

Agroecology Leadership Academy **Kenya** Cohort

From Policy to Practice:

Communication Advocacy for the National Agroecology
Strategy for Food Systems Transformation 2024 – 2033

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Communication Advocacy: From Policy to Practice

Rationale: Agroecology advocates usually talk to “the converted”
There’s a need to reach beyond the usual group of stakeholders to influence those who do not usually participate in these discussions.

Objective: To secure buy-in from **Transformative Stakeholders** and ensure that the strategy aligns with their plans to oversee its implementation.





Activities

- Abridged National Agroecology Strategy brief
- Transformative stakeholder event

Draft Abridged Brief

Abridged Brief for the Agroecology Leadership Academy Kenya Team Initiative:

Communication Advocacy on the National Agroecology for Food System Transformation Strategy, 2024 – 2033: From Policy to Practice

Introduction

There is increasing recognition that food systems in Kenya – from production, distribution and consumption – are not sustainable and therefore unable to sufficiently meet the needs of our growing population. While agricultural output grew by 10% from 2018-2022, the burden of malnutrition continues to persist. The proportion of the population severely food insecure increased from 15% in 2016 to 28% in 2022, one in five children are stunted while one in four women are anemic. Worse still, Kenya's food system is heavily impacted by global climate change while also contributing to a larger share (over 60%) of GHGs and biodiversity loss. The intensity of extreme weather events including prolonged droughts, erratic rains and floods have worsened over the years with serious negative effects on food and nutrition security and the ecosystems.

Rationale for food system transformation through agroecology

The need to transform Kenya's food system has been recognized through the development of

Focus



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Recommendations to Human Rights Stakeholders

Agroecology is a means to realize the **Right to Food** as it emphasizes human, social and cultural values, equity, participation, co-creation of knowledge, and food sovereignty. Human rights stakeholders can:

1. **Bring awareness** of the strategy to right stakeholders and duty bearers and demand accountability from the state in implementing the strategy
2. **Advocate for the adoption** of the strategy in Counties and support the development of policies that prioritize a transition to Agroecology for food systems transformation.
3. **Empower vulnerable groups** to participate in the implementation of the strategy, monitoring, evaluation and reporting. Ensure inclusive, transparent, and accountable Agroecology coordination structures at the national and county level.

Recommendations to Private Sector Stakeholders

Private sector actors are critical in supporting the supply and demand for agroecological inputs, products and services. Private sector stakeholders can:

1. Strengthen **local production** and **distribution of agroecological/organic** inputs.
2. Implement **production systems** that enhance diversity and ecosystem resilience.
3. **Enhance investments** to reduce food loss and waste in their enterprises
4. **Scale up procurement** of safe, nutritious, and affordable foods.
5. **Creating opportunities** for farmers to adopt sustainable farming practices as a business.

Recommendations to Faith-Based Stakeholders

Faith-based institutions in Kenya are custodians of ethical values, often including safeguarding the natural environment to serve present and future generations and providing for society's most vulnerable members. Faith-based stakeholders can:

1. **Inculcate behavioral change** from the pulpit by motivating congregants to transition to resilient and sustainable agriculture (agroecology).
2. Practice by doing. As landowners, some faith institutions and their religious leaders can **implement agroecology and foster the transition** through rural livelihood capacity building/trainings on agroecological approaches.
3. With **strong networks, catalyze and strengthen relationships** between different stakeholders that can undergird the implementation of the NAS-FST.

Recommendations to Media Stakeholders

Mass media plays a huge role in the **dissemination of agricultural practices** and technologies. Success of agricultural development largely depends on the nature and extent of use of **mass media in mobilization** of people for development. Media stakeholders can:

1. Create **massive awareness** of the strategy and its contents to enhance the knowledge of various stakeholders and also help in tracking accountability from duty bearers
2. Through this strategy, social media strategies should be employed to **enhance the participation of youth** on marketing and other levels in the value chain.
3. Information on agriculture, both crop and livestock should find their way in **mainstream media inform** of educative programs and through cultural ways such as dance and folklore.

Recommendations to Consumers

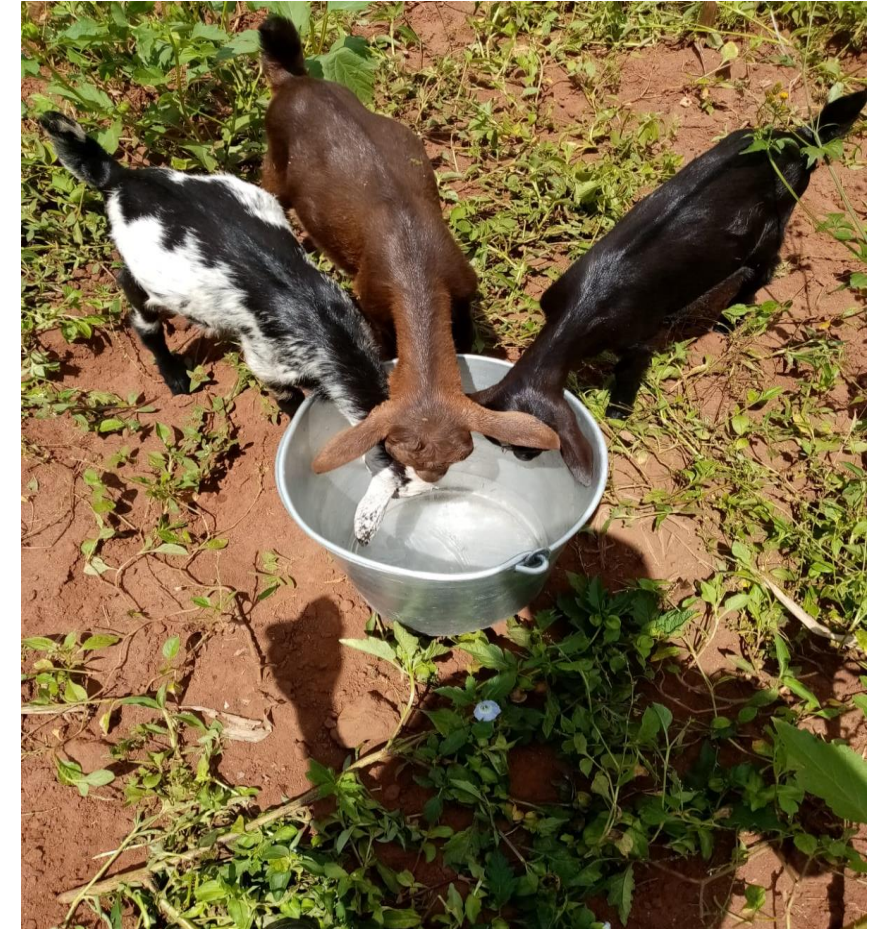
Consumers may have a big impact by making an informed decision when choosing the source of their food. Accordingly forming a demand for agro-ecological goods is an important part of creating more markets where this demand can be fulfilled. . Consumers (households, institutional consumers, hotels, restaurants, etc.) and consumer groups can:

1. **Increase awareness** on the importance and benefits of conservation and restoration of ecosystem resources associated with agri-food systems biodiversity (e.g through seed and food harvest festivals, exchange visits etc)
2. Enhance/increase **pressure on county and national governments** to provide safe, nutritious and diverse foods
3. Change **consumption habits** towards consumption of diverse Indigenous foods
4. Increase their **engagement in the food system decision-making policy** processes



The Future

- To **work with transformative stakeholders** to mainstream agroecology in their plans.
- To continue with the Academy as **mentors to a new cohort**.





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The Agroecology Leadership Academy is conducted with financial support from the European Union (EU) as part of the EU co-funded programme “ProSilience: Enhancing soils and agroecology for resilient agri-food systems in Sub-Saharan Africa”. ProSilience is integrated into the global programme “Soil Protection and Rehabilitation for Food Security (ProSoil)” commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

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