84%.<sup>82</sup> During the post election period and the recent anti-government demonstrations, women in Kwale county reported that they spoke to their husbands and sons to prevent them from participating in demonstrations and to encourage them to find better ways of raising their grievances to the county government. As a result, the women were able to continue with their farming and trading activities, and their communities did not report any incidents of protests or people injured due to protests.<sup>83</sup> In Kilifi, a key informant noted that through the project, some youth and women felt more empowered to take action to prevent conflict. The respondent noted that during the post election period and anti-government demonstrations he would be called to intervene and address factions of community members who wanted to set up barricades on the road to protest. When he got there he would find some community members already engaging the protesters in conversations to deter them from causing chaos in the market places and along major roads.<sup>84</sup>

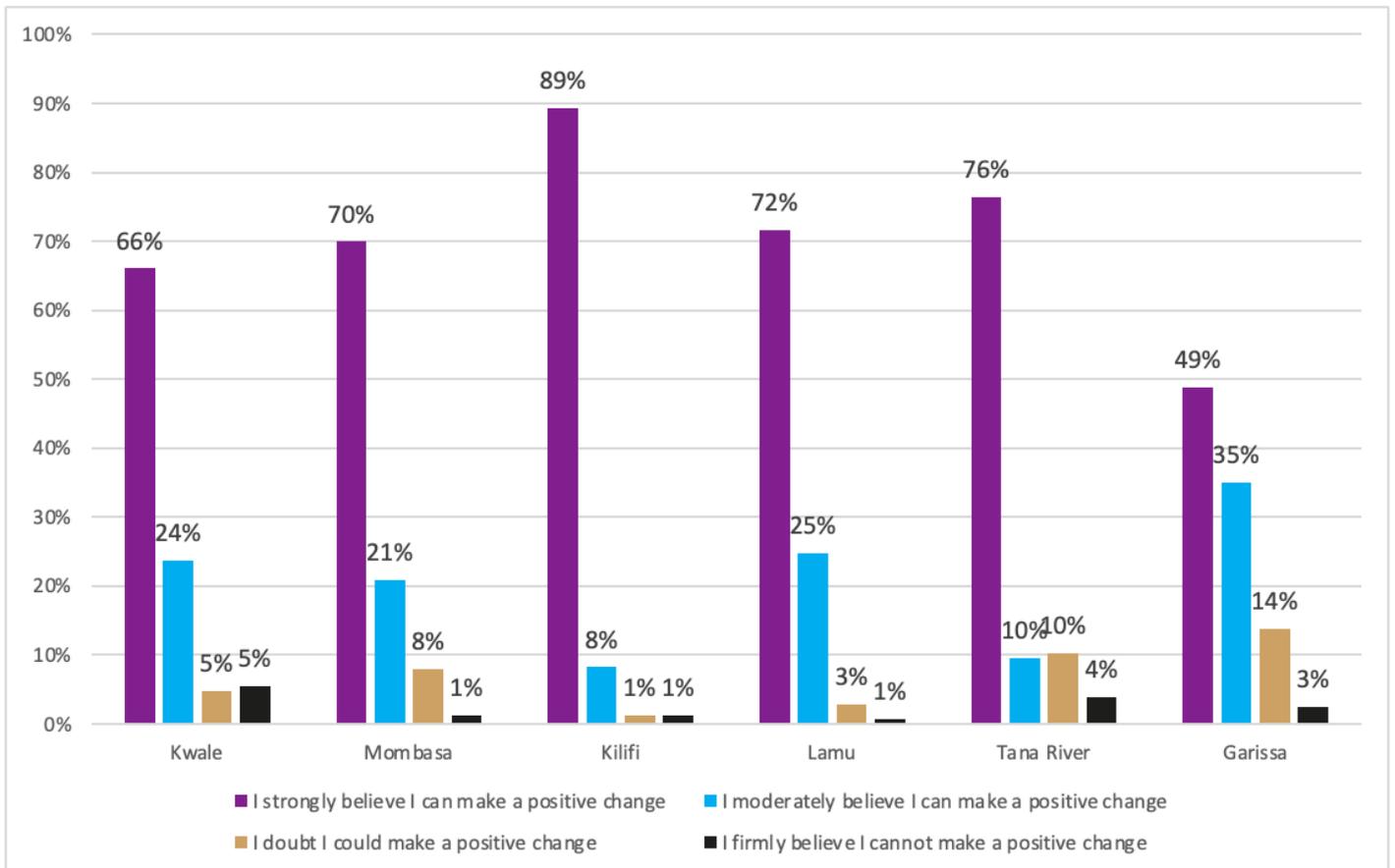
Graphic 11: Percentage of respondents reporting they have the power to change something going wrong in their community

<sup>81</sup> Quantitative Survey. In-person. All Counties. August 2023.

<sup>82</sup> Quantitative Survey. In-person. All Counties. August 2023.

<sup>83</sup> FGD. (Kwale: 23).

<sup>84</sup> KII 2.



Participants of an FGD in Garissa county noted that the project activities have resulted in a more peaceful and calm environment.<sup>85</sup> The different project activities have also helped them learn mediation and negotiation skills that they will use to maintain peace in their neighborhood. Some participants across the different counties reported having used the skills to solve disputes among neighbors, family and friends, thereby preventing escalation of conflict to violence.<sup>86</sup>

In Tana River and Lamu, participants in FGDs reported that mediation training equipped them with the necessary skills to mediate disputes between two or more parties, and find amicable solutions that are acceptable to the conflicting parties. Training on conflict monitoring also enabled them to assess conflict risks within the community, identify and solve those within their capacity and escalate those beyond their capacity to higher authority through referral pathways before they turn into violent incidents.<sup>87</sup>

**FINDING #12: Participants of the project felt empowered, understood and appreciated the value of voting.**

FGD participants in Lamu, Garissa and Mombasa counties, reported that the project activities made them value the power that comes with voting and the extent to which their vote could influence change in their community. The participants reported that through the information received from project activities, they resolved to actively participate in elections in order to select leaders that will create change within their communities. This was a significant shift from voting based on who was providing the highest bribes or incentives to encourage them to vote.<sup>88</sup> Some participants reported taking the initiative to walk door to door, imploring their neighbors and friends who had resolved not to vote out of fear, to participate in the elections

<sup>85</sup> FGDs. (Garissa: 7, 8).

<sup>86</sup> FGDs. (Garissa: 6, 7, 8, 14, 15); (Mombasa: 16, 17, 20); (Kwale: 22, 24, 25); (Kilifi: 9, 10, 12, 13).

<sup>87</sup> FGDs. (Tana River: 1, 2, 3, 4, 5); (Lamu: 26, 28, 29, 30).

<sup>88</sup> FGDs. (Lamu: 26, 30); (Garissa: 6); (Mombasa: 19).

and contribute to selection of their preferred candidate who would bring change to their community.<sup>89</sup> A key informant also reported that they actively attend and participate in discussion forums at chief barazas<sup>90</sup> and engage the youth, local administrative and traditional leaders to make the community better and more peaceful.<sup>91</sup>

The majority of respondents demonstrated beliefs that violence is never justified to accomplish electoral goals. An average of 10% of respondents demonstrated that violence is not necessary to accomplish electoral goals, down from 16% at baseline. While both men and women recorded an average response of 10% each, Kilifi and Mombasa counties demonstrated the lowest belief at 6%, then Kwale at 7%, Lamu at 9%, Tana River at 14% and Garissa at 16%.<sup>92</sup> 90% of survey respondents reported that use of any means of violence to address any form of grievance was not justified. There was no difference in the number of men and women holding this view. There was only a marginal difference in the number of youth, adults and the elderly advocating for non-violent means of resolving conflict, at an average of 91%, 90% and 89% respectively. Despite the demonstrated low belief use of violence to accomplish electoral goals, an average of 66% of respondents reported having experienced election-related issues/conflicts and report them being addressed peacefully. Women reported having experienced more incidents than men, with 73% reporting having experienced and peacefully resolved such incidents against 60% of men. Kilifi County reported having the highest number of peacefully resolved incidents at 90%, followed by Tana River at 87%, Garissa at 82%, Kwale at 61%, Mombasa at 60% and Lamu at 53%.<sup>93</sup>

### **FINDING #13: The project increased trust between community members and increased social cohesion.**

Inclusivity was a significant part of the project. Having the youth, women and the elderly come together and work to collectively reduce violence and conflict in the community created a shared sense of responsibility for one another's well being.<sup>94</sup> Previously neglected factions of the community like reformed drug addicts and juvenile gang members were invited and incorporated into project activities, making them feel like valued members of the community.<sup>95</sup> These efforts to achieve inclusive participation among all groups, including people living with disabilities, encouraged cohesion and created collective responsibility for maintaining peace and stability in the community.<sup>96</sup> However, notes from the outcome reflection log indicate that there was very little involvement of persons living with disability in project activities.<sup>97</sup>

Respondents also reported being aware of avenues to address election concerns in a non-violent manner. 70% of respondents reported being aware of pathways to non-violently address election related concerns, 24 per cent reported they were not aware of these pathways while the remaining 6 per cent did not know how to respond to that question. This further demonstrates increased awareness of avenues where electoral-related concerns can be addressed in a peaceful manner.<sup>98,99</sup>

*Graphic 12: Percentage of respondents reporting awareness of pathways to non-violently address election-related concerns.*

<sup>89</sup> FGDs. (Garissa: 6); (Kilifi: 9); (Mombasa: 19, 20).

<sup>90</sup> KII 29.

<sup>91</sup> KII 4, 5, 6, 19, 20, 22, 23, 24, 25, 29.

<sup>92</sup> Quantitative Survey. In-person. All Counties. August 2023.

<sup>93</sup> Quantitative Survey. In-person. All Counties. August 2023.

<sup>94</sup> KII 2, 35.

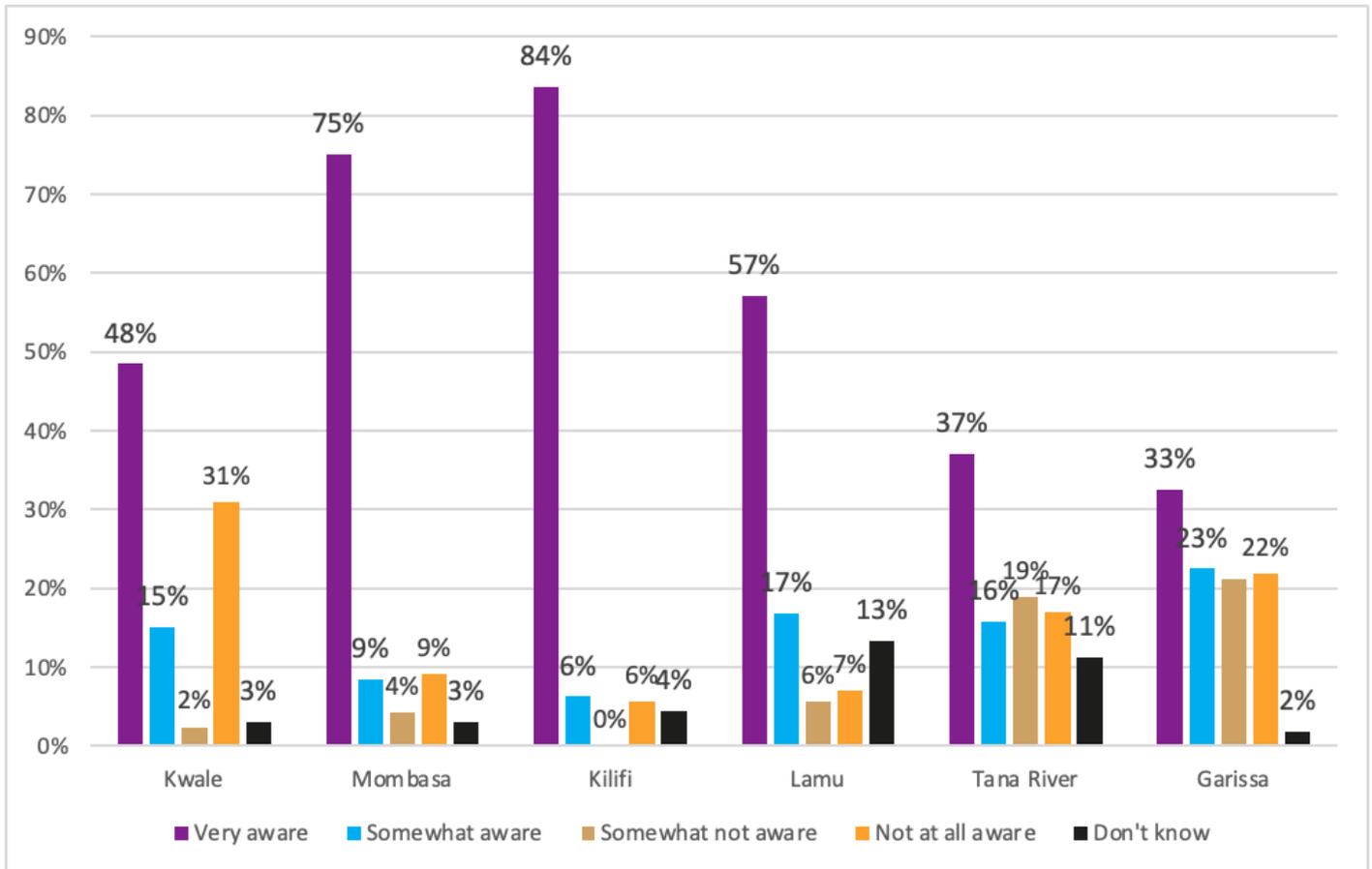
<sup>95</sup> FGDs. (Mombasa: 10); (Kilifi: 20).

<sup>96</sup> KII 35, 36, 40, 41, 42.

<sup>97</sup> Search for Common Ground. (2023). Outcome Reflection Log. Search for Common Ground.

<sup>98</sup> Quantitative Survey. In-person. All Counties. August 2023.

<sup>99</sup> KII 26.



Youth peace cups and women cultural exhibitions played a key in reducing polarization among communities of different ethnic, cultural and religious backgrounds. These activities brought together people from different ethnic, cultural and religious backgrounds and provided a platform for them to share their personal experiences. This made them appreciate each other's values and beliefs despite their different backgrounds.<sup>100</sup> Through these activities, trust was built and, in some counties, communities have pledged to continue holding such joint activities to improve cohesion among their communities. In Tana River, it was noted that such activities have further encouraged intermarriages between previously conflicting tribes, which is an indication of the reduced polarization between different communities from divergent ethnic, cultural and religious backgrounds. This was observed in Garissa and Tana River counties where intermarriages between the Pokomo and the Somali took place.<sup>101,102</sup> In Garissa, the police and youth planned football matches and played among themselves, an indication that tensions between police and the youth were on the decline.<sup>103</sup> In addition, the project showed flexibility in adapting to changing circumstances, for example by introducing *iftar* dinners during *Ramadan*, which enabled peacebuilding activities to continue during a period of reduced activity. However, as mentioned earlier in Finding #8, some of the activities also resulted in tension and conflict among participants and community members.

The project also contributed to reducing the divide between formal administrative structures, law enforcement and community groups like the youth and men who often felt targeted for exploitation by security forces. Joint strategy meetings and mediation sessions brought together all these groups who collectively worked through the EWER framework to promote peace and maintain order in their communities.<sup>104,105</sup> This joint engagement enabled each community group to appreciate the role the other plays in society and to have a

<sup>100</sup> Search for Common Ground. (2022). Outcome Reflection Log. Search for Common Ground.

<sup>101</sup> FGDs. (Tana River: 1, 3) and KII 36, 40.

<sup>102</sup> Search for Common Ground. (2023). Partners Reflection Meeting. Search for Common Ground.

<sup>103</sup> KII 17.

<sup>104</sup> Search for Common Ground. (2022). Outcome Reflection Log. Search for Common Ground.

<sup>105</sup> KII 35, 36, 38, 39, 40, 41.

shared understanding of how to engage each other peacefully, and leverage each other for the common good.<sup>106</sup>

In Mombasa, it was noted that the project contributed to a reduction in polarization between supporters of different political parties during and after the elections. Respondents noted that activities involving community leaders, law enforcement, women, and youth contributed to increasing cohesion among supporters of the different political parties in the hotly contested elections. These supporters, along with the aspiring candidates, were able to sit and discuss issues without tensions rising. Similarly, reformed gang members were able to walk freely within the community, interact with the police, and even seek their intervention on issues without feeling like they would be unjustly targeted because of their criminal history.<sup>107</sup>

### 3.4 Sustainability

#### Evaluation Questions:

- 4.1 To what extent has the project produced systemic change? What components of the project are demonstrating potential for resilience and sustainability beyond project implementation
- 4.2 To what extent will recommendations and lessons learned be used for future programs, and best practices for future engagements be identified and established

#### **FINDING #14: The project has created EWER systems, conflict prevention, mediation, resolution, and referral structures that have demonstrated potential for resilience and sustainability beyond the lifetime of the project**

Youth peace cups that were used to foster cohesion and integration among youth of different ethnicity, religion and backgrounds are likely to continue. In Tana River, it was noted that youth from Oromo and Pokomo have moved ahead and planned friendly matches without involving the project team.<sup>108</sup> In Garissa, it was also noted that women's cultural exhibitions and youth peace cups provided a peaceful environment for people from different clans and backgrounds to engage and interact and as a result, they will likely continue.<sup>109</sup> Women in Lamu have mobilized themselves and taken the initiative to plan and coordinate cultural exhibitions to both increase cohesion among themselves and also to sell goods and services. So far, approximately 100 women have joined this initiative.<sup>110</sup> Youth in Kilifi also mentioned that the football tournaments are a way of keeping them busy and of making them explore the talents they have. In order to prevent the youth from idleness and engaging in activities that may lead to conflict and violence, they will continue hosting the tournaments and ask the county government to support them with resources.<sup>111</sup> Notably, some of the county governments including Lamu, Kilifi, Tana River and Kwale promised to take up these initiatives and sponsor more women's cultural exhibitions and youth peace cups. This had not yet happened by the time the project was ending though.<sup>112</sup>

EWER, mediation and conflict monitoring will likely continue. Most of the WhatsApp groups used are still very active and mediators and conflict monitors have been engaging and reporting incidents to community leaders and security actors through this channel.<sup>113</sup> Respondents in Garissa,<sup>114</sup> Lamu<sup>115</sup> and Kilifi<sup>116</sup> mentioned that through mediation, the community came to understand the importance of peace. Community members came to appreciate the alternative dispute resolution mechanism and how it contributed to peaceful resolution of

<sup>106</sup> KII 36, 38, 39. and FGD. (Kilifi: 13).

<sup>107</sup> FGD. (Mombasa: 17).

<sup>108</sup> FGDs. (Tana River: 1, 3).

<sup>109</sup> FGDs. (Garissa: 7, 8).

<sup>110</sup> KII 38.

<sup>111</sup> FGD. (Kilifi: 9).

<sup>112</sup> KII 39, 40, 41.

<sup>113</sup> KII 14, 16, 35, 36, 40, 41.

<sup>114</sup> KII 14, 16.

<sup>115</sup> FGD.(Lamu: 28).

<sup>116</sup> KII 1.

conflicts in their communities.<sup>117</sup> Across all counties, it was therefore noted that mediation and conflict monitoring will continue to ensure sustenance of peace.<sup>118</sup> It was noted that some of the trained mediators have also gone ahead and forged careers based on the knowledge they acquired while taking part in the project.<sup>119</sup><sup>120</sup> In Kilifi County, some of the conflict monitors were introduced to the County Commissioner and are currently working in peace committees at sub-county and county levels, as they continue to monitor and report on conflict.<sup>121</sup> It was also noted that in counties like Lamu, Kilifi and Garissa some of the monitors have acquired employment as skilled mediators and project assistants in some local organizations<sup>122</sup>

Partnerships between formal security structures and the community will also likely continue. An increase in partnership between security actors, local leadership and community members has fostered a decline in incidents of violence and conflict in communities where the project was implemented. The youth, in particular, have developed a cordial relationship with security actors and are able to approach them to seek counsel or redress when aggrieved. Security actors have also reported a better working relationship with local administration and community members in ensuring there is peace within communities and any emerging incidents of conflict and violence are promptly addressed. Despite some youth having reservations about engaging with the police, the majority of them, along with other traditional and administrative leaders, reported that they will continue to work together to maintain peace in the communities.<sup>123</sup><sup>124</sup> However, respondents interviewed did not mention any strategies or frameworks put in place to ensure this will continue after project end, and it is not clear to what extent these developments can be attributed to the project.

Alternative dispute resolution mechanisms will also continue beyond the lifetime of the project. While the project initially contributed to setting up and facilitating the operations of alternative dispute resolution mechanisms, respondents noted that these structures have continued to be active and used by community members to solve disputes with limited participation of project and partner staff. Some respondents noted that formal channels like the legal system are often time consuming and tedious and therefore most people cannot wait until such processes are finalized. They prefer pursuing alternative dispute resolution mechanisms which offer rapid assessment and feedback, hence relieving tensions that may lead to conflict.<sup>125</sup><sup>126</sup>

Awareness creation through the use of radio material developed during the project is likely to continue. Most of the material produced is available online and accessible to the public. However, this may only be accessible to those with internet access therefore the extent to which this is sustainable may be limited to a subset of community members with internet access.<sup>127</sup> Attendees of the partners reflection meeting also noted that the radio programmes aired in Tana River and Kilifi did not have segments where listeners could call in and offer their contributions or feedback.<sup>128</sup>

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<sup>117</sup> Search for Common Ground. (2022). Outcome Reflection Log. Search for Common Ground.

<sup>118</sup> FGDs. (Mombasa: 16, 17, 19); (Kilifi: 13); (Kwale: 25); (Garissa: 6, 7,14); (Tana River: 1, 4); (Lamu: 27, 29).

<sup>119</sup> KII 38, 41.

<sup>120</sup> Search for Common Ground. (2023). Interim Narrative Report. Search for Common Ground.

<sup>121</sup> KII 42.

<sup>122</sup> KII 39.

<sup>123</sup> FGDs. (Lamu: 28, 30); (Kwale: 24, 25); (Tana River: 1, 3); (Garissa: 6, 7); (Mombasa: 16, 17).

<sup>124</sup> Search for Common Ground. (2023). Outcome Reflection Log. Search for Common Ground.

<sup>125</sup> FGD. (Kilifi: 9).

<sup>126</sup> Search for Common Ground. (2023). Interim Narrative Report. Search for Common Ground

<sup>127</sup> KII 36, 37, 41.

<sup>128</sup> Search for Common Ground. (2023). UBB Partners Reflection Meeting. Search for Common Ground. p.9.

## PROJECT INDICATORS

The table below provides the indicator performance results at endline, compared with the set targets. More tables have been provided in the Annex 9 below.

Table 1: Indicator performance<sup>129</sup>

	Achieved in the Project	Project Target <sup>130</sup>	Baseline Value <sup>131</sup>	Comments on % of Target Achieved	PIF Theme Measured
<b>Project Goal:</b> To foster collaborative and inclusive community-led prevention of election-related conflicts in Coastal Kenya.					
<b>Impact Indicator 1:</b> % of target community members surveyed who demonstrate beliefs that violence is sometimes necessary to accomplish electoral goals	<b>Overall = 10 %</b> Kwale = 7 % Mombasa = 6 % Kilifi = 6 % Lamu = 9 % Tana River = 14 % Garissa = 16 %  Male = 10 % Female = 10 %  18 - 35 yrs = 9 % Over 35 yrs = 11 %  Project participant = 9 % Listenership group participants = 10 %	8%	16%	Target was narrowly missed. Given the survey sample size, and the relatively small effect measured, it is not possible to, with certainty, say that this target was not achieved. Further attitudinal change takes time so we would expect this figure to increase over time.	Polarization
<b>Impact Indicator 2:</b> % of target community members surveyed who have experienced election-related issues/conflicts and report them being addressed peacefully	<b>Overall = 66 %</b> Kwale = 61 % Mombasa = 60 % Kilifi = 90 % Lamu = 53 % Tana River = 87 % Garissa = 82 %  Male = 60 % Female = 73 %  18 - 35 yrs = 66 % Over 35 yrs = 67 %  Project participant = 62 % Listenership group participants = 70 %	59%	31%	Target surpassed. The measured change was significant and exceeded the target value.	
<b>Specific Objective 2:</b> Mitigate the impact of narratives contributing to electoral violence in targeted communities					
<b>SO 2.1:</b> % of action's media program audience members/participants in listening sessions who report feeling	<b>Overall = 84 %</b> Kwale = 73 % Mombasa = 88 %	87%	48%	Target was narrowly missed.	

<sup>129</sup> Quantitative Survey. In-person. All Counties. August 2023.

<sup>130</sup> SFCG. (2019). Annex E3d, Logical Framework and Activity Matrix. SFCG Kenya Elections, 2021. EU Indicator. Search for Common Ground.

<sup>131</sup> SFCG. (2019). Annex E3d, Logical Framework and Activity Matrix. SFCG Kenya Elections, 2021. EU Indicator. Search for Common Ground.

	Achieved in the Project	Project Target <sup>130</sup>	Baseline Value <sup>131</sup>	Comments on % of Target Achieved	PIF Theme Measured
better equipped to recognize instances of misinformation/hate speech encouraging electoral violence.	Kilifi = 88 % Lamu = 96 % Tana River = 73 % Garissa = 83 %  Male = 86 % Female = 81 %  18 - 35 yrs = 86 % Over 35 yrs = 81 %			The target was quite ambitious given the baseline value for this indicator	
<b>SO 2.2:</b> % of action's media program audience members/participants in listening sessions who believe that the media plays a constructive role during electoral periods	<b>Overall = 92 %</b> Kwale = 92 % Mombasa = 90 % Kilifi = 95 % Lamu = 93 % Tana River = 89 % Garissa = 90 %  Male = 93 % Female = 90 %  18 - 35 yrs = 92 % Over 35 yrs = 91 %	95%	78%	Target not achieved. 95% is an extremely ambitious target when measuring opinions.	
<b>Outcome Indicators</b>					
<b>Expected Result 1:</b> Increase opportunities for community-led identification and prevention of election-related violence					
<b>ER 1.1:</b> % of change in community members surveyed who report having access to avenues or opportunities to address grievances emerging during the electoral process	<b>Overall = 70 %</b> Kwale = 64 % Mombasa = 84 % Kilifi = 90 % Lamu = 74 % Tana River = 53 % Garissa = 55 %  Male = 70 % Female = 69 %  18 - 35 yrs = 68 % Over 35 yrs = 75 %  Project participant = 74 % Listenership group participants = 65 %	40%	13%	Target surpassed	
<b>Expected Result 2:</b> Communities have increased access to constructive content that highlights pathways to non-violently address elections-related concerns					
<b>ER 2.1:</b> % of targeted audience surveyed who say that media and outreach activities helped them to identify peaceful pathways to resolve election concerns	<b>Overall = 89 %</b> Kwale = 87 % Mombasa = 87 % Kilifi = 91 % Lamu = 89 % Tana River = 95 % Garissa = 85 %  Male = 89 % Female = 88 %  18 - 35 yrs = 90 % Over 35 yrs = 86 %	85%	67%	Target surpassed	

	Achieved in the Project	Project Target <sup>130</sup>	Baseline Value <sup>131</sup>	Comments on % of Target Achieved	PIF Theme Measured
	Project participant = 87 % Listenership group participants = 91 %				
<b>ER 2.2:</b> % of targeted participants who report increased access to credible information and resources about the elections	<b>Overall = 82 %</b>  Kwale = 76 % Mombasa = 67 % Kilifi = 90 % Lamu = 95 % Tana River = 89 % Garissa = 76 %  Male = 80 % Female = 83 %  18 - 35 yrs = 81 % Over 35 yrs = 82 %	80%	62%	Target surpassed	
<b>ER 2.3:</b> % of participants who feel their voices and opinions were valued in the project	<b>Overall = 99 %</b>  Kwale = 100 % Mombasa = 100 % Kilifi = 99 % Lamu = 100 % Tana River = 97 % Garissa = 100 %  Male = 100 % Female = 99 %  18 - 35 yrs = 99 % Over 35 yrs = 99 %	90%	N/A	Target surpassed	Safeguarding
<b>ER 2.4:</b> % of participants who felt safe participating in the project	<b>Overall = 89 %</b>  Kwale = 88 % Mombasa = 98 % Kilifi = 94 % Lamu = 93 % Tana River = 63 % Garissa = 92 %  Male = 89 % Female = 88 %  18 - 35 yrs = 89 % Over 35 yrs = 88 %	100%	N/A	Target not achieved. It is not clear whether contextual or programme related factors led to participants not feeling safe. Therefore further investigation is required to understand why this target was not achieved.	Safeguarding
<b>ER 2.5:</b> % participants aware of reporting mechanisms	<b>Overall = 73 %</b>  Kwale = 73 % Mombasa = 60 % Kilifi = 75 % Lamu = 82 % Tana River = 75 % Garissa = 73 %  Male = 73 % Female = 73 %  18 - 35 yrs = 73 %	90%	N/A	Target not achieved. It is difficult to set an appropriate target in the absence of baseline figures. 73% is still a high awareness percentage for reporting mechanisms.	Safeguarding

	Achieved in the Project	Project Target <sup>130</sup>	Baseline Value <sup>131</sup>	Comments on % of Target Achieved	PIF Theme Measured
	Over 35 yrs = 74 %				

## 4. Conclusion

During the 18 months of implementation, the project succeeded in developing EWER systems within the communities it was implemented in, created referral pathways for community members to use in addressing their grievances, which were largely functional, and increased cohesion among different stakeholders, including security actors, religious leaders, local administrative leaders, community leaders, the youth and women. Alternative dispute resolution systems were also developed to manage and resolve conflicts before they escalate into violent incidents. However, security and resource constraints affected the extent to which the project could create impact in some communities. Similarly, the external influence of powerful politicians, cultural and religious beliefs and the widespread youth distrust of security actors limited the project's impact.

### RECOMMENDATIONS

Promoting cohesion and partnership between the police and youth in the community should be prioritized to increase effectiveness in prevention of conflict and violence. While the police are willing to partner with all community groups including the youth, the youth have always felt targeted by the police hence are naturally inclined to disassociate themselves with them. Given these two actors have a direct effect on the peace and stability of any given location, it is important that efforts are concentrated on developing a rapport and partnership between the youth and police, thereby reducing the risks of conflict and violence.

- Activities that brought together the youth and police were effective in creating a good working relationship whereby the youth trust the police to do their work without victimizing them, thereby forging effective partnerships.

Politicians need to be engaged long before the election period, necessitating an earlier start to project activities. Popular and influential politicians have a loyal following and can easily incite the youth to violence. These politicians therefore need to be onboarded earlier in the project and engaged to commit to undertaking political activities without incitement or propagating hate speech or violence. Aside from the local political leaders contending at MCA level engaged during the project, more influential politicians within the regions of project implementation need to be engaged to increase the impact and sustainability of project initiatives.

- Politicians, especially those with regional and national popularity have great influence over the majority of youth in the counties in which the project was implemented. It was also noted that politicians have often gotten away with reprimands on hate speech statements they make and incitement from the NCIC, therefore they are not afraid to bend the rules governing election management, to work in their favor. It was noted therefore that despite efforts by the project to increase cohesion and reduce polarization within communities, politicians were the greatest obstacle to progress being made by the project.

Search should implement, or partner with other agencies conducting voter awareness and education activities, like the IEBC, long before the election period. The aim of this partnership would be to create awareness on the importance of verification of any election related news, as well as available sources of credible and accurate elections-related news early enough to have maximum impact. Elections are an emotive topic in Kenya as a result they lead to rising tensions and conflict, especially when there is widespread misinformation and propaganda. If community members are aware of sources of credible news and how to verify any information they receive prior to the elections, they will have the skills and capacity to effectively manage and reduce the effects of misinformation and propaganda that is designed to cause tensions and violence in the community.

- Limited access to credible, reliable and verifiable sources of information on elections was noted as one of the main challenges that contributed to the spread of misinformation about elections. Without this, communities react to false messages that were designed to be emotive, creating tension and conflict in the community. While the project managed to address access to verifiable

information during implementation of similar activities earlier on in the election cycle, before the intensive campaign period would have averted more incidents of tension and conflict that could degenerate to violence.

County governments should be involved in the project from the beginning and lobbied to uptake and upscale activities within their counties, including making a commitment to allocate resources to these activities. This will ensure sustainability of initiatives like the youth peace cups and women's cultural exhibitions, which increased cohesion among community members.

- Stakeholders in the county government are interested in supporting initiatives that create peace and stability in their communities, as was demonstrated by their enthusiasm to take up initiatives like the youth peace cups and women's cultural exhibitions started by the project. Engaging them actively at the onset of the project provides avenues for knowledge and skills transfer and gives them sufficient time to plan and budget for the handover of activities.
- It is recommended that the action is anchored around the relevant county departments in charge of issues to do with gender, culture and sports. For example in Kilifi county the relevant departments are Gender, Sports, Youth, Culture and Social Services. In Mombasa the relevant departments are Youth Gender & Sport – Mombasa County; Kwale Department Of Social Services & Talent Management; Education, Youth, Sports, Gender and Social Services Memberships

Project activities need to adopt a variety of teaching methodologies to meet the needs of project participants, particularly those in localities with high levels of illiteracy. These may include approaches like dramatizations, pre-recorded audio files, road shows, and phone calls, as opposed to digital media or print content dissemination approaches.

- Interventions implemented in regions with low literacy levels need to be sensitive to the needs and capacities of community members, and adapt to the local context. Most people living in rural areas do not know how to read and write, hence strategies to disseminate information to them need to be carefully considered and locally contextualized for them to be effective. For example, in areas with radio signal coverage, media programming in the specific radio station needs to be aired in the local language understood by the target population. Communication methods such as print media may also not be the most suitable, hence the project will need to innovate and use more relevant communication strategies.

Behavior change activities take time to have an impact, and therefore longer-term funding is required for future projects seeking to change attitudes and behaviors at the community level. Moreover, there needs to be a more consistent approach to the implementation of activities, as significant time lags between these limit their effectiveness and impact.

- For a project targeting behavior change, awareness creation and community sensitization activities would be more effective if carried out consistently over the duration of the project. Activity delays and prolonged gaps in between activities was noted as a key contributing factor to reduced results. Delays were caused by both administrative and logistical issues, however community members and staff both noted there was considerable time between the scheduling of activities too.

Continue to support a larger number of small rapid community led initiatives.

- The methodology was well received by the community and also perceived to be effective.

Safeguarding concerns were raised regarding numerous aspects of the project. In particular participants in Tana River and Garissa reported feeling unsafe when participating in project activities. Community based activities like youth peace cups and women cultural exhibitions need to be structured in a manner that is

less competitive, sensitive to differences in cultures among participants and don't elicit competition that can lead to further disagreements and conflict.

In addition, Search needs to invest more in community sensitisation at the beginning of the project to enlighten the community about the project, its planned activities, and level of engagement. The project should also have better structures that support local monitoring of safeguarding risks and promptly address them. This should also include comprehensive training to local safeguarding focal points and making it mandatory for any local grantees and partners to undergo safeguarding training before engaging in project implementation activities.

→ Such activities also need to be held in spaces that are safe and accessible to all community members

Social media listening should be considerate of local languages to ensure instances of misinformation and hate speech are flagged and addressed earlier in the project. Similarly, the teams should have native speakers of the different local languages and dialects within the county/community to aid in easy identification and censorship of hate speech and misinformation. In Tana River for example, it was noticed much later that some of these conversations were held in the local language which could not be understood by key staff, necessitating the recruitment and training of locals who understand the language and context.

→ Aside from hiring team members who understand local dialects and the local language, SML was seen as effective in public spaces like Facebook and TikTok but quite ineffective on private platforms like WhatsApp groups. In addition to censorship of mal/misinformation, the project needs to provide avenues and platforms to verify information and also provide access/referrals to credible sources. While the SML team would not be able to counter mal/misinformation spread through private spaces, increased access and availability of credible and verifiable information in public spaces would go a long way in countering mal/misinformation privately circulated in in-accessible spaces. Such strategies would need to be publicised over a long duration to enable community members to be aware of the resources and use them.

Search should conduct further research to understand why a significant number of project participants in Tana River County did not feel safe taking part in project activities, and highlight the factors that resulted in this low sense of safety. Further insight on this is important to aid Search in addressing the specific issues or concerns that led to these participants feeling unsafe, with the aim of improving their overall experience and safety in future projects.

## 5. Appendices

### **ANNEX 1: Bibliography**

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### **ANNEX 2: Evaluation Terms of Reference**

[Annex 2: Terms of Reference](#)

### **ANNEX 4: Inception Report**

[Annex 4: Inception Report](#)

### **ANNEX 5: Evaluation Matrix**

[Annex 5: Evaluation Matrix](#)

### **ANNEX 6: Evaluation Matrix**

[Annex 6: Survey Tools](#)

### **ANNEX 7: Outcomes Harvesting Results**

[Annex 7: Outcomes Harvesting Results](#)

### **ANNEX 8: Sampling Framework (Interview Roster)**

[Annex 8: Sampling Framework \(Interview Roster\)](#)

**ANNEX 9:** Quantitative visualizations by county and sub-county  
[Annex 9: Quantitative visualization by county and sub-county](#)