



# ABOUT BADILI AFRICA

&

## OUR STRATEGY

*"Feminizing Political Spaces"*





# Our Big Picture

Positioning Badili Africa as the go to place for strengthening the civic health of our communities and learning institutions and closing the gender parity gap in political leadership.

We are guided by the Principle of Leave No One Behind, the central, transformative promise of the 2030 Agenda for the SDG's coupled with the Constitution of Kenya in our contributions in leveling the playing field for women and girls to achieve their leadership potential.



# Our Vision and Mission Statement

## Vision Statement:

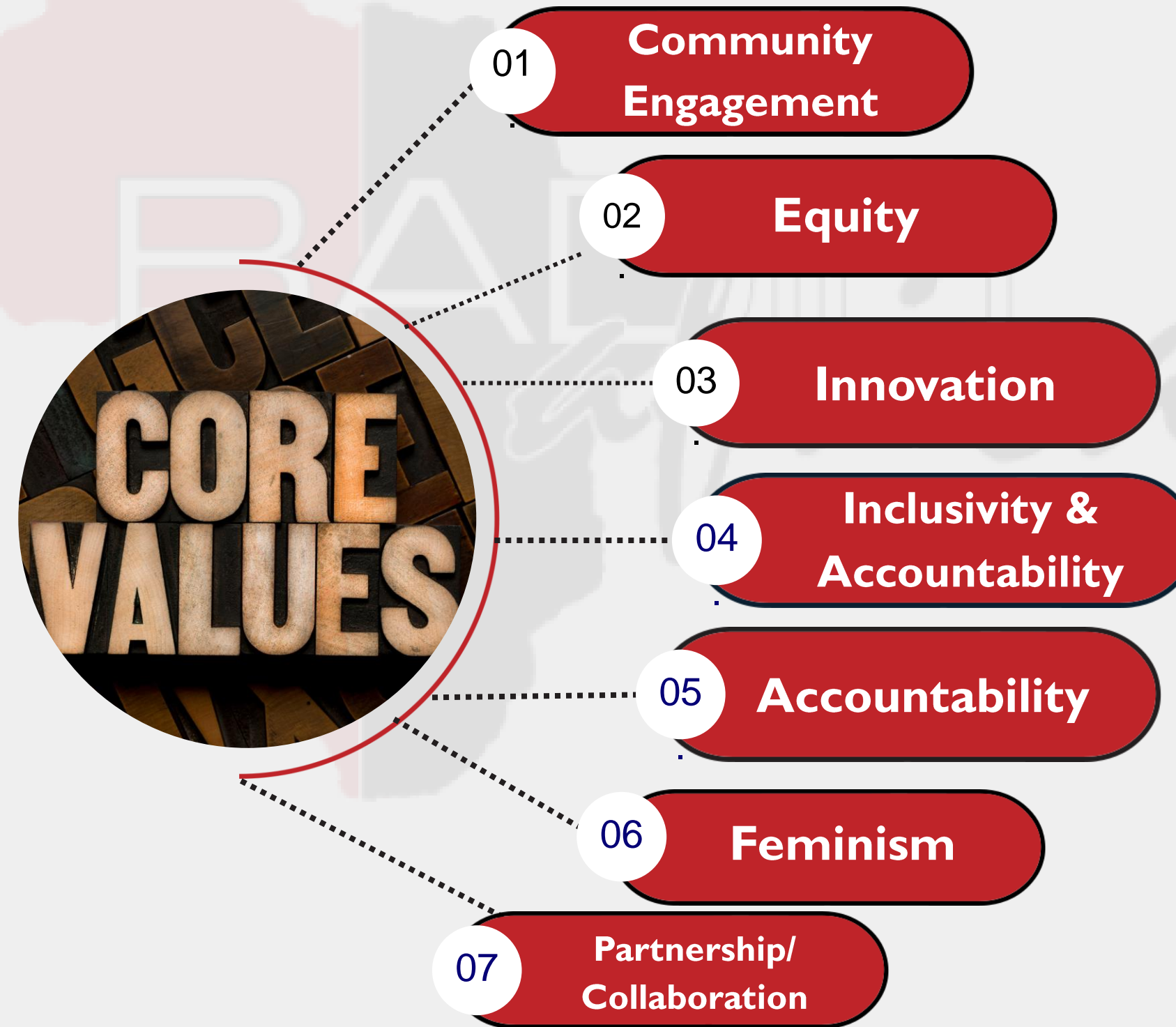
An equitable society where grassroots and young women enjoy full social, economic, and political rights.

## Mission Statement:

We harness and leverage the **voice** and **power** of **Chama** and **young women** in Africa through **civic engagement**, **evidence-building**, and **partnerships** to influence inclusive and effective political leadership and governance.



# Our core values



# How we work



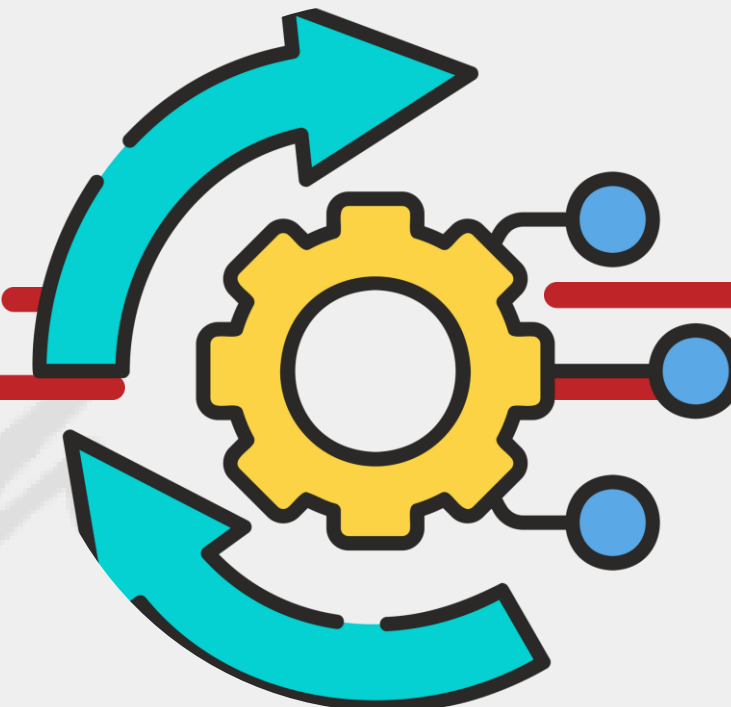
## Voice

By valuing and centering the perspectives, experiences, insights and contributions of Chama and Young women in decision making processes and investing in their agency and leadership



## Leadership

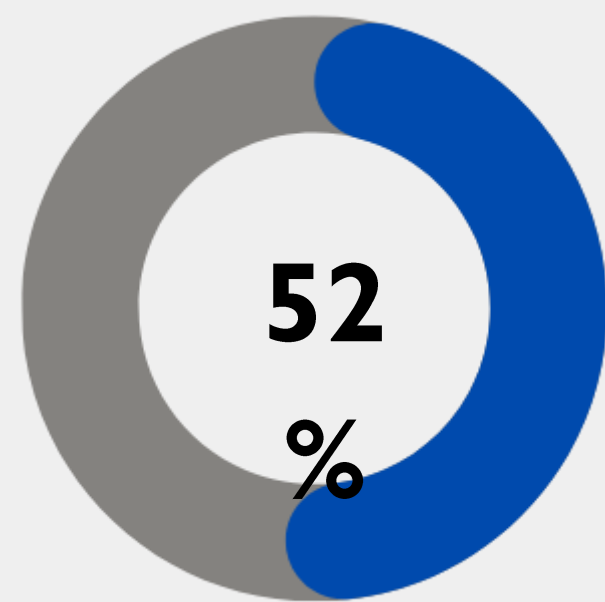
Strengthening and building capacities of chama and young women's active and meaningful participation in politics and governance, economic empowerment, ending gender-based violence and knowledge production



## Transform

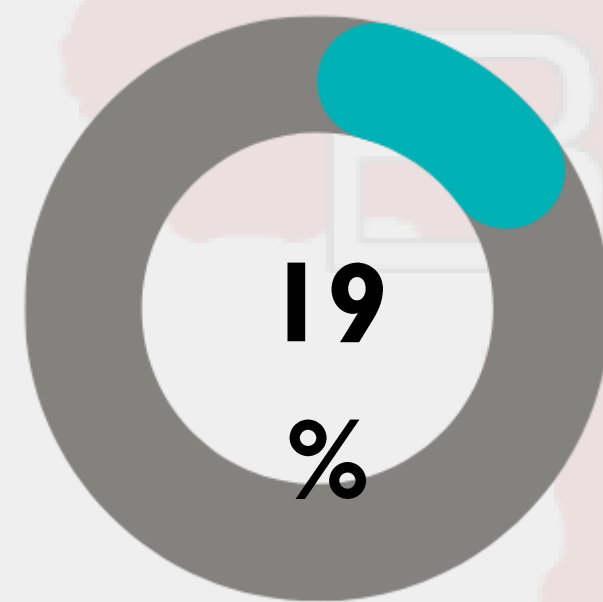
A movement of chama and young women leaders as politicians, activists, policy makers, mentors and advocates for better public service delivery, meaningful inclusion in politics and governance and eradication of all forms of gender-based violence.

# Operating Context



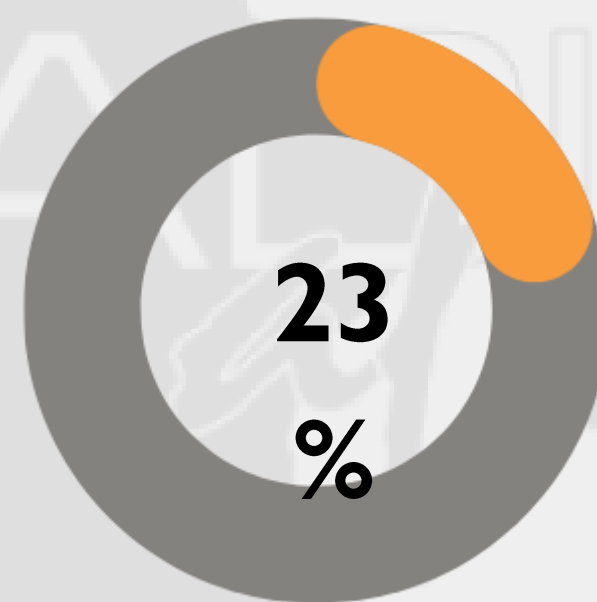
% of the female population in Kenya.

2013



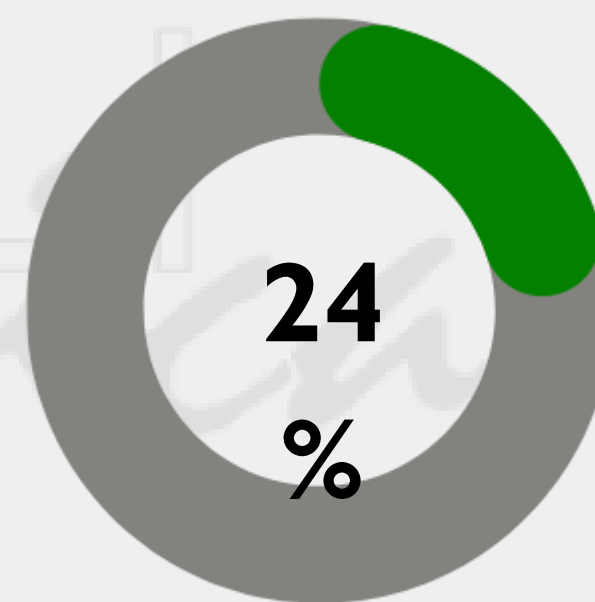
% of female representation in National Parliament.

2017



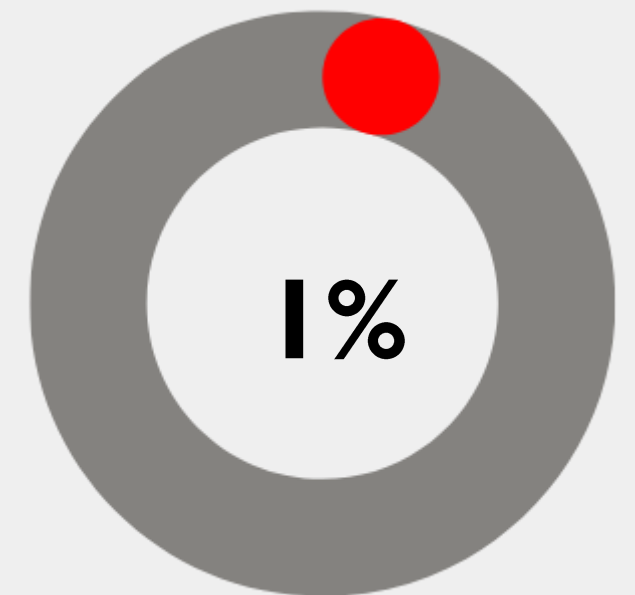
% of female representation in National Parliament.

2022



% of female representation in National Parliament.

2013-2022



% of young women represented in National Parliament.

State of female leadership in elective politics Kenya.

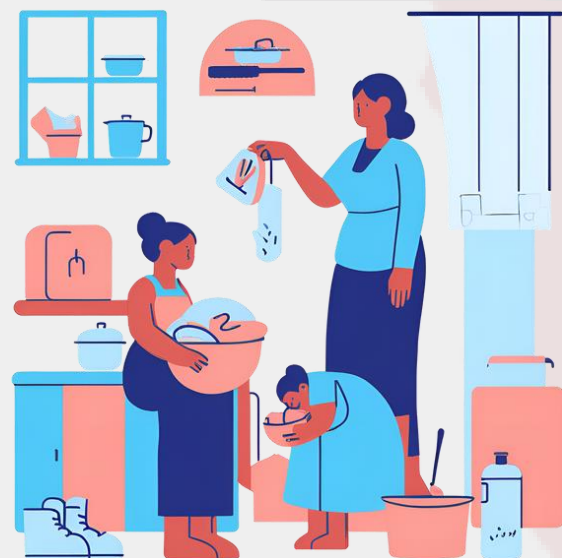
# Operating Context



**CAREWORK** is the heartbeat of every society yet the disproportionate responsibility for unpaid care work results in time poverty, significant opportunity costs, particularly among the poorest & most marginalized women and girls.

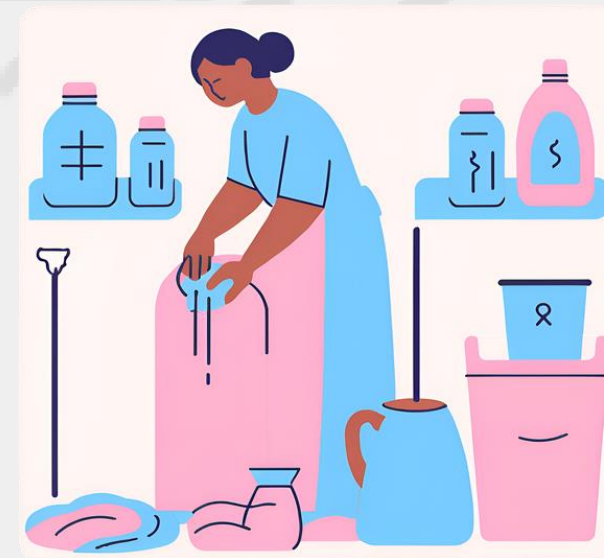
## 4-5 Hours

Average time spent by women on **PRIMARY CARE** in a day compared to 1 hour for men ( KNBS 2021 & Oxfam 2019 report.)



## 4-5 Hours

Time spent by women on **ANY CARE** per day on any care compared to just 2.9 hours a day for men.



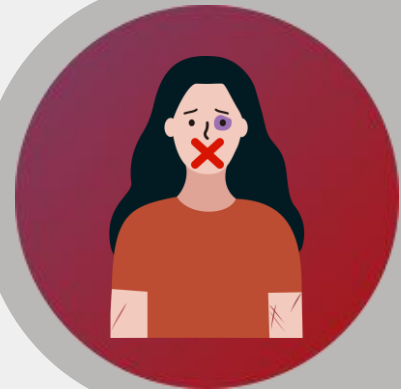
## 4-5 Hours

Time spent by Women on **PAID WORK** compared to the time that women spend on men spend at 10.5 hours per day. respectively).

Unpaid care and Domestic work.

# Operating Context

For women and girls, the fear of **VIOLENCE** is an everyday reality, yet many forms of **SGBV** continue to be perceived as private, relatively unimportant, or a normal part of life.



## 1 IN 3 WOMEN

Globally will have gone through some form of Gender-based violence in their lifetime (WHO report.)



## 46 BILLION

Resources Kenya incurs in the Kenya incurred Kenya Shillings 46 Billion, (1.1% of its GDP) in the management and response of GBV (NGEC Economic burden study).



## 18-24 YEARS

32% of young women aged between this age reported experiencing sexual violence before the age 18 (UN Aids report).



## KSH 16, 464

The average cost of medical-related expenses per survivor and family in Kenya (NGEC report).

# Operating Context

## Impact of fashion on climate change



# Key Achievements



1

Expanded civic spaces for democratic engagement i.e chamas, salons etc.



2

Leveraging the power of fashion & make-up artistry merged with civic dialogues to facilitate civic education for disenfranchised groups of young women.



3

Increased young women's participation and representation in student governments in public institutions.



4

Review of sexual harassment policies in Institutions of higher learning



5

Improved visibility and recognition of the chama women organizing power and leadership as accountability champions.



6

Strengthened the capacities of chama & young women & male allies in breaking the cycle of SGBV

# Key Achievements



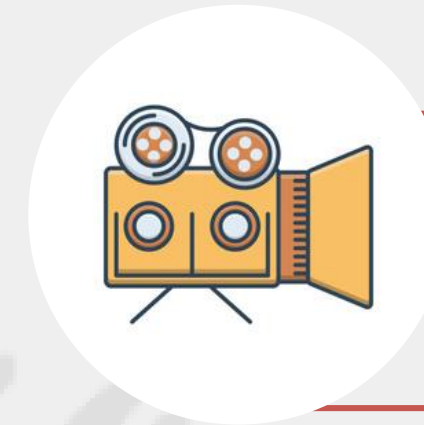
1

Developed a male allies network in urban informal settlements in Nairobi County committed to eradicating SGBV.



2

Research and learning - produced three research products, one of which is being adapted to a docu- film.



3

Produced two documentaries on the impact of electoral violence on young and chama women's participation in student governments & elections. respectively.



4

Working with young social media influencers on advocacy campaigns, influencing behavior change and meaningful participation on governance processes.



5

Improved mental wellness in informal settlements in Nairobi county among grassroots women organizing inchamas and male allies.



6

Expanded geographical coverage from Nairobi County to 4 other counties: Kajiado, Kiambu, Nakuru, and Kisumu.

Niche	Strategic Approach
<b>Mobilizing young women who are traditionally hard to reach in unconventional ways to participate in elections, politics, governance and advocacy processes.</b>	Invented Political Spas and Glam sessions that leverage the power of fashion and makeup artistry combined with civic dialogues as an entry point to facilitate conversations on civic engagement and participation for politically disenfranchised groups of young people.
<b>Harnessing the power of digital platforms to inform, educate, and advocate on matters of governance, political inclusion and ending all forms of gender based violence.</b>	Leveraging the platforms and influence of social media influencers in shaping political attitudes, eradicating gender based violence and promoting the culture of Utu and Ubuntu.
<b>Tapping and investing in Chama women's networking power as critical tools to rally towards access to better public service delivery, inclusion in decision-making processes and lobbying and advocacy.</b>	Partnering with and Strengthening chama women's engagement in governance and political processes with a view on how they can influence local government plans, policies and inclusion of women in decision-making processes.
<b>Increasing the number of young women considering a run for political office and engaging in electoral processes as voters, activists, campaign mobilizers and candidates.</b>	Working through student governments and young women political leadership hubs to encourage and support young women to run for office and participate in policy making processes towards influencing policies, budgets and programs in inclusive and representative ways.

# Key Result Areas

## Leadership and Decision-Making

Increasing Chama and young women's participation in leadership and decision-making roles across higher education institutions, grassroots movements, and local and national governments.

## Prevention of VAWG

Mitigating and responding to violence against women and girls by addressing root causes and influencing policies through community-driven interventions.

## Livelihoods & Resilience and Technology.

Strengthening Chama and young women's livelihoods by improving their digital literacy and financial skills and providing vocational training in makeup artistry.

## Sustainable Environmental practices

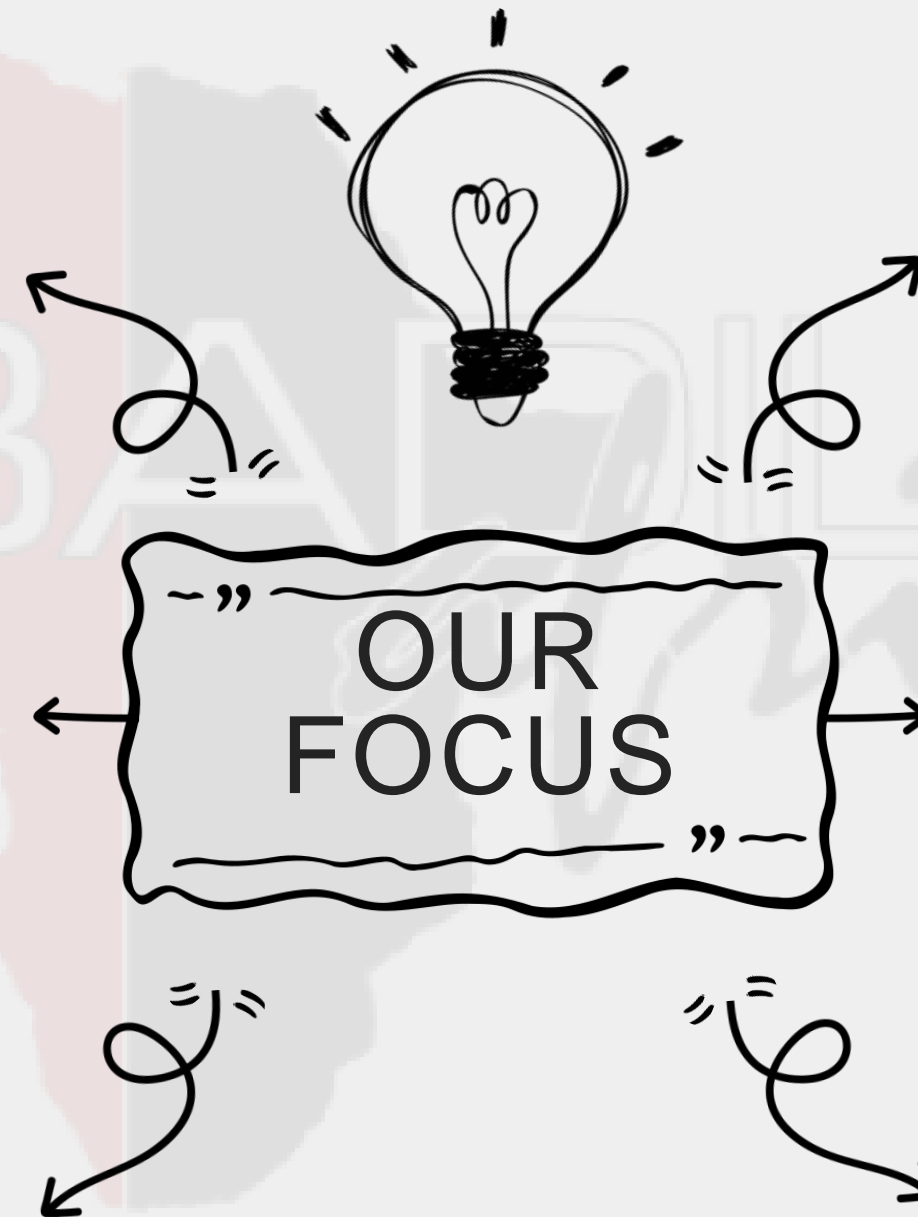
Promote sustainable livelihoods, economic resilience, and digital Inclusion for grassroots and young women

## Unpaid carework

Advocating for the recognition, reduction, and redistribution of unpaid care work to enhance women's participation in economic, social, and political spheres.

## Organizational Strenthening

Enhance Internal Capabilities for Program Delivery and Sustainability



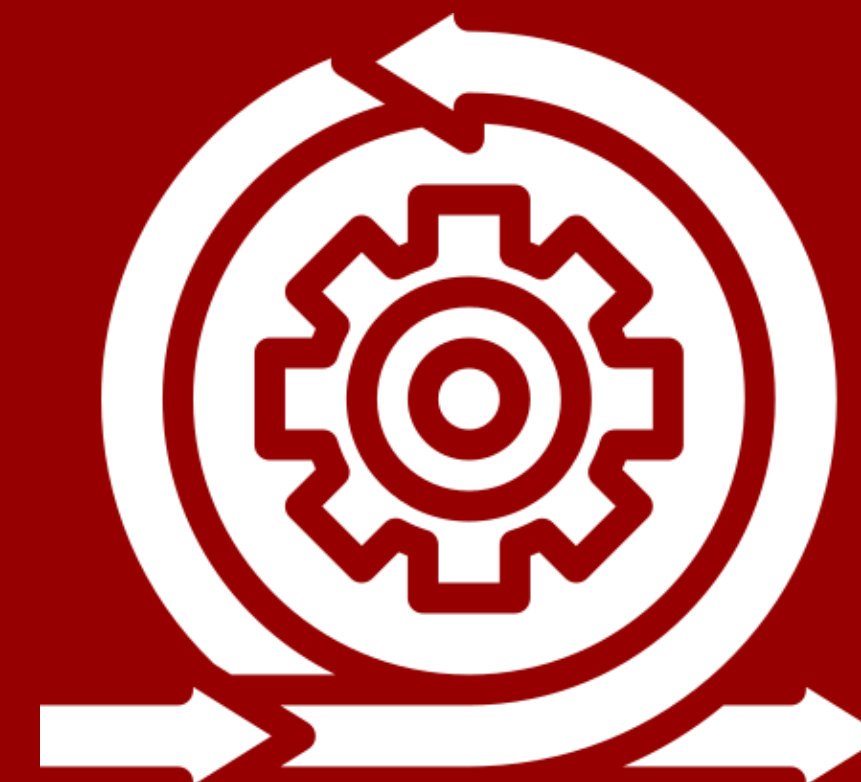
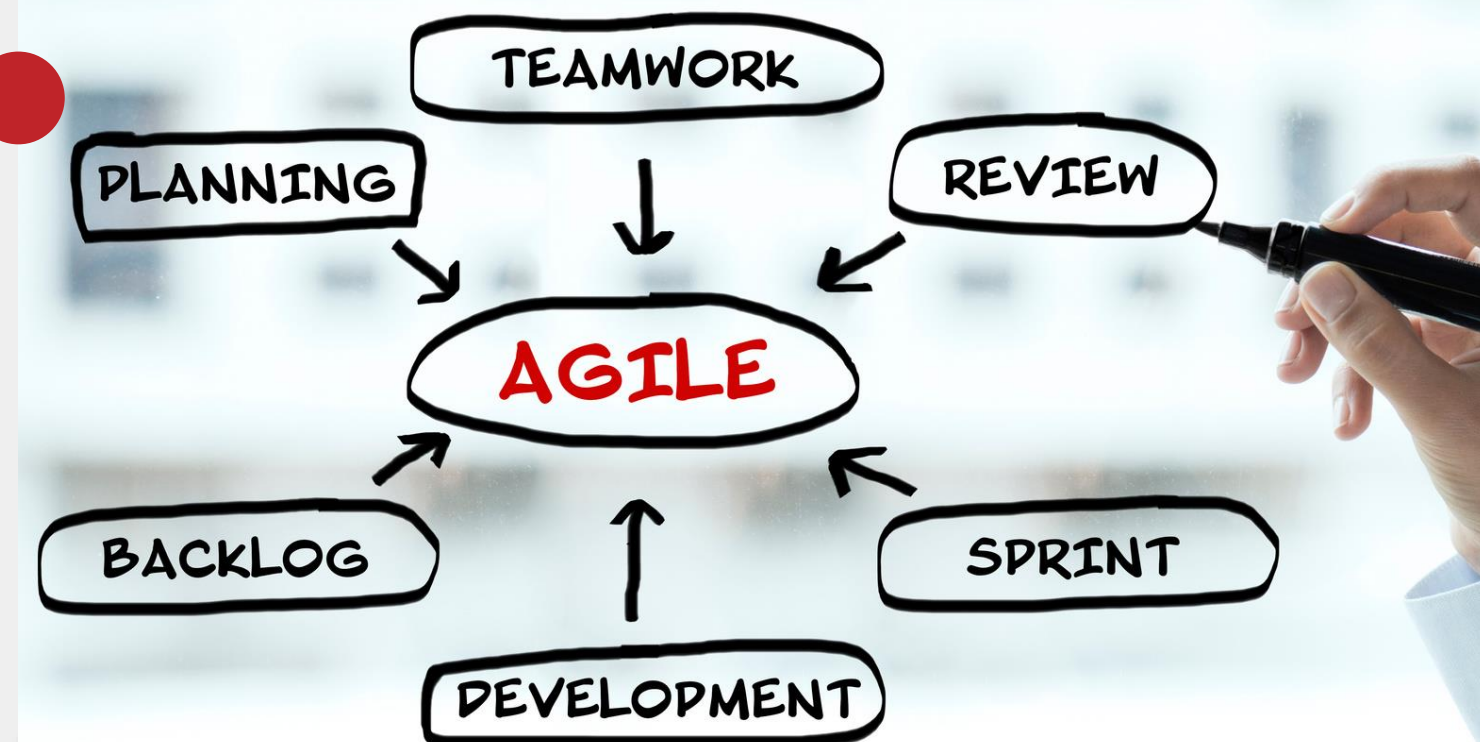
# Key Result Areas

## LEADERSHIP AND DECISION MAKING

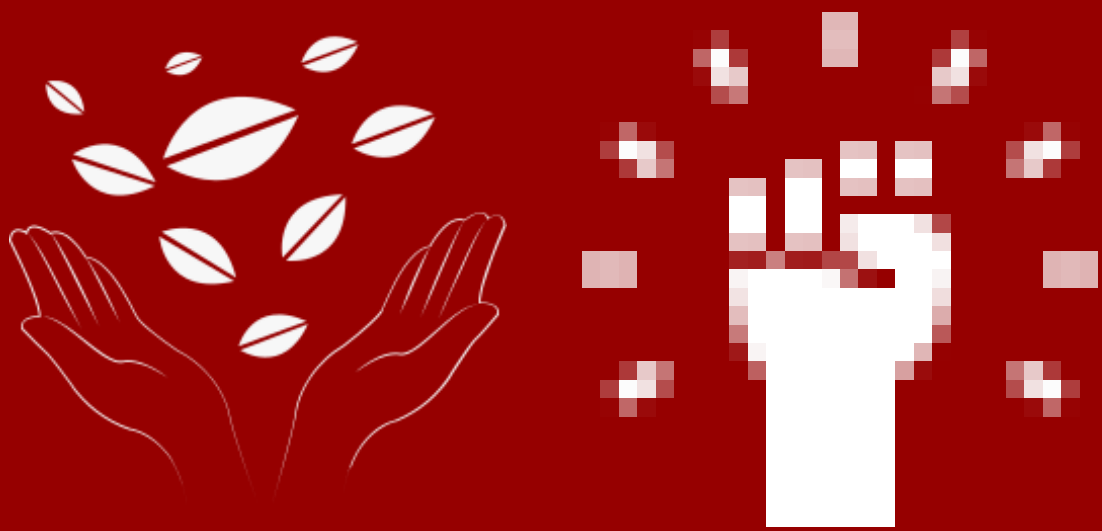
- Grassroots and young women representation and participation in Student & National governments.
- Positioning grassroots and young women as experts in community development initiatives
- Expanding the political pipeline for women candidacy.
- Research, learning and knowledge production.

## PREVENTION OF VAWG

- Influence institutional frameworks and policies on VAWG.
- Create safe spaces both online and offline for women and girls.
- To increase and strengthen the capacity of Chama women, young women and male allies to break the cycle of violence.
- Evidence building and learning on ending VAWG.



# Key Result Areas



## Unpaid Carework

- Advocate for the recognition of unpaid care work.
- Increase awareness of its impact on the economic, social and political participation of women and girls.
- Contribute to achieving legislative changes in at least two counties to recognize and provide adequate facilities for childcare care by 2028

## Livelihoods, Resilience and Technology.

- To build and augment the digital literacy skills for chama and young women..
- To improve chama and young financial management skills.
- To upskill young women in tertiary institutions and urban informal settlements.
- To track access to and application of affirmative funds by chama and young women.





# inizingPoliticalSpace



## *Invitation to join the movement*

**We invite you to become part of a movement that is reshaping the future of Africa's women. Your support not only helps us but also joins you to a community committed to gender justice and equality**

[info@badiliafrica.org](mailto:info@badiliafrica.org)