



Report of the People Dialogue Festival (PDF) March 7th - 9th 2019, Nairobi - Kenya



An initiative of



PARTNERS



LIST OF ACRONYMS

BBI	Building Bridges Initiative
CCM	Chama cha Mashinani
CEC	County Executive Committee
CEO	Chief Executive Officer
CMD	Center for Multi- Party Democracy-Kenya
CSOs	Civil Society Organizations
DIPD	Danish Institute for Parties and Democracy
EACC	Ethics and Anti-Corruption Commission
FIDA	Federation of Women Lawyers Kenya
JP	Jubilee Party
KANU	Kenya African National Union
KMPDU	Kenya Medical Practitioners' and Dentist Union
NGOs	Non-Government Organizations
NIMD	Netherlands Institute for Multiparty Democracy
NYC	National Youth Council
NYP	National Youth Policy
ODM	Orange Democratic Movement
PDF	People Dialogue Festival
SG	Secretary General
TJRC	Truth Justice and Reconciliation Commission
UHC	Universal Health Care
UNLJ	University of Nairobi Law Journal



Report of the
People Dialogue Festival
(PDF)

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1.0 INTRODUCTION AND CONTEXT

1.1 Background

This report details the outcomes of an inaugural People Dialogue Festival (PDF) held in Nairobi-Kenya between 7th and 9th March 2019 organized by the Centre for Multiparty Democracy (CMD-Kenya). The PDF was inspired by CMD-Kenya's long-term initiatives that are aimed at providing multi-party as well as multi-actor platform for dialogue on governance issues in Kenya.

The overall objective of the PDF was to provide a leveled platform for dialogue between citizens, political and opinion leaders towards consolidating the country's democratic landscape.

CMD-Kenya is a political parties-based membership organization established as a platform for political parties, political actors and policy makers to engage in dialogue and cooperate in strengthening multiparty democracy. The concept of PDF mirrors the *Almedalen* in Sweden and the *Folkemøde* (People's Meeting) in Denmark organized over the years to provide opportunity for citizens and leaders to meet eye-to-eye and on level terms, in a place and in a way, where locked positions and prejudices are left at the door step by all participants.

The People's Meeting approach is a great opportunity for Denmark and Sweden to share the democratic ideals that their countries are founded for nascent democracies to experience and improve their democratic culture.

1.2 Rationale

Despite the fact that Kenya has made progress towards consolidating its democratic landscape, much still remain to be done in addressing underlying challenges that threaten the political, social and economic standing of the country. The country's democratic transition has been characterized by fortitude and inconsistencies that mixes development and recession in almost equal measure. Kenya's democratization process has largely been undertaken with limited institutionalization, with the political elite seemingly more concerned about consolidating power than democratizing the state. The level of engagement between citizens and elected leaders as an essential part of democracy has been low. Parliament can also be described as quite divided and partisan, and this is often played out in the media or on the floor of the house.

Recent trends reveal that there is a simmering mistrust between civics and the government. This means interaction between pressure groups, civil society organizations and politicians tend to be confrontational rather than collaborative and supportive. Relationship between media, CSOs and politicians is never very cordial or collaborative although media are rated as free by international standards. These challenges are compounded by lack of strong avenues for citizen engagement in Kenya's democratic discourse. This level of disconnect among various actors has resulted in increased levels of corruption and economic mismanagement, ethnic exclusion and poor governance which is contributing to public dissatisfaction with democracy in Kenya.

The active and meaningful engagement of different actors and citizens in public affairs is the distinguishing feature of democratic societies, which are judged by the extent to which governments open up to citizen involvement in public affairs and the space they give for citizens to hold the government accountable. The challenge is therefore to establish spaces for dialogue among state and non-state actors as well as citizens to strengthen their relationships towards the overall good of the country's democratic development. It is on this basis that the 28 political parties who are members of CMD-Kenya organized the PDF to provide an alternative space for dialogue between citizens and their leaders.

1.3 Objectives of the PDF

The overall objective of the PDF was to provide a leveled platform for dialogue between citizens, political and opinion leaders towards consolidating the country's

political landscape. Specifically, the PDF sought to:

- Broaden platforms for dialogue between voting citizens, political and opinion leaders by promoting simplicity, tearing down the staircases in our stratified society, reducing the gap between the leaders and the led.
- Provide opportunity to actors to unpack and reflect on the Building Bridges Initiative (BBI) and build consensus around fundamental reforms in Kenya.
- Strengthen linkages between leaders and the led to collectively foster Kenya's democratic culture.

1.4 Expected Outcomes

It was anticipated that the PDF would result in:

- Enhanced spaces for promoting public participation in national development, social cohesion, and enabling prosperity.
- Increased appreciation for national dialogue processes and that the real solutions must come collectively from both progressive and democratic Kenyans, political and opinion leaders as one.
- Increased awareness of the importance to balance the use of political competition and cooperation for sustainable democratic development and for providing meaningful choices to citizens.

1.5 Structure and Format of the PDF

The choice of the dates for the PDF was purposive. It was intended to coincide with the famous 'Handshake' date between President Uhuru Kenyatta and the former Prime Minister, Rt. Hon. Raila Odinga, when the Building Bridges Initiative (BBI) was born in Kenya.

The PDF featured the following:

- Multi-actor dialogues on various issues of national importance
- Panel and plenary discussions on specific themes
- Arts, music and performance
- Exhibitions from political parties and other actors



2.0 OVERVIEW OF THE PDF RESULTS

2.1 Introduction

This section outlines various structured conversations held in different sessions during the PDF. It briefly highlights the rationale and content of each session, expected outcomes and panelists who took part in each session.

2.2 Number of Participants

An average of 500 participants took part in the PDF per day. CMD-Kenya enlisted volunteers to register participants during the forum. The numbers of participants were counted per day from the lists of participants.

2.3 Profile of Participants

The participants who took part in the PDF were from diverse backgrounds. Analysis of the lists of participants filled each day during the three-days of PDF show that the following categories of participants participated:

Category	Description	Number of Participants	%
Gender	Male	279	54.60%
	Female	232	45.40%
Age	Under 35	366	71.62%
	Over 35	145	28.38%
Political Leaders	Senior Party Leaders	15	3.00%
	Members of National Assembly	14	2.74%
	Senators	9	1.76%
	Members of County Assemblies	17	3.33%
	Speakers of County Assemblies	2	0.39%
	Former politicians (MNAs, Senators & MCAs)	33	6.46%
Government Leaders	Cabinet Secretary	1	0.20%
	Chief Administrative Secretary	1	0.20%
Religious	Christian Leaders	8	1.57%
	Muslims Leaders	5	0.98%

2.4 Number of Events

The inaugural PDF had a total of 17 events, organized and spread across 3 locations in the Courtyard, Amphitheatre and Auditorium of the Kenya National Museum as follows:

1. Official launch
2. Discussions on various topics structured around specific themes including:

Theme 1:

Collaboration and Competition in Democratic Development



Jubilee Secretary General - Raphael Tuju, and ODM Secretary General - Edwin Sifuna during a discussion on collaboration and competition at the PDF.

- a. Political parties: When do they work for women?
- b. Debate by university students on "Corruption and Inclusion in Kenyan Politics"
- c. Health and devolution
- d. The alternative voice/agenda in political governance
- e. Hangout **#AskMeAnything**: Online debate for and by young people
- f. Open mic for political parties: Kenya Young Parliamentarians Association (KYPA), Kenya Young Members of County Assembly Association (KYMCA), individuals and civil society organizations (CSOs) on the topic "Constitutional, Legal and Institutional Reforms Key to Kenya's Democratic Renewal"

Theme 2:

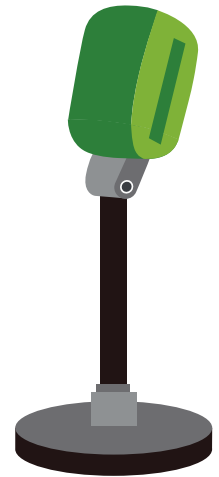
Inclusion & Democracy

- a. Achieving inclusive democracy in Kenya: What must be done
- b. Embedding inclusive participation and representation in Kenya



A participant contributing to debate on inclusion during the PDF.

- c. Democracy & inclusion: The role of political parties
- d. Youth and inclusion
- e. Exhibitions and side events on inclusion and democracy
- f. Open mic for political parties, civic actor, individuals and commissions on topic "Constitutional, Legal and institutional Reforms Key to Kenya's Democratic Renewal"



Theme 3:

National Dialogue & Governance Reforms

- a. Reflections and panel discussion on National Dialogue & Governance Reforms in Kenya.
- b. Expounding on the Building Bridges Initiative (BBI) vision



2.5 Partnerships

Strategic collaborations were sought with different actors who supported successful execution of the PDF. Three categories of partners made the event a success as follows:

No	Category	Partners
1	Institutional Partners/ Donors	<ol style="list-style-type: none"> 1. Danish Institute for Parties and Democracy (DIPD)) 2. Danish Liberal Democracy Program (DLDP) 3. Netherlands Institute for Multiparty Democracy (NIMD)
2	Activity-Based Partners/ Donors	<ol style="list-style-type: none"> 1. Friedrich Naumann Foundation for Freedom (FNF) 2. Federation of Women Lawyers-Kenya (FIDA-Kenya)
3	Planning and Coordination Partners	<ol style="list-style-type: none"> 1. Danish Liberal Democracy Program (DLDP) 2. Danish Institute for Parties and Democracy (DIPD) The Youth Agenda (YAA) 3. Federation of Women Lawyers-Kenya (FIDA-Kenya) 4. Mzalendo Trust 5. Kenya National Debate Council (KNDC) 6. University of Nairobi Law Journal (UNLJ) 7. Kenya Young Members of County Assemblies Association (KYMCA) 8. Kenya Young Parliamentarians Association (KYPA) 9. Siasa Place 10. National Youth Council (NYC) 11. Office of Registrar of Political Parties (ORPP)

2.6 Participation

The PDF was packaged and communicated, not as a political event, but a social gathering between leaders and the led where they come together and freely dialogue about issues that affect them all.

All CMD-Kenya member parties participated in the event including showcasing their programs. Besides political parties, representatives from the private sector, religious leaders, trade unions, students, youth serving organizations, women and the women movement,

ordinary citizens and civil society organizations took part in the PDF.

2.7 Media Coverage and Visibility

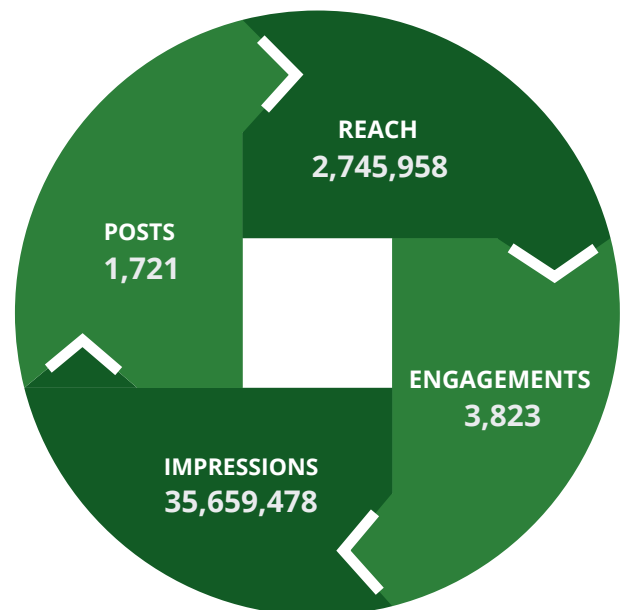
Both mainstream and social media platforms were utilized to keep the event visible as discussed below:

2.7.1 Mainstream Media

With regard to mainstream media, CMD-Kenya entered partnership with the Nation Media Group – NTV, to cover the PDF. Live links, squeeze backs and spot adverts were used. Each day, NTV carried out live links as well as interviews with CMD-Kenya leadership, PDF co-organizers and participants on various topics.

2.7.2 Social Media

The PDF was streamed live in social media pages: CMD-Kenya Page and PDF Page and the CMD-Kenya YouTube Channel. Further, a real-time tracker of the **#PeopleDialogueFestival** on Twitter revealed that as of 9th march 2019, there was high level reach to audiences across the globe as follows:

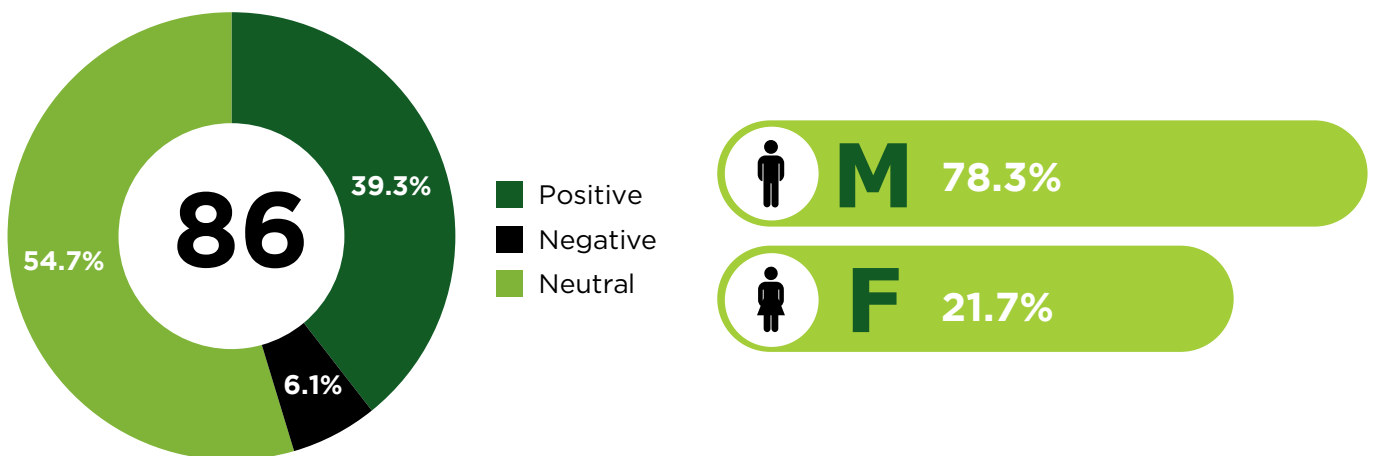


During the #PeopleDialogueFestival online engagement, 1,712 posts were made with 499 users actively/directly engaging on the hashtag. 3,823 online individuals interacted during the discussions through engaging, commenting, liking the posts as well as sharing. 2,745, 958 unique online users interacted with the #PeopleDialogueFestival discussions and 35, 659, 478 was the number of times that the hashtag was viewed by online users.



During the People Dialogue Festival, 39 % of the discussions were positive and in support of the festival. 6.1 % users had negative sentiments, while 54.7% users had neutral sentiments during the discussions.

Gender Demographics Online engagement: Of the online participants during the conversations, 78.3% were male whereas 21.7 % were female.





3.0 THEMATIC DISCUSSIONS AND OUTCOMES OF THE PDF

3.1 Introduction

This section outlines various structured conversations held in different sessions during the PDF. It briefly highlights the rationale and content of each session, expected outcomes and panelists who took part in each session.

3.2 THEME 1

Collaboration and Competition in Democratic Development

The overall objective of the theme was to highlight and discuss the role of parliament in strengthening Kenya's democratic landscape. The force of political competition in Kenya had been

increasingly stronger and had overtaken the will for cooperation. The session provided opportunity for the voting Kenyans to engage their elected leaders (from the National Assembly and Senate) in discussing the importance of agreeing to disagree around issues as a pre-requisite for strengthening the country's democratic landscape.

The session also provided opportunity for leaders from the minority and majority parties to meet and openly discuss national issues that are of Kenya's collective good. It was agreed that for democracy to be successful the leaders and the citizens must uphold integrity and observe rule of law.

Keynote speaker:

1. Hon. Moses Cheboi - Deputy Speaker of the National Assembly

Panelists:

1. Hon. John Mbadi - Minority Leader National Assembly of Kenya;
2. Ms. Waruguru Kiai - Youth Agenda Board Member;
3. Ms. Roseline Odede - Advocate & Council Member of the Law Society of Kenya (LSK)
4. Henrik Bach Mortensen - Vice President of the Alliance of Liberals and Democrats in Europe (ALDE).

3.2.1

Political Parties: When Do They Work For Women?

Discussions in this session highlighted challenges women face in accessing political leadership through political parties. It also sought to borrow the experiences from Nepal, an equally patriarchal society that has utilized quotas to increase the levels of women representation in all State institutions.

In Kenya, women face numerous challenges in the political arena, they are more likely to be victims of violence and intimidation, and they often find such experiences a deterrent to pursuing their political ambitions. Certain structural barriers continue to make hard for women to compete fairly in politics. The actualization of the not more than two-thirds gender principle in parliament remains elusive. Political parties have a role to play to

ensure increased levels of women representation in leadership.

In political representation, Nepal has one of the world's largest gender quota systems, intended to swiftly increase the number of women in politics. The Constitution reserves for women 33 percent of positions in all of Nepal's state institutions, including the legislature, under Article 84(8). The result of this is that Nepal leads South Asia with the most women in parliament. The deputies of most powerful posts in both state and national governments are occupied by women. Hon Parasuram indicated that challenges still abound. Problems like societal perceptions influenced by culture still persist. There is an urgent need to develop innovative solutions to the problem of cultural perceptions that do not favor women participation in politics.

Panelists:

1. Hon. Judith Sijeny - Secretary General, Wiper Democratic Movement
2. Ms. Milly Lwanga Odongo -Political Parties Disputes Tribunal
3. Ms. Anne Nderitu - Registrar of Political Parties
4. Mr. Edwin Sifuna, Secretary General, Orange Democratic Movement
5. Hon. Parasuram Meghi Gurung Chair of Legislative Management Committee, National Assembly, Nepal

3.2.2

Health and Devolution

The right to health is a key pillar of the social and economic rights that the 2010 Constitution introduced in Kenya's political discourse. The new structures of devolved government also included the devolution of healthcare services. Above and beyond the overall objective of devolution being bringing service delivery closer to the citizens, healthcare devolution was based on the rationale that it would allow the county governments to design innovative models and interventions that suited the unique health needs in the different counties, encourage effective citizen participation and make autonomous and quick decisions on resource mobilization and management possible

issues. However, years after the said devolution, the health sector is faced by numerous challenges including inter alia; lack of capacity, corruption, human resource issues and conflict with the national government. These problems are highlighted by the perennial strikes that paralyze the sector and adversely affect the citizens.

Devolution of health services was a leap toward better healthcare for the citizens at the lowest level. However proper support has not been given to the counties both in terms of finance and capacity building to streamline the provision of healthcare. More resources need to be devolved and while doing so we need to take into account the different health needs of different counties.

Keynote speaker:

1. Hon. Isaac Ruto - Former Governor, Bomet County and Chair, Council of Governors

Panelists:

1. Dr. Ouma Oluga - Secretary General, KMPDU
2. Dr. Jacqueline Kitulu, President, Kenya Medical Association
3. Ms. Beatrice Askul, former CEC Turkana County, Chama Cha Mashinani (CCM)

3.2.3

The Alternative Agenda in Kenya's Governance

Three separate sessions were held under this agenda; one with Hon. Musalia Mudavadi, Party Leader, Amani National Congress (ANC) and second one with Hon. Kalonzo Musyoka, Party Leader, Wiper Democratic Movement (WDM) and former Vice President of the Republic of Kenya (2008-2013). The third session was with Hon. Moses Wetangula, Party Leader (Ford-Kenya) and Senator-Bungoma County. Hon. Musalia Mudavadi, Hon. Kalonzo Musyoka and Hon. Moses Wetangula were the three Principals of the National Super Alliance (NASA) together with Hon. Raila Odinga during the 2017 General Elections. However, Hon. Odinga did not include all of them in his handshake with the President. The essence of the session was to therefore to have the leaders reflect on what they consider should be the alternative governance agenda for Kenya besides the handshake agenda.

In his reflections, Hon. Mudavadi reiterated the need to have an all-inclusive national dialogue and pursue reforms that benefit all Kenyans. He called for stringent measures in the fight against corruption and proper management of public debt as fundamental agenda required to strengthen the country's governance system. On his part, Hon. Musyoka observed that Kenya requires sustainable, all-inclusive reform that that guarantees political stability. He insisted that whatever form the BBI process takes, it must carry the aspirations of Kenyans to make it legitimate. Hon. Moses Wetangula's observations mirrored those by Hon. Mudavadi and Hon. Musyoka. He indicated that while the BBI process has taken place for a year, it was shrouded in secrecy and only two leaders knew the content and architecture of the process. Being a public process, it must be opened up to include voices of all Kenyans to make it truly Kenyan.

Panelists:

1. Hon. Musalia Mudavadi, Party Leader, Amani National Congress (ANC)
2. with Hon. Kalonzo Musyoka, Party Leader, Wiper Democratic Movement (WDM) and former Vice President of the Republic of Kenya (2008-2013).
3. Hon. Moses Wetangula, Party Leader (Ford-Kenya) and Senator-Bungoma County.

3.3 THEME 2

Inclusion and Democracy

Discussions around the theme were held on 8th March 2019 and coincided with the International Women's Day. The theme for the International Women's Day was "Balance for Better", a call-to-action for driving gender balance across the world. The 2019 initiative is aimed at gender equality, a greater awareness of discrimination and a celebration of women's achievements.

3.3.1

Achieving Inclusive Democracy In Kenya: What Must Be Done?

Inclusive democracy entails a project that fuses elements of direct democracy and socialist concepts that aim to bring all voices to the table without discrimination. This is in contrast to the elitist democracy that concentrates power among a few individuals and is exclusionary in nature. Although Kenya's constitution mandates that all appointed and elected bodies contain at least one-third women, women's actual representation often falls short of that threshold. Women account for just 23 percent of the National Assembly and Senate

— a figure that includes seats reserved exclusively for women representatives. This exclusion is manifested in decision making processes of the political, social and economic institutions. The essence of this session was to situate the debate on gender and inclusion at the core of the national discourse and to highlight key interventions that must be undertaken to ensure a truly democratic and inclusive society.

In Kenya, there is great need to implement the Constitutional provisions that impose obligations of inclusion. This is the surest way to operationalize the provisions for the benefit of the marginalized. The need to invest in public awareness campaigns that aim to educate the people on the importance of inclusion, this is meant to deal with the cultural perceptions that hinder the inclusion of groups like the women and the youth.

Political parties need to conduct peer reviews to analyse how they are faring in the promotion of inclusion. They need to create avenues for genuine political inclusion and shy away from tokenism.

Keynote speaker:

1. Hon. Martha Karua - Chairperson, Narc-Kenya and 2013 Presidential Candidate

Panelists:

1. Ms. Caroline Oduor - Advocate and Board member, FIDA
2. Hon. Omingo Magara - Chairperson CMD - Kenya
3. Sen. Abshiro Halake - nominated senator, Parliament of Kenya
4. Khin Thazin Myint - DIPD County Representative, Myanmar
5. Dr. Thomas Ouedraogo - Executive Director of the Center for Democratic Governance (CGD), Burkina Faso

**3.3.2
Youth and Inclusion**

The Kenyan population is predominantly young however, young people have historically been excluded from decision making in both government and any key areas of national interest in the country. This has resulted in a relatively largely unemployed young population that even though educated, lacks the appropriate tools to effectively contribute to the development of this nation. The policy framework on youth inclusion is robust, however, the implementation is poor. The youth are not included, and this is enabled by the narrative that they are not adequately skilled, we become important only when the election cycle begins. We need to properly organize ourselves as the youth to effectively advocate for our inclusion.

The session brought together young people from political parties, County Assemblies and Parliament to discuss practical measures that should be taken to enhance young people's inclusion in various spheres of life. It was observed that there are some initiatives that are meant to strengthen youth inclusion among them being the establishment

of a strong and independent youth council that coordinates youth inclusion across the country. The council also educates the youth on civic education and political engagement.

Investment in civic education among the youth is key in enabling enable the youth have access to civically important information that will facilitate their participation in governance.

The Access to Information Act is a start, however, we need to leverage the digital platforms to disseminate information to all youth. Reforming and strengthening the Youth Council to present a united voice of the youth. This can be done through ensuring that there are free and fair elections to the board and also increase its financial independence. The Counties present a unique opportunity to increase youth participation and we should therefore build capacity of youth groups to effectively engage with the county governments. The political parties should do more to ensure that the youth are included in the governing bodies so as to ensure that decisions made at that level take into consideration the interests of the youth.

Panelists:

1. Mr. Roy Sasaka National Youth Council CEO
2. Ms. Clara Halvorsen - Social Liberal Party of Denmark
3. Ms. Nerima Wako - Executive Director Siasa Place
4. Mr. Chris Mark - MCA Laikipia County/Kenya Young Members of County Assemblies (KYMCA)

**3.4 THEME 3
National Dialogue and Governance Reforms**

The dates for the PDF coincided with the day of the historical handshake between President Kenyatta and Hon. Raila Odinga following the hotly contested 2017 General Elections pitting the duo.

As such, the PDF provided an alternative platform for Kenyans to reflect on the handshake a year

later, and how the same was promising in taking the country's democratic agenda forward.

**3.4.1
Reflections and Panel Discussion on National Dialogue & Governance Reforms in Kenya**

Panel discussion comprising eminent persons from different sectors was held. Reflections during the session pointed out to a number of areas:

- a. There is need to review the constitution but there must be a forum to do this. This must involve political and non-political leaders. There should be representatives from the county assemblies in a National convention process to allow for public participation.
- b. The democratic character of the constitution- The constitution is a national property and if anyone wishes to change the document, they should consult the people.
- c. While Hon. Raila Odinga and religious leaders have expressed their preference for a parliamentary system of Government, there is need for a national convention to allow for other options to be presented on the table. A good system of government must be based on understanding of human nature. However, it is at a referendum that this question will be settled. They should not turn a referendum into a contest for power. The government should only a facilitative role. The issue of corruption is not new in Kenya, the very first war in corruption was declared by the Kenyatta Government in 1958, sixty years later, Kenyan have a billboard on Corruption. A value-system approach in the fight against corruption is key as, there seems to be a culture of corruption among the people in Kenya. Young politicians have been in history using the youth and inclusivity tag to chase political positions and seats. In addition, there was an emphasis on the need to mentor young people and to increase youth representation for appointive positions.
- d. The institutions in charge of Elections in Kenya must demonstrate to Kenya that democracy can work. Political parties and institutions that midwife democratic processes must play their role.

Panelists:

1. Ms. Roseline Odede
2. Mr. Gibson Kamau Kuria, Senior Counsel
3. Ms. Jeniffer Githu, Student Leader, University of Nairobi
4. Dr. Nelson Makanda, Deputy SG, NCKK
5. Hon. Raphael Tuju - Secretary General, Jubilee Party
6. Mr. Edwin Sifuna - Secretary General, ODM

3.4.2

Commemoration of the Building Bridges Initiative - Closing Remarks- RT. Hon Raila Odinga

H.E. Former Prime Minister recalled that on the 9th of March 2019 exactly, one year ago, both he and the President made history as a country when they shook hands to end the deadly standoff that followed elections. It was a development that took many by surprise and shock.

Although the handshake was driven by personalities namely President Uhuru Kenyatta and Rt. Hon Raila Odinga, it was not a personal affair. It was and remains an act of statesmanship and is today firmly a property of the nation.

While Kenyans appreciate the handshake, there is need to use the opportunity to interrogate our political culture and to rethink the way the Kenyan political system is structured so that we ensure, as we see in many of our brother countries on the continent such as Ghana and South Africa, that elections in future become an event that does not sunder communities and families, threaten

lives and trigger economic stagnation. On this anniversary, Hon. Odinga appealed to Kenyans to spare time and air their views to the BBI team as it traverses the Country, on what future they want to see. Revamping Project Kenya cannot be a top-down process in which leaders impose their views on wananchi.

Overall, the thematic areas namely dialogue, inclusion, governance reforms, democracy, service delivery discussed during PDF and that involved youth, women, politicians, policy makers, media, professionals, trade unionists and civil society contributed to promoting of sustainable development goals. Specifically, the discussions highlighted the need to foe effective, accountable and transparent institutions; ensuring responsive, inclusive and representative decision making, enhancing public access to information and protection of fundamental rights as well as promoting universal social, economic and political inclusion. These discourse amplified SDG 16 on peace, justice and strong institutions (target 16.6, 16.7 and 16.10) as well as SDG 10 on inequality.



4.0 CONCLUSION AND LESSONS LEARNT

4.1 Conclusion

By and large, the inaugural PDF was a success; both in terms of attendance and unique opportunity it provided for free engagement between citizens and the leaders.

It is anticipated that this will be an annual event whose goal will be to provide opportunities for leveled discussion between citizens and their leaders on issues that affect their country, Kenya.

In so doing and for purposes of planning for subsequent events, CMD-Kenya shall make use of the lessons learnt from the inaugural festival.

4.2 Lessons Learnt

The following lessons were learnt from the PDF:

- a. **Planning:** given the magnitude of the PDF, its success will solely depend on how early CMD-Kenya starts planning the event. It is important to have a desk within CMD-Kenya to commence the planning process as early as August 2019

if the next PDF is to be held in March 2020. The planning should be holistic, in terms of logistics, content, moderators, speakers, and panelists as well as potential partnerships that will make the PDF a success.

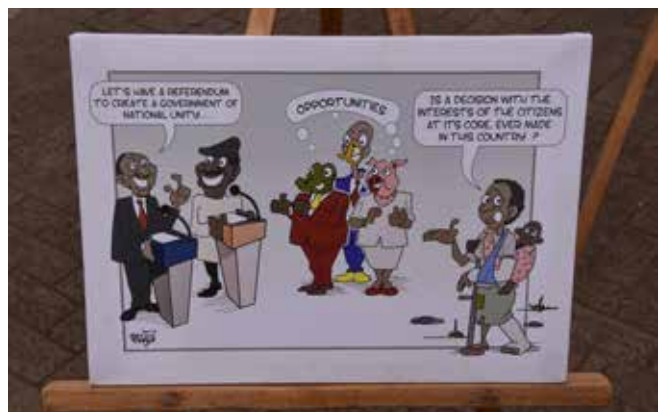
- b. **Media and outreach:** There is need to excite more mainstream media with the PDF for expanded coverage. This will help reach out to a large population of Kenyans to understand the essence of the PDF as well as mobilize as many Kenyans as possible to take part in the event.
- c. **Partnerships:** In the 2019 PDF, CMD-Kenya tried reaching out to as many potential partners as possible. However, only a handful potential partners came through to support the event. Going forward, it is important for CMD-Kenya to map out and identify high potential partners who can support the 2020 PDF and the following years.

d. **Communicating the event:** It was important to communicate the event not as a political gathering but as a social gathering where Kenyans could meet and discuss issues that affect their own country.

e. **Participants' Welfare:** CMD-Kenya provided tea and snacks during the 2019 PDF. However, the number of participants was higher than that budgeted. CMD-Kenya should reach out to hotels to sell snacks at subsidized prices that all participants can afford.







5.1 FINAL BUDGET

NO.	ITEM	TYPE OF UNIT	UNIT COST (KSHS)	NO. OF UNITS	TOTAL COST (KSHS)	TOTAL COST (DKK)	TOTAL COST (US \$)	COMMENTS/ EXPLANATIONS	
1. VENUE AND EQUIPMENT	1.1	Hire of Venue	Per Day	193,917	3	581,751	43,741	5,703	Nairobi National Museum
	1.2	Hire of Tents 30m X 80m for event - 16 units 100 @ 25,000/= seater (10 units) & 50 seater (6 units) @ 15,000/= including decor	Item	340,000	3	1,020,000	76,692	10,000	
	1.3	Tables - 40 units including drapery - 3 days	Item	300	120	36,000	2,707	353	
	1.4	Chairs - 1000 units including drapery - 3 days	Item	70	3,000	210,000	15,789	2,059	
	1.5	Projector & Projector screens - 2 units - 3 days	Item	10,000	6	60,000	4,511	588	
	1.6	S.P.A. System hire & DJ (including back up generator) - 3 days	Item	160,000	3	480,000	36,090	4,706	
	1.7	Stage Lighting - 3 days	Item	20,000	3	60,000	4,511	588	
	SUB-TOTAL2				447,751	184,041	23,998		
2. PARTICIPANTS WELFARE	2.1	Portable toilets - 8 units @ 6,500 for 3 days	Item	52,000	3	156,000	11,729	1,529	
	2.2	Ambulance services - 2 units with 10 paramedics @ 10,000 per day - 3 days	Item	15,000	6	90,000	6,767	882	
		SUB-TOTAL				246,000	18,496	2,412	
3. REFRESHMENTS	3.1	Catering dinner	Per person	3,000	100	300,000	22,556	2,941	
	3.2	Tea/Coffee/Snacks - at the dome - 3 days	Per day	850	900	765,000	57,519	7,500	Spread across the 3 days
	3.3	Bottled water/Soda - 500 pieces per day - 3 days	Per piece	50	1500	75,000	5,639	735	Spread across the 3 days
	3.4	Planning meetings - meals & refreshments	--		--		--		-
		SUB-TOTAL				1,140,000	85,714	11,176	
4. PERSONNEL COSTS	4.1	Consultancy fees - PDF Coordinator (3 months - Jan to March 2019)	Per month	90,000	3	270,000	20,301	2,647	
	4.2	Rapporteurs fees - 4 pax per day	Per day	20,000	12	240,000	18,045	2,353	
	4.3	Moderators fees - 3 pax per day	Per day	40,000	9	360,000	27,068	3,529	
	4.4	Facilitation for ushers for the event - 10 per day - 3 days	Per day	4,000	30	120,000	9,023	1,176	
	4.5	Security services (Kenya Police & Museum Hill Security Firm)	Item	30,000	3	90,000	6,767	882	
		SUB-TOTAL1				1,080,000	81,203	10,588	
5. VISIBILITY AND BRANDING	5.1	Radio & TV informercials - 7 days	Media	71,429	71	5,500,003	116,542	15,196	
	5.2	Digital content production - 25 days	Media	25,000	10	250,000	18,797	2,451	
	5.3	Social media specialist - 4 days	Media	20,000	5	100,000	7,519	980	
	5.4	Event logo & Graphic Design	Item	60,000	16	960,000	4,511	588	

NO.	ITEM	TYPE OF UNIT	UNIT COST (KSHS)	NO. OF UNITS	TOTAL COST (KSHS)	TOTAL COST (DKK)	TOTAL COST (US \$)	COMMENTS/ EXPLANATIONS	
5. VISIBILITY AND BRANDING	5.5	Horizontal street banner - double sided 4m X 1.5m, welded with eyelets	Item	18,000	8	144,000	10,827	1,412	
	5.6H	Horizontal banners (in-house), X4 , 3m X 1m, single-sided, welded with eyelets	Item	10,000	8	80,000	6,015	784	
	5.7	Roll up banners, broad base	Item	10,500	8	84,000	6,316	824	
	5.8T	Ear drop banners, 4.5m height	Item	23,000	8	184,000	13,835	1,804	
	5.9	Backdrop banner, 2.26m X 2.26m	Item	45,000	2	90,000	6,767	882	
	5.10	Polo shirts - 100 pieces	Item	950	100	95,000	7,143	931	For organizers only
	5.11	Videography/Photography - 3 days	Media	90,000	3	270,000	20,301	2,647	
	5.12	Documentary - production	Media	400,000	1	400,000	30,075	3,922	
	5.13	Printing of programmes	--		--		--		-
		SUB-TOTAL				3,307,003	248,647	32,422	
6. ENT	6.1	Entertainment - Artists/ Groups	Unit	60,000	9	540,000	40,602	5,294	
		SUB-TOTAL			540,000	40,602	5,294		
7. SOUVENIRS	7.1	Souvenirs - 30 units @ 2,500/=	Unit	2,500	30	75,000	5,639	735	
		SUB-TOTAL			75,000	5,639	735		
8. ADMIN COSTS (Related to PDF Jan to March 2019) - 3 Months	8.1C	Communications (fixed line and mobile)	Per month	8,000	3	24,000	1,805	235	
	8.2C	Communications (internet)	Per month	15,000	3	45,000	3,383	441	
	8.3P	Printing & Stationery	Per month	10,000	3	30,000	2,256	294	
	8.4I	IT Support	Per month	10,000	3	30,000	2,256	294	
	8.5	Office Utilities	Per month	14,800	3	44,400	3,338	435	
	8.6	Local travel	Per month	15,000	3	45,000	3,383	441	
	8.7C	Courier Services	Per month	4,500	3	13,500	1,015	132	
	8.8L	Licences - estimated costs	One off	152,700	1	152,700	11,481	1,497	
		SUB-TOTAL				384,600	28,917	3,771	
	GRAND TOTAL (KSHS)				9,220,354	693,260	90,396		
	GRAND TOTAL (DKK)				693,260	52,125	6,797		

KEY:

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FIDA - Kenya - Federation of Women Lawyers

POLITICAL PARTIES CONTRIBUTION - CMD Member Parties

5.2 FUNDING

NO.	ITEM	DIPD - HLF	DIPD - MEDIA	DLPD F	NF	CMD CAR SALES PROCEEDS - (KSHS.)	FIDA - Kenya	POLITICAL PARTIES CONTRIBUTION
1. VENUE AND EQUIPMENT	1.1 Hire of Venue	252,250		229,500	100,000			
	1.2 Hire of Tents 30m X 80m for event - 16 units 100 @ 25,000/= seater (10 units) & 50 seater (6 units) @ 15,000/= including decor	500,000		400,000	120,000			
	1.3 Tables - 40 units including drapery - 3 days	8,000		8,000	20,000			
	1.4 Chairs - 1000 units including drapery - 3 days	85,000		100,000	25,000			
	1.5 Projector & Projector screens - 2 units - 3 days	30,000		30,000	-			
	1.6 P.A. System hire & DJ (including back up generator) - 3 days	130,000		100,000	250,000			
	1.7 Tents Lighting - 3 days	20,000		40,000	-			
	SUB-TOTAL	1,025,250		907,500	515,000			
2. PARTICIPANTS WELFARE	2.1 Portable toilets - 8 units @ 6,500 for 3 days	25,500		25,500	105,000			
	2.2 Ambulance services - 2 units with 10 paramedics @ 10,000 per day - 3 days	45,000		45,000	-			
	SUB-TOTAL	70,500		70,500	105,000			
3. REFRESHMENTS	3.1 Catering dinner	-		-	-		300,000	
	3.2 Tea/Coffee/Snacks - at the dome - 3 days	138,250		149,900	476,850			
	3.3 Bottled water/Soda - 500 pieces per day - 3 days	20,000		24,000	31,000			
	3.4 Planning meetings - meals & refreshments	-		-	-			
	SUB-TOTAL	158,250		173,900	507,850		300,000	
4. PERSONNEL COSTS	4.1 Consultancy fees - PDF Coordinator (3 months - Jan to March 2019)	-		270,000	-			
	4.2 Rapporteurs fees - 4 pax per day	80,000		120,000	40,000			
	4.3 Moderators fees - 3 pax per day	100,000		140,000	120,000			
	4.4 Facilitation for ushers for the event - 10 per day - 3 days	80,000		-	40,000			
	4.5 Security services (Kenya Police & Museum Hill Security Firm)	67,500		-	22,500			
	SUB-TOTAL	327,500		530,000	222,500			
5. VISIBILITY AND BRANDING	5.1 Radio & TV informercials - 7 days	-	462,000	-	500,000	220,000	250,000	118,000
	5.2 Digital content production - 25 days	-		-	250,000			
	5.3 Social media specialist - 4 days	100,000		-	-			
	5.4 Event logo & Graphic Design	20,000		40,000	-			

NO.	ITEM	DIPD - HLF	DIPD - MEDIA	DLPD F	NF	CMD CAR SALES PROCEEDS - (KSHS.)	FIDA - Kenya	POLITICAL PARTIES CONTRIBUTION
5. VISIBILITY AND BRANDING	5.5	Horizontal street banner - double sided 4m X 1.5m, welded with eyelets	36,000		36,000	72,000		
	5.6H	Horizontal banners (in-house), X4 , 3m X 1m, single-sided, welded with eyelets	20,000		20,000	40,000		
	5.7	Roll up banners, broad base	13,500		10,500	60,000		
	5.8T	Ear drop banners, 4.5m height	23,000		23,000	138,000		
	5.9	Backdrop banner, 2.26m X 2.26m			45,000	45,000		
	5.10	Polo shirts - 100 pieces				95,000		
	5.11	Videography/Photography - 3 days	180,000		90,000			
	5.12	Documentary - production	200,000		200,000			
	5.13	Printing of programmes						
		SUB-TOTAL	592,500		464,500	1,200,000	220,000	250,000
6. ENT	6.1	Entertainment - Artists/ Groups	274,500		265,500			
		SUB-TOTAL	274,500		265,500			
7. SOUVENIRS	7.1	Souvenirs - 30 units @ 2,500/=	25,000		50,000			
		SUB-TOTAL	25,000	462,000	50,000			
8. ADMIN COSTS (Related to PDF Jan to March 2019) - 3 Months	8.1C	Communications (fixed line and mobile)	10,000		14,000			
	8.2C	Communications (internet)	17,500		27,500			
	8.3P	Printing & Stationery	15,000		15,000			
	8.4I	IT Support	-		30,000			
	8.5	Office Utilities	-		44,400			
	8.6	Local travel	-		45,000			
	8.7C	Courier Services	-		13,500			
	8.8L	Licences - estimated costs	144,000		8,700			
		SUB-TOTAL	186,500		198,100			
	GRAND TOTAL (KSHS)	2,660,000	462,000	2,660,000	2,550,350	220,000	550,000	118,000
	GRAND TOTAL (DKK)	200,000	34,737	200,000	191,756	16,541	41,353	8,872

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POLITICAL PARTIES CONTRIBUTION - CMD Member Parties

5.3 EXPENDITURE

NO.	ITEM	DIPD - HLF	DIPD - MEDIA	DLDP F	NF	CMD CAR SALES PROCEEDS - (KSHS)	FIDA - Kenya	POLITICAL PARTIES CONTRIBUTION	TOTAL
1. VENUE AND EQUIPMENT	1.1 Hire of Venue	252,250		192,750	100,000				545,000
	1.2 Hire of Tents 30m X 80m for event - 16 units 100 @ 25,000/= seater (10 units) & 50 seater (6 units) @ 15,000/= including decor	590,470		309,530	147,230				1,047,230
	1.3 Tables - 40 units including drapery - 3 days	8,000		8,000	30,000				46,000
	1.4 Chairs - 1000 units including drapery - 3 days	85,000		100,000	55,000				240,000
	1.5 Projector & Projector screens - 2 units - 3 days	45,000		45,000					90,000
	1.6 P.A. System hire & DJ (including back up generator) - 3 days	167,400		130,200	322,400				620,000
	1.7 Lights Lighting - 3 days	20,000		40,000					60,000
	SUB-TOTAL	1,168,120		825,480	654,630				2,648,230
2. PARTICIPANTS WELFARE	2.1 Portable toilets - 8 units @ 6,500 for 3 days	28,710		28,710	57,420				114,840
	2.2 Ambulance services - 2 units with 10 paramedics @ 10,000 per day - 3 days	45,000		45,000					90,000
	SUB-TOTAL	73,710		73,710	57,420				204,840
3. REFRESHMENTS	3.1 Catering dinner						300,000		
	3.2 Tea/Coffee/Snacks - at the dome - 3 days	138,250		443,060	521,450			98,640	1,201,400
	3.3 Bottled water/Soda - 500 pieces per day - 3 days	20,000		24,000	31,000				75,000
	3.4 Planning meetings - meals & refreshments			163,972					163,972
	SUB-TOTAL	158,250		631,032	552,450		300,000	98,640	1,740,372
4. PERSONNEL COSTS	4.1 Consultancy fees - PDF Coordinator (3 months - Jan to March 2019)			270,000					270,000
	4.2 Rapporteurs fees - 4 pax per day	80,000		110,000	60,000				250,000
	4.3 Moderators fees - 3 pax per day	120,000		140,000	100,000				360,000
	4.4 Facilitation for ushers for the event - 10 per day - 3 days	80,000			40,000				120,000
	4.5 Security services (Kenya Police & Museum Hill Security Firm)	47,000			21,000				68,000
	SUB-TOTAL	327,000		520,000	221,000				1,068,000
5. VISIBILITY AND BRANDING	5.1 Radio & TV informercials - 7 days		462,000		500,000	220,000	250,000	118,000	1,550,000
	5.2 Digital content production - 25 days				115,250				115,250
	5.3 Social media specialist - 4 days	100,000							100,000
	5.4 Event logo & Graphic Design	20,000		35,100					55,100

NO.	ITEM	DIPD - HLF	DIPD - MEDIA	DLPD F	NF	CMD CAR SALES PROCEEDS	FIDA - Kenya	POLITICAL PARTIES CONTRIBUTION	TOTAL
5. VISIBILITY AND BRANDING	5.5	Horizontal street banner - double sided 4m X 1.5m, welded with eyelets	36,000		36,000	72,000			144,000
	5.6H	Horizontal banners (in-house), X4 , 3m X 1m, single-sided, welded with eyelets	20,000		20,000	40,000			80,000
	5.7	Roll up banners, broad base	13,500		10,500	60,000			84,000
	5.8T	Ear drop banners, 4.5m height	23,000		23,000	138,000			184,000
	5.9	Backdrop banner, 2.26m X 2.26m			39,752	45,000			84,752
	5.10	Polo shirts - 100 pieces				94,600			94,600
	5.11	Videography/Photography - 3 days	190,000		100,000				290,000
	5.12	Documentary - production	197,450		197,450				394,900
	5.13	Printing of programmes						55,680	55,680
		SUB-TOTAL	599,950	462,000	461,802	1,064,850	220,000	250,000	173,680
6. ENT	6.1	Entertainment - Artists/ Groups	274,500		249,000				523,500
		SUB-TOTAL	274,500		249,000				523,500
7. SOUVENIRS	7.1	Souvenirs - 30 units @ 2,500/=	25,000		34,400				59,400
		SUB-TOTAL	25,000		34,400				59,400
8. ADMIN COSTS (Related to PDF Jan to March 2019) - 3 Months	8.1C	Communications (fixed line and mobile)	6,885		8,000				14,885
	8.2C	Communications (internet)							
	8.3P	Printing & Stationery	26,586		31,811				58,397
	8.4I	IT Support			7,461				7,461
	8.5	Office Utilities			28,619				28,619
	8.6	Local travel			155,530				155,530
	8.7C	Courier Services			23,550				23,550
	8.8L	Licences - estimated costs	144,000		79,440				79,440
		SUB-TOTAL	33,471		334,411				367,882
	GRAND TOTAL (KSHS)	2,660,000	462,000	3,129,835	2,550,350	220,000	550,000	272,320	9,844,506
	GRAND TOTAL (DKK)	200,000	34,737	235,326	191,756	16,541	41,353	20,475	740,188

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POLITICAL PARTIES CONTRIBUTION - CMD Member Parties



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