



Air Quality Regulations Manual (2024)

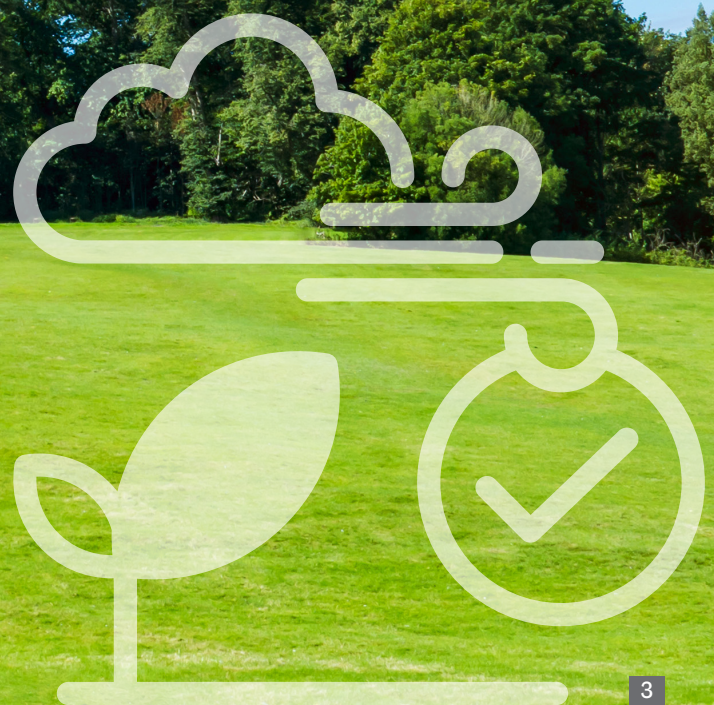
A Training Manual for CSOs in informal settlements, matatu industry representatives, and youth organizations

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List of abbreviations

AQI	Air Quality Index
CAI	Clean Air Initiative
CSO	Civil Society Organization
EMCA	Environmental Management and Coordination Act
EPA	Environmental Protection Agency
GEMS	Global Environment Monitoring System
GIS	Geographic Information System
IPCC	Intergovernmental Panel on Climate Change
KEBS	Kenya Bureau of Standards
KCCT	Kusudi Cause Communication Trust
MoH	Ministry of Health
NEMA	National Environment Management Authority
PM	Particulate Matter
PM10	Particulate Matter with a diameter of 10 micrometers or less
PM2.5	Particulate Matter with a diameter of 2.5 micrometers or less
SDG	Sustainable Development Goals
UNEP	United Nations Environment Programme
WHO	World Health Organization



Acknowledgement of Support

This work has received financial support from the Clean Air Fund through the Breathe Cities Initiative. The Breathe Cities Initiative is an effort delivered collaboratively by the Clean Air Fund, C40 Cities, and Bloomberg Philanthropies, with a shared commitment to enhancing urban air quality and fostering healthier, more resilient cities.

The work also draws insights from other ongoing projects under the Breathe Cities Nairobi initiative, particularly an in-depth research report titled Best Practices for Regulating Air Quality Globally, developed by the Environmental Capacities and Sustainability (ECAS) Institute.



Executive Summary

This training manual, developed by Kusudi Cause Communication Trust for the Breathe Cities Nairobi Initiative, empowers community-based organizations (CSOs), matatu industry representatives, and youth groups to advocate for cleaner air in Nairobi. The manual provides essential knowledge and practical tools for understanding air quality regulations, developing impactful advocacy strategies, and fostering effective stakeholder engagement.

Participants will gain insights into global, national, and local air quality policies and acquire the skills needed to communicate air quality issues, counter misinformation, and promote sustainable practices. Through this program, stakeholders will become champions for cleaner air, capable of identifying local pollution challenges and driving meaningful

Introduction

Air quality is a pressing global public health issue with far-reaching implications for human health, biodiversity, climate change, and ecological balance. The rapid growth of industrial activities, urbanization, and transportation systems has exacerbated air pollution, leading to alarming levels of respiratory diseases, cardiovascular illnesses, and premature deaths, particularly in urban centers. These health risks have prompted the development of international regulatory frameworks aimed at curbing air pollution and promoting clean, healthy environments. The goal of air quality regulations is to prevent, control, and mitigate pollution to ensure safe ambient air for all. Organizations such as the World Health Organization (WHO) and the United Nations Environment Programme (UNEP) have played a pivotal role in establishing global guidelines and policies to combat this challenge.

This manual is designed to equip participants with a comprehensive understanding of air quality regulations at global, national, and local levels. It highlights the contributions of key international organizations and explores the impacts of initiatives such as the Breathe Cities Initiative. The initiative, delivered by Clean Air Fund, C40 Cities, and Bloomberg Philanthropies, focuses on fostering coalitions of cities committed to innovative air quality policies. Through its four pillars—data and research, stakeholder and community engagement, technical policy assistance, and lesson sharing—it aims to support the implementation of ambitious policies that improve public health, accelerate decarbonization, and create sustainable cities.

By building capacity among CSOs, matatu industry representatives, and youth organizations, this manual empowers stakeholders to advocate for cleaner air and engage effectively in policy discussions. Through training on legal frameworks, advocacy strategies, and stakeholder engagement, participants will gain the knowledge and skills necessary to drive meaningful change and contribute to a healthier, more sustainable future for all.

Outcomes

- Strengthen the capacity of community organizations, youth groups, and transport sector stakeholders to advocate for air quality improvements.
- Ensure participants present air quality issues in a way that promotes community well-being and highlights the health and environmental impacts of pollution.
- Transfer specialized advocacy and stakeholder engagement skills to participants to raise awareness, counter misinformation, and promote sustainable practices in air quality management.
- Create air quality advocacy champions who will identify and address local air pollution issues in impactful ways.

Why improve literacy on Air Quality issues?

Air quality literacy among CSOs in informal settlements, matatu industry representatives, and youth organizations is crucial because their engagement can significantly influence public opinion and drive change. Just as media shapes perceptions about marginalized groups, these stakeholders have the power to shape narratives around air quality. Without adequate knowledge, misinformation and apathy can dominate conversations, leaving communities vulnerable to the harmful effects of pollution. Empowering these groups with the right tools and knowledge ensures that they can advocate for cleaner air and healthier environments in a way that resonates with their communities.

By improving literacy on air quality regulations, we equip these groups to present accurate, evidence-based information that highlights both the human and environmental impact of air pollution. This helps in countering misconceptions, raising awareness, and driving home the urgency of action. It also ensures that community voices are not only heard but also respected in policy discussions and enforcement.

CSOs, youth, and transport sector players are uniquely positioned to influence local change because of their direct connection to affected communities. With proper training, they can transition from passive observers to active champions of clean air. Their stories, campaigns, and advocacy can shift public attitudes and pressure policymakers to prioritize air quality. Ultimately, fostering air quality literacy among these groups is about democratizing access to information and ensuring that every community has a stake in creating a healthier, more equitable environment.



About This Manual

This manual, developed by Kusudi Cause Communication on behalf of the Breathe Cities Nairobi Initiative, is designed to build the capacity of key stakeholders in advocating for cleaner, healthier air in Nairobi. It serves as a comprehensive guide for community-based organizations (CSOs) in informal settlements, representatives from the matatu industry, and youth organizations—empowering them with essential knowledge and practical skills to drive meaningful change.

Through a structured approach, the manual focuses on equipping participants with a deep understanding of air quality regulations, effective advocacy strategies, and stakeholder engagement techniques. It is divided into three core modules:

- **Understanding Legal Frameworks:** Providing a detailed exploration of global, national, and local air quality laws to ensure participants can navigate and leverage these frameworks effectively.
- **Developing Advocacy Strategies:** Offering tools and methodologies to design, execute, and evaluate impactful campaigns that promote cleaner air and healthier communities.



- **Effective Stakeholder Engagement:** Guiding participants on how to identify, engage, and maintain productive relationships with key stakeholders to foster collaboration and collective action.

By the end of the training, participants will have the skills to advocate for air quality improvement, understand their rights and responsibilities within the regulatory framework, and build partnerships that amplify their impact. This manual is not just a tool for learning but a catalyst for community-led action towards a cleaner, safer, and more inclusive Nairobi.

Training Approach

This manual has been developed for handling the workshops based on the contents of the guide. It provides Guidelines and tools for a three-day workshop on the Guide. It helps trainers to prepare for their sessions, shows them how to structure the training and gives pedagogical Guidelines for achieving the participants learning objectives.

Training Objectives

Equip participants with comprehensive knowledge and actionable skills in understanding legal frameworks, developing impactful advocacy campaigns, and engaging stakeholders effectively to address air quality challenges.

- To educate participants on Nairobi City County Air Quality Act, and Nairobi City County Air Quality Regulations.
- To empower participants with tools to advocate for cleaner air effectively.
- To build collaborative capacities for engaging diverse stakeholders.



Learning Objectives

By the end of the training, participants will:

- Understand key legal frameworks governing air quality at national and county levels.
- Gain skills to design, execute, and evaluate advocacy campaigns for air quality management.
- Develop strategies for identifying, engaging, and sustaining relationships with key stakeholders.

Training Structure

- Module 1: Understanding Legal Frameworks.
- Module 2: Developing Advocacy Strategies.
- Module 3: Effective Stakeholder Engagement.

Training Outcomes

- Understand key legal frameworks governing air quality at global, national, and local levels.
- Gain skills to design, execute, and evaluate advocacy campaigns for air quality management.

- Develop strategies for identifying, engaging, and sustaining relationships with key stakeholders.

Training Materials

Handouts: Each training participant will receive a printed copy of this manual and set of resource materials.

Video Links: Links to video materials will be provided to the trainees for group assignments.

How to Use the Manual

This manual includes activities and methodologies that have proven effective in various contexts along the years. While every trainer has their own approach, Breathe Cities Initiative highly recommends that trainers and participants adopt the approaches enclosed within this manual.

Setting Conduct Rules

Trainers and participants shall commit to creating and upholding a safe and productive learning environment for all. A set of minimum conduct rules shall be established for each training activity, to include punctuality, respect for all fellow participants and their opinions, proper use of mobile phone during teaching activities, etc.

Peer Education

The key resource of any training is the participant. They bring a wealth of unique experience, knowledge, and insights. Therefore, some exercises in this training workshop are designed to raise self-awareness and self confidence among the participants as well. Participants are encouraged to share experience and exchange knowledge with their peers and build partnerships for cross-country collaborations.

Exercises that draw on participants' skills, knowledge, experiences, and understanding have four broad goals:

- To support positive collaboration, essential for effective learning
- To generate authentic engagement with course materials
- To ensure participants share knowledge among themselves
- To ensure that the trainer can identify the skills and insights participants already have and determine how best to tailor training to fill existing gaps, including adaptations to manual content.

Hands-On Exercises

Interactive, hands-on exercises and/or practical work are among the best ways to develop specialized skills. Therefore, this manual includes select role-play activities through which participants can apply hands-on skills in a classroom setting.

Collaborative Group Work

The manual encourages training through collaborative work where participants from diverse backgrounds and geographical areas are paired to form teams within the classroom setting. Trainers and participants shall closely oversee the dynamics between participants in small groups, through circular seating arrangements to maximize face to face interactions and direct communication. Break out rooms will also be used if trainings are held online.

Key learning objectives

Course Outline

Time	Activity	Facilitator	Session
Day- One Date:			
08:00 - 08:50	Registration & Breakfast	All	
09:00 - 09:15	Welcome Remarks	Project Lead	Session 1
09:15 - 09:30	Training Overview and Objective	Project Lead	
09:30 - 09:45	Project Expectations: <ul style="list-style-type: none"> ■ Housekeeping agreement ■ Acknowledge training expectations and goals. ■ Disability reporting project outcomes 	Project Trainer	
09:45 - 10:00	Pre-test questionnaire: outline reasons for tests	KCCT	
10:00 - 10:30	Sharing: individual experiences on air quality	Participants	
10.30 - 10.55	Tea Break	All	
11:00 - 11:55	Topic 1: Introduction to Air Quality Laws	KCCT	Session 2
12:00 - 12:55	Topic 2: Kenyan National Air Quality Regulations	KCCT	
13:00 - 13:50	Lunch	All	
14:00 - 14:55	Topic 3: Regional Air Quality Regulation: Africa	KCCT	Session 3
15:00 - 15:55	Topic 3: Nairobi City County Air Quality Regulations Topic 4: UNEA-6 Resolution on Air Quality	KCCT	
16:00 - 16:30	Q&A and Feedback	KCCT	
DAY 2 - Date			
08:00 - 08:55	Registration & Breakfast	All	
09:00 - 09:30	Day 1 recap: Main Lessons & Participants Feedback	KCCT	Session 1
09:30 - 10:15	Advocacy	KCCT	
10:15 - 11:00	Creating compelling messages	KCCT	
11:05 - 12:30	Designing advocacy campaigns	KCCT	Session 2
12:35 - 13:00	Group Work Session	Participants	
13:00 - 13:55	Lunch	All	
14:00 - 14:30	Executing and evaluating campaigns	KCCT	Session 3
14:35 - 15:25	Group Work Session	Participants	
15:30 - 16:00	Group Presentation	Participants	
DAY-3 Date			
08:00 - 08:55	Registration & Breakfast	Participants	
09:00 - 09:30	Day 2 recap: Main Lessons & Participants Feedback	Facilitator/ Participants	Session 1
09:30 - 10:25	Effective stakeholder engagement	KCCT	
10:30 - 11:25	Sustaining engagement	KCCT	
11:30 - 11:55	Tea Break	Participants	
12:00 - 13:00	Leveraging digital tools	Data Journalism Trainer	Session 2
13:00 - 13:55	Lunch	Facilitator	
14:00 - 14:55	Sustaining stakeholder motivation	KCCT	Session 3
15:00 - 15:45	Post Training Evaluation	KCCT	
15:45 - 16:00	Training Wrap-up and Departure	All	Session 4

Detailed course outline

Formal opening, welcome and workshop introductions: Course overview, grounds rules, expectations and introductions

Objectives for Session One

By the end of the session's participants will have:

- i) Been formally welcomed onto the course by Breathe Cities.
- ii) Have developed the ground-rules for the workshop.
- iii) Have been introduced to the programme.
- iv) Have introduced themselves to each other.
- v) Have made name boards.

Welcome Remarks

Formal welcome from the Project Lead.

Training Overview and Objective

Project Lead explains the overall goal of the programme and the structure of the course.

Project expectations

Trainer gives the project expectations and housekeeping rules.

Introductions

Participants are paired with people they do not know, and they introduce themselves to each other. Each participant will have five minutes in which to interview the other person. Afterwards, participants and trainers take turns in introducing each other. Each introduction should take one minute. One of the trainers monitors time and stops the introduction after one minute.

Making name boards

Participants create name boards.

Pre-test questionnaire

Trainer gives pre-test questionnaire.

Air Quality Regulations and Advocacy Experience

Participants share their individual experiences on air quality regulations and advocacy experience.

Understanding the Causes and Effects of Air Pollution

Introduction to Air Pollution

Air pollution refers to the presence of harmful substances in the air, arising from both human activities and natural processes. These pollutants, such as particulate matter (PM_{2.5} and PM₁₀), sulfur oxides (SO₂), nitrogen oxides (NO_x), carbon monoxide (CO), and volatile organic compounds (VOCs), significantly compromise air quality. This module examines the primary sources of air pollution and the consequences on human health, the environment, and socio-economic systems. Understanding the causes and effects of air pollution is a crucial first step in addressing its impacts and implementing effective solutions.

Causes of Air Pollution

Air pollution stems from a variety of sources, both anthropogenic and natural. These include:

- **Transportation Emissions:** One of the leading contributors to air pollution, transportation

emissions primarily arise from motor vehicles. In Nairobi, the matatu system and aging diesel-powered vehicles are significant sources of pollutants such as nitrogen oxides (NO_x), carbon monoxide (CO), and particulate matter (PM). High levels of traffic congestion, coupled with inefficient public transport systems, exacerbate these emissions.

- **Open Burning of Waste:** In many informal settlements and urban areas, waste management systems are inadequate, leading to the uncontrolled burning of solid waste. This practice produces black carbon, dioxins, and other toxic pollutants, contributing significantly to poor air quality. The Dandora dumpsite in Nairobi serves as a prominent example of this issue.
- **Industrial Activities:** Factories and manufacturing plants release harmful substances, including sulfur oxides (SO_x), volatile organic compounds (VOCs), and heavy metals. Weak enforcement of emission standards and outdated technology in many industrial setups further amplify pollution levels.
- **Household and Residential Combustion:** The use of solid fuels such as wood and charcoal for cooking and heating is widespread in Nairobi's informal settlements. This reliance on solid fuels leads to the release of particulate matter and other pollutants, contributing to both indoor and outdoor air pollution. Poor ventilation in homes increases health risks, particularly for women and children who spend extended periods indoors.
- **Construction and Demolition Activities:** Urbanization and infrastructure development generate considerable amounts of dust and particulate matter, particularly PM₁₀, during construction and demolition activities. These particulates originate from soil disturbance, building material degradation, and the operation of heavy machinery. Inadequate dust suppression measures on construction sites intensify localized air pollution, posing risks to both workers and nearby residents.
- **Mining and Quarrying Operations:** Mining and quarrying activities emit dust and gaseous pollutants, including sulfur dioxide (SO_2) and nitrogen oxides (NO_x). The extraction, crushing, and transport of minerals release fine particulate matter, which poses severe respiratory health risks. Additionally, methane emissions from coal mining contribute significantly to atmospheric pollution and climate change.
- **Agricultural Practices:** Agriculture is a major, yet often overlooked, source of air pollution. Emissions from this sector include ammonia (NH_3) released during the application of nitrogen-based fertilizers and from livestock waste management systems. These

emissions can lead to the formation of secondary particulate matter through chemical reactions in the atmosphere. Moreover, methane (CH₄) emissions from enteric fermentation in ruminant livestock are a significant contributor to greenhouse gases, which exacerbate global warming. Biomass burning for land clearing or crop residue disposal further amplifies air pollution, releasing black carbon and other harmful particulates.

- **Natural Sources:** Although anthropogenic activities dominate, natural sources also contribute to air pollution. These include dust from unpaved roads and arid regions, as well as wildfires that are often exacerbated by deforestation and climate change. While less controllable, these sources add to the burden of air pollution.



Effects of Air Pollution

The impacts of air pollution are far-reaching, affecting health, the environment, and economic stability. These effects include:

- 1. Health Impacts:** Air pollution poses severe health risks, particularly in urban areas like Nairobi. Prolonged exposure to fine particulate matter (PM_{2.5} and PM₁₀) and other pollutants leads to respiratory conditions such as asthma, bronchitis, and chronic obstructive pulmonary disease (COPD). Cardiovascular diseases and strokes are also linked to long-term exposure to air pollution, contributing to premature deaths. Vulnerable populations, including children, the elderly, and residents of informal settlements, bear the brunt of these health challenges.
- 2. Environmental Impacts:** The environment suffers significantly from air pollution. Greenhouse gases such as carbon dioxide (CO₂) and methane (CH₄) contribute to global warming and climate change. Additionally, pollutants like sulfur oxides and nitrogen oxides lead to acid rain, which harms soil quality, water bodies, and aquatic ecosystems. Biodiversity loss and habitat degradation further exacerbate the ecological crisis.
- 3. Socio-Economic Impacts:** Air pollution imposes substantial economic burdens. Healthcare costs rise due to pollution-related illnesses, while workforce productivity declines as individuals face health challenges. Educational outcomes are also affected, as children's attendance and performance in schools decline due to respiratory illnesses. Additionally, agricultural yields suffer, impacting food security and livelihoods for farmers.

Case Study: Nairobi's Air Pollution Crisis

Nairobi serves as a stark example of the challenges posed by air pollution. The city's transportation sector is a primary source of emissions, with over 70% of pollutants originating from vehicles. Informal settlements near industrial zones and dumpsites, such as Dandora, face disproportionate exposure to harmful pollutants. Vulnerable communities in these areas often lack access to healthcare and are unaware of the long-term risks posed by air pollution.

Despite the adoption of policies such as the Nairobi City County Air Quality Policy (2021) and

the Air Quality Act (2022), gaps remain in public awareness and enforcement. Poor waste management practices, reliance on solid fuels, and limited adoption of clean technologies contribute to the worsening air quality crisis. Addressing these challenges requires a multi-faceted approach that incorporates public awareness, regulatory enforcement, and community engagement.

Interactive Exercises

To enhance understanding of the causes and effects of air pollution, participants will engage in the following activities:

- 1. Pollution Mapping Exercise;** Participants will identify local sources of air pollution within their communities. Groups will then discuss the specific impacts of these sources on health, the environment, and livelihoods.
- 2. Group Discussion:** Participants will reflect on the question: “What are the most visible effects of air pollution in Nairobi? How have these affected your community?” The discussion will foster awareness and shared experiences.
- 3. Data Visualisation Activity:** Participants will review infographics or animated videos illustrating the link between pollution sources, health impacts, and environmental damage. This activity will help simplify complex data and make the information relatable.

Outputs

By the end of this module, participants will:

- Have a comprehensive understanding of the primary causes of air pollution in Nairobi.
- Recognize the diverse impacts of air pollution on health, the environment, and socio-economic systems.
- Establish the link between air pollution and the need for regulatory frameworks and community-based solutions.

This foundational knowledge will prepare participants for Module 1, which delves into legal frameworks governing air quality. Together, these modules will empower stakeholders to advocate effectively for clean air and sustainable practices.



Module 1: Understanding Legal Frameworks

Objectives

By the end of the session participants should be able to:

- i) Explain the importance of air quality regulations in safeguarding public health and the environment.
- ii) Identify key global, regional, and local air quality regulatory frameworks.
- iii) Compare air quality standards across different levels to highlight similarities and differences.
- iv) Discuss challenges faced in the implementation and enforcement of air quality regulations.
- v) Propose actionable recommendations for improving air quality management in their local context.

1.1 Introduction to Air Quality Laws

Air quality is a significant global public health concern. It affects human health, biodiversity, climate change, and ecological balance. With the growth of industrial activities, urbanization, and transportation systems globally, air pollution has reached critical levels. This has resulted in increased rates of respiratory diseases, cardiovascular illnesses, and premature deaths, particularly in urban areas.

This has led to various international regulatory frameworks emerging to curb air pollution in response to these concerns. The objective of the air quality regulations is to provide for prevention, control and abatement of air pollution to ensure clean and healthy ambient air. International organizations, such as the World Health Organization (WHO) and the United Nations Environment Programme (UNEP), have established guidelines and policies to combat air pollution. This report explores the evolution of air quality regulations on the global stage, the contributions of international organizations to these regulations, and the impacts of key initiatives such as the Breathe Cities Initiative. Through detailed case studies of cities adopting these frameworks, this report will assess the effectiveness of these initiatives and analyze statistical variations in air quality before and after implementing air quality regulations. This review examines air quality regulations from a global perspective, regional initiatives, and local policies in Kenya, providing a comparative analysis of enforcement mechanisms and challenges.



1.2 Kenyan National Air Quality Regulations

Kenya has made notable progress in addressing air quality issues through a series of laws and regulations. The Environmental Management and Coordination Act (EMCA) of 1999 serves as the backbone of Kenya's environmental legislation. Under this act, the National Environment Management Authority (NEMA) was established to oversee environmental protection, including air quality management.

In 2014, Kenya adopted the Air Quality Regulations, which set specific emission limits for pollutants such as particulate matter, nitrogen oxides, sulfur oxides, and volatile organic compounds (VOCs) from both stationary and mobile sources. The regulations target emissions from industries, vehicles, and power plants, requiring them to comply with the main focus of this regulation is on setting standards for ambient air quality, limiting emissions from various sources and enhancing enforcement mechanisms.

The Role of The National Environment Management Authority (NEMA)

The National Environment Management Authority was established as the principal instrument of government charged with the implementation of all policies relating to the environment, and to exercise general supervision and coordination over all matters relating to the environment. In consultation with the lead agencies, NEMA is empowered to develop regulations, prescribe measures and standards and, issue guidelines for the management and conservation of natural resources and the environment.

The National Environment Management Authority formulated the Air Quality Regulations 2014 which seek to provide for prevention, control and abatement of air pollution to ensure clean and healthy ambient air. The Air Quality Regulations are anchored in Section 78 of the Environmental Management and Coordination Act (EMCA) and came into effect through Legal Notice 34 of 2014. The Regulation's objective is to provide for the prevention, control and abatement of air pollution to ensure clean and healthy ambient air.

The regulation also seeks to ensure that there is establishment of emission standards for various sources such as mobile sources (e.g. motor vehicles) and stationary sources (e.g. industries) as outlined in the Environmental Management and Coordination Act, 1999. Despite the existence of these Regulations, there has been massive pollution of air, especially around major towns due to industrial development and unsustainable modes of transport, mainly public service vehicles (matatus) and other unroadworthy vehicles.

To make its air quality regulations more effective, NEMA has been at the forefront of developing air quality action plans. This is particularly necessary for urban areas like Nairobi, which faces significant pollution challenges from transportation and industrial activities. These action plans focus on reducing emissions through targeted interventions, such as promoting cleaner transport technologies, reducing industrial emissions, and improving waste management systems. By tailoring action plans to the specific needs of different regions, NEMA helps ensure that air quality improvements can be

1999

The regulation also seeks to ensure that there is establishment of emission standards for various sources such as mobile sources (e.g. motor vehicles) and stationary sources (e.g. industries) as outlined in the Environmental Management and Coordination Act, 1999.

2006

The EAC's Protocol on Environment and Natural Resources Management, adopted in 2006, emphasizes the need for member states to develop air quality standards to reduce industrial emissions and vehicle exhausts.

2014

The National Environment Management Authority formulated the Air Quality Regulations 2014 which seek to provide for prevention, control and abatement of air pollution to ensure clean and healthy ambient air.

2019 - 2023

The City County Government in partnership with UN Environment and other stakeholders developed Nairobi City's first Air Quality Action Plan (2019- 2023). The action plan identified broad overlapping actions to build the scientific evidence base for policy interventions for air quality management

sustained over the long term.

Even with the regulation and the action plan in place, Kenya however still has limited air quality management systems due to inadequate legislation and lack of political will, among other challenges. In addition, maintaining a balance between economic development and a sustainable environment is usually a challenge; there are no investments in pollution prevention technologies. More attention goes to the short-term benefits of increased production and job creation where the lack of air quality management capability translates into a lack of air pollution data, hence the false belief that there is no problem. Under EMCA, projects and activities that are likely to cause air pollution are also to be subjected to an Environmental Impact Assessment and an annual Environmental Audit to confirm compliance with the conditions of the license.

1.5 Nairobi City County Air Quality Regulations

Nairobi County experiences rapid industrialization and urbanization that contributes to the deteriorating state of air quality, posing a potential health risk to its growing population. The main pollutants emitted from different sources within Nairobi City include particulate matter (PM_{2.5} and PM₁₀), Ozone (O₃), black carbon, nitrogen oxides (NO_x), carbon monoxide (CO), Methane (CH₄), Sulphur Oxides (SO_x), Ammonia (NH₃) and volatile organic compounds (VOCs) all of which have adverse health and environmental impacts. While some of these pollutants are emitted due to the inefficiency of combustion processes, many others are generated due to fuel properties, chemical reactions, and lack of tailpipe controls. Particulate matter emissions at the national scale are dominated by industrial emissions, tailpipe emissions from the transport sector and residential combustion.

Controlling Air Pollution requires a collaborative management approach by national and county governments. The Kenyan Constitution 2010 stipulates in Article 42 that every Kenyan is entitled to a clean and healthy environment. The fourth schedule of the Constitution assigns county governments the function of controlling Air Pollution within their jurisdiction.

The City County Government in partnership with UN Environment and other stakeholders developed Nairobi City's first Air Quality Action Plan (2019- 2023). The action plan identified broad overlapping actions to build the scientific evidence base for policy interventions for air quality management;

- Raising public awareness on the health and environmental impacts of air pollution;
- Developing effective approaches for air quality management and
- Building an effective implementation and enforcement programme for air quality legislation.

The city has already taken several measures to combat air pollution, including instituting the Nairobi City County Air Quality Bill (2021), a Climate Action Plan (CAP), and partnering with the World Resource Institute (WRI) to conduct an emissions inventory.

Nairobi is in the process of installing networks of low-cost sensors to gather and share data. It is also becoming the host of Clean Air Catalyst's third pilot project and the Breathe Cities Initiative, working with local authorities to improve air quality monitoring and data collection in the most impacted communities. In the future, Nairobi plans to further enhance air quality communication as well as update its strategies for building codes and renewable energy as it aims to reach net-zero energy production by 2050, ensuring a sustainable urban environment and addressing the pressing challenges of air pollution through innovative, community-driven, and policy-supported interventions.

Module 2: Developing Advocacy Strategies

Objective:

By the end of the training, the learner should be able to:

1. Define advocacy and explain its importance in influencing policy and societal change.
2. Identify the key components of an effective advocacy strategy.
3. Analyze various advocacy approaches and determine their suitability for specific issues or contexts.
4. Develop a clear and actionable advocacy plan, including objectives, target audiences, and key messages.
5. Evaluate the effectiveness of advocacy strategies and suggest improvements for achieving desired outcomes.

2.1 What is Advocacy?

- Advocacy refers to the efforts of an individual or group to effectively communicate, convey, negotiate or assert the interests, desires, needs and rights of the communities that they represent.
- Advocacy embraces various activities undertaken to gain access to and influence decision-makers adopt public policies and practices that will benefit a particular group or society in general
- People understand 'advocacy' in accordance with their experiences, their worldview, their language and their culture.
- In some languages, there is no equivalent word. In these situations, it may be appropriate to find an alternative phrase, which has the same meaning in that context. For example: inspiring change, constructive engagement, and persuasive dialogue.
- Advocacy work could be targeted at changing national policy and practice. But it can also take place in a very local context too; it can entail empowering and enabling individuals and local communities to take action for themselves to achieve change.

2.2 What is policy?

A set of rules, regulations or guidelines that are sector specific and include a strategy/ program, budget and institutional arrangements on how a social, political or economic vision will be achieved and how ideas will be implemented as actions.

2.3 Understanding policy Dialogue

Dialogue

To dialogue means to enter into negotiations with an open mind and to share viewpoints and experiences, while treating each other with mutual respect and consider each other as partners not adversaries. A dialogue intends to achieve a common goal in the interest of all parties. It is based on transparency and accountability.

Policy Dialogue (PD)

PD involves people from different interest groups sitting together to focus on an issue that they have a mutual, but not necessarily common, interest in, while recognizing the contributions of each group to the issue at stake. A dialogue approach to policy development is favored so that development is understood as a partnership rather than a competition or a battlefield between policy makers and key stakeholders.

2.4 Understanding Policy advocacy

To be able to understand what Policy Advocacy it is is prudent to look at it alongside Case Advocacy and Issue Advocacy.

Case Advocacy is the type of advocacy whose aim is to solve one person's, one family's, or one community's problem at a time.

Issue Advocacy is about raising awareness around a broader problem or issue. For example, a community or a section of a community does not have access to health facilities those in advocacy then launches a publicity and activism campaign about the problems with the goal of creating change.

Policy Advocacy is solution-based advocacy. Instead of solving a problem for one person at a time, or raising awareness about a problem, policy advocacy aims at analyzing the causes of a problem and developing policy-based solutions to address the problem to bring about sustainable change. Policy advocacy efforts aim at establishing new policies, improving existing policies or challenging the development of policies that threatens the welfare of the community of a section of the community. Policy advocacy is a strategy in the policy dialogue approach and sometimes used synonymously.



2.5 Principles of Advocacy and Policy Advocacy

- i. Aim to change official policy, legislation or regulations.**
- ii. Require reliable and objective information:** An advocacy campaign must persuade people with convincing arguments backed by factual information. CSOs engaging in advocacy must compile research and make it available to target audiences — such as lawmakers, journalists and the general public. People who create or change policies and practices want solutions and not more problems.
- iii. Comprise a series of activities or actions:** One or two isolated activities do not represent an advocacy campaign. There is need to engage in a number of strategically planned actions that build on each other over a long period of time. For this reason, CSOs should think of advocacy in terms of strategies and campaigns rather than isolated individual activities.
- iv. Endeavor to implement long-term, sustainable solutions to problems affecting citizens:** Policy advocacy is likely to be a long-term effort and effects may not be immediately visible.
- v. Tools for citizen representation:** Advocacy is a tool for real participation by citizens in decision-making by government and other powerful bodies. It is one of the ways that different sectors of civil society can put forward their agendas and have an impact on

public policies, participating in a democratic and systematic way in decision-making about matters that affect their lives

vi. Involves both lobbying decision-makers and mobilizing citizen audiences: It is crucial to listen to the voices of those affected by the issues being advocated for and involve them and empower them. Further, policy advocacy efforts should clearly frame an issue that captures the problems faced by citizens or groups of constituents. Ultimately, policy advocacy should benefit citizens by influencing decisions important to them.

vii. Should be monitored to assess whether the efforts have been successful or whether there should be change in advocacy issue or target.

2.6 Good Practice on Advocacy

- **ACCOUNTABILITY:** is about acknowledging and assuming responsibility for advocacy messages, decisions and actions. We are accountable to all those who are interested in and affected by a situation.
- **LEGITIMACY:** is about ensuring that the advocate has authority to advocate. A legitimate advocate is involved in, interested in or affected by the issue, or has a genuine reason for advocating on behalf of someone.
- **PARTICIPATION:** is about involving all the people interested in, and/or affected by the issue. It is about consultation and cooperation to make sure that everyone who wants to participate is given opportunities to be included throughout the process.
- **REPRESENTATION:** is ensuring that the views of those for whom we are advocating are fairly and accurately taken into account at all stages of the process.

2.7 Why engage in Advocacy

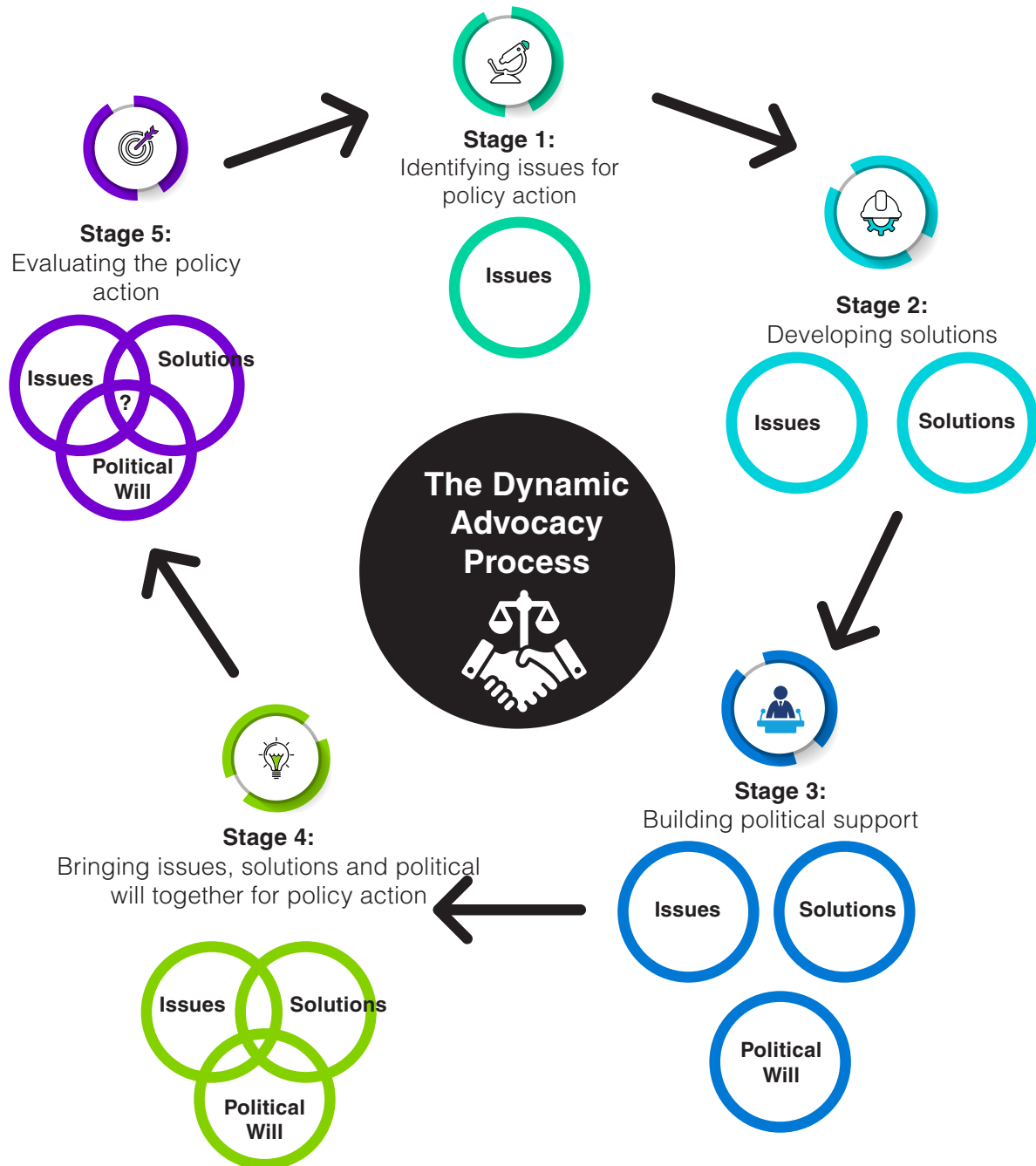
Advocacy is a powerful and complementary tool to other strategies, including service delivery. Strong reasons to include advocacy as part of CSOs' programs include:

- i) To achieve more sustainable outcomes through concrete changes in public policies and programs: Advocacy enables CSOs to challenge the structural causes of poverty, which are frequently related to an absence of, or poor implementation of policies. As advocates of their communities or constituents, CSOs implement strategies and activities aimed at providing concrete solutions to the underlying causes of a particular problem, most often through specific changes in public policies and programs.
- ii) To amplify the voice of those whose voices are too weak to be heard: Advocacy can amplify the voices of poor, marginalized or minority groups marginalized communities by ensuring their voices are heard by power holders.
- iii) To strengthen and empower civil society: Advocacy, to the extent that it promotes social organization, alliance building, leadership formation, and networking at the national and sub-national levels, stimulates the strengthening and empowerment of civil society. The planning and implementation of advocacy initiatives not only helps to solve immediate problems, but also, over time, contributes to strengthening the CSOs or coalitions that engage in advocacy. This in turn prepares them for future efforts that can have an even greater impact on public policies.
- iv) To empower citizens: Advocacy is linked to empowerment. A means to an end that can facilitate the process by which citizens, through articulating their own needs and desires, gain the confidence and ability to influence decisions which will affect their own future.

2.8 A Conceptual Framework for Advocacy

Advocacy is a dynamic process involving an ever-changing set of actors, ideas, agendas,

and politics. This multifaceted process, however, can be divided into five fluid stages: issue identification, solution formulation and selection, awareness building, policy action, and evaluation. These stages must be viewed as fluid because they may occur simultaneously or progressively. In addition, the process may stall or reverse itself.



The first stage is the identification of an issue for policy action. This stage is also referred to as agenda setting. There are an unlimited number of problems which need attention, but not all can get a place on the action agenda. Advocates decide which problem to address and attempt to get the target institution to recognize that the problem needs action.

Generally, the second stage, solution formulation, follows rapidly. Advocates and other key actors propose solutions to the problem and select one that is politically, economically, and socially feasible.

The third stage, building the political will to act on the problem and its solution, is the centerpiece of advocacy. Actions during this stage include coalition building, meeting with decision makers, awareness building and delivering effective messages.

The fourth stage, policy action, takes place when a problem is recognized, its solution is accepted and there is political will to act, all at the same time. This overlap is usually a short “window of opportunity” which advocates must seize. An understanding of the decision-making process and a solid advocacy strategy will increase the likelihood of creating windows of opportunity for action.

The final stage, evaluation, is often not reached, though it is important. Good advocates assess the effectiveness of their past efforts and set new goals based on their experience. Advocates and the institution that adopts the policy change should periodically evaluate the effectiveness of that change

2.9 Evidence-Based Approaches

Evidence based approaches use accurate, reliable, and relevant data to support advocacy efforts, ensuring credibility and persuasiveness.

Importance of Evidence-Based Advocacy:

- Builds credibility and trust with stakeholders.
- Ensures that arguments are factual, not speculative or emotional.
- Provides a strong foundation for policy recommendations.

Types of Evidence for Air Quality Advocacy:

Evidence can stem from quantitative data or qualitative data

i) Quantitative Data:

- Air quality monitoring reports (e.g., levels of PM2.5, CO2, etc.).
- Statistics on health impacts, such as asthma prevalence or respiratory-related deaths.
- Economic data showing the cost of poor air quality (e.g., healthcare expenses, lost productivity).

ii) Qualitative Data

- Case studies illustrating personal or community experiences.
- Testimonials from affected individuals or groups.

Sources of Evidence can include Government reports and environmental agencies, Research studies from universities or NGOs and Real-time data from air quality monitoring tools.

How to Use Evidence Effectively:

- Present data in simple, relatable formats (e.g., infographics, charts).
- Highlight trends and impacts that resonate with the audience (e.g., health risks, economic costs).
- Use comparisons to showcase the need for action (e.g., “Our pollution levels are X times higher than WHO standards”).

2.10 Framing Compelling Messages

Framing compelling messages includes crafting advocacy messages that align with the priorities, values, and interests of the target audience. Compelling messages include:

- **Relevance:** Addresses issues the audience cares about.
- **Clarity:** Simple, jargon-free language that is easy to understand.

- Emotional Appeal: Connects with the audience on a personal level, evoking empathy or urgency.
- Call to Action: Clearly outlines the desired response or behavior.

Steps to Frame Effective Messages:

o Understand Your Audience:

- Identify their values, concerns, and priorities (e.g., public health, economic growth, environmental sustainability).
- Tailor the message to reflect these interests.

o Define the Core Message:

- Example: “Clean air is not just an environmental issue; it’s a public health priority.”
- Focus on key takeaways the audience should remember.

o Use Persuasive Techniques:

- Highlight benefits (e.g., improved health, reduced costs).
- Show evidence of success from similar initiatives.
- Appeal to shared values like protecting future generations or improving quality of life.

Practical Tips:

- Use storytelling to make the issue relatable.
- Leverage visuals to enhance understanding and engagement.
- Test the message with a small group before rolling it out widely.

Practical Activity:

1. Data Analysis Exercise:

- o Provide participants with sample air quality data and ask them to identify key findings.
- o Discuss how this data can be used to make a compelling case for action.

2. Message Framing Workshop:

- o Divide participants into groups and assign them different audiences (e.g., policymakers, local communities, businesses).
- o Each group crafts a short advocacy message tailored to their audience.
- o Share and critique messages as a group.

Key Takeaways:

- Evidence-based advocacy ensures credibility and strengthens your case.
- Compelling messages are tailored to the audience, clear, and action-oriented.
- Combining data with emotional appeal and audience-specific framing maximizes advocacy effectiveness.

2.11 Designing an advocacy campaign

One way of designing an advocacy campaign is to use the participatory planning cycle for advocacy model.



Figure 1: Participatory planning cycle for advocacy model

The participatory planning process responds to four “logical questions”:

1. What do we want?
2. Who has the decision-making power?
3. What do we need to do to convince the targeted decision-maker?
4. How will we know if our strategy is working?

The answers to these questions will help all participants in an advocacy campaign understand why certain strategies are more suitable over others.

Participatory Planning Cycle for Advocacy

1. Identify the problem

The civil society organization or group that is organizing an advocacy initiative must first decide what problem it wishes to solve. Three main criteria should be emphasized in prioritizing a problem to be addressed through advocacy. The problem should be:

- Politically and technically feasible to solve
- Deeply felt by a significant section of society
- Motivating for the civil society organization or group

Example

Advocating for stricter enforcement of emissions standards for matatus (public transport vehicles) is a **Politically and Technically Feasible problem**

2. Situation Analysis

Participatory advocacy begins with understanding the context and identifying the issues. This involves collecting data, analyzing the root causes, and defining the advocacy goal. Stakeholder mapping is essential to identify all groups involved, including communities, policymakers, and partners.

3. Objective Setting

Clearly define what the advocacy aims to achieve. Objectives should be specific, measurable, achievable, relevant, and time-bound (SMART) to ensure clarity and focus.

Example

- Objective: Reduce vehicular emissions in Nairobi by 30% within five years.
- Make the objective SMART: “Advocate for the adoption of a city-wide low-emission public transport system by 2025.”

4. Stakeholder Engagement

Actively involve all relevant stakeholders in the planning process. Encourage input from communities, decision-makers, and other partners to ensure diverse perspectives and buy-in.

Examples include:

- Communities: Engage residents of areas most affected by poor air quality, such as Kibera or Eastleigh.
- Government Officials: Work with county environmental offices to align advocacy goals with existing policies.
- Private Sector: Collaborate with businesses to invest in cleaner technologies.
- Media: Partner with journalists to amplify the advocacy message.

5. Strategy Development

Develop strategies based on the issue, stakeholders, and goals. Choose the most effective approaches, such as lobbying, awareness campaigns, or coalition-building, depending on the context.

Example

- Lobbying: Push for stronger air quality standards through parliamentary petitions.
- Awareness Campaigns: Organize events like Clean Air Walks to educate the public on the dangers of air pollution.
- Coalition Building: Form alliances with environmental NGOs, health organizations, and climate action groups.

6. Implementation

Put the advocacy plan into action, ensuring roles and responsibilities are clear

among participants. Use participatory methods to keep stakeholders engaged throughout the process.

7. Monitoring and Evaluation

Regularly assess the progress of advocacy activities against set objectives. Use feedback from stakeholders to make adjustments as needed and evaluate the overall impact to identify lessons for future efforts.

2.12 Developing Key Messages

For policymakers, tailor messages by using data-driven, solution-oriented arguments that align air quality improvements with national priorities, such as economic growth and public health goals. Strategies can include:

- Use data-driven, solution-oriented arguments.
- Highlight how improving air quality aligns with national priorities, such as Kenya’s Vision 2030 and commitments to climate change mitigation.
- Example Message: “Investing in clean public transport systems will reduce healthcare costs by KES 1 billion annually and demonstrate Kenya’s leadership in climate action.”

For the General Public, strategies can include:

- Focus on relatable and emotional appeals.
- Emphasize the direct impact of air pollution on families and communities.
- Example Message: “Breathing clean air can reduce the risk of asthma in children by 40%—a healthier future starts with action today.”

An advocate can also use health impacts and economic benefits as arguments

Health Impacts:

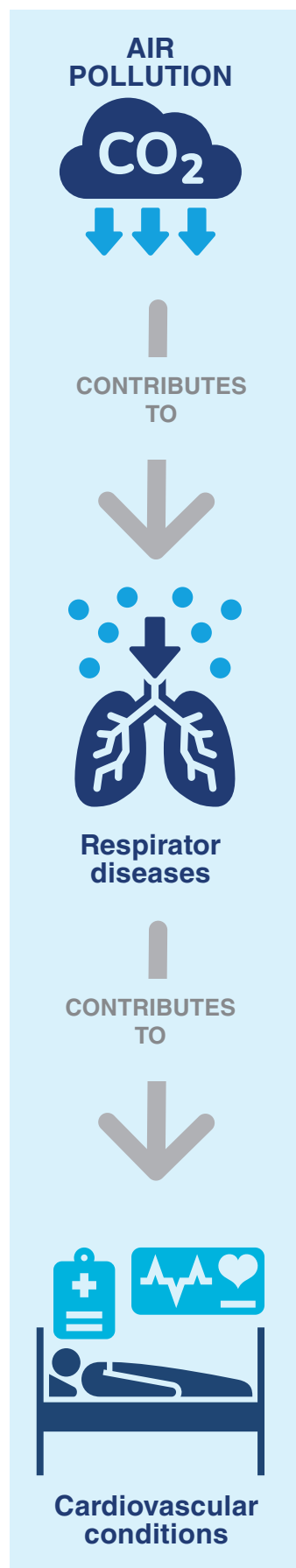
- Air pollution contributes to respiratory diseases, cardiovascular conditions, and premature deaths.
- Nairobi’s children face increasing risks of asthma and other chronic illnesses.
- Example Statistic: “Exposure to polluted air causes an estimated 18,000 premature deaths annually in Kenya.”

Economic Benefits:

- Cleaner air reduces healthcare costs and boosts productivity.
- Example Argument: “Transitioning to electric public transport could save the economy millions by reducing fuel dependency and healthcare costs.”

2.13 Selecting Advocacy Tools

Advocacy Tools and Their Uses



1. Petitions:

- Mobilize public support and demonstrate collective demand for action.
- Example: Collect signatures to push for the implementation of stricter vehicle emission standards in Nairobi.

2. Social Media Campaigns:

- Use platforms like Twitter and Instagram to amplify messages and engage the youth.
- Example: Run a hashtag campaign such as #CleanAirNairobi to raise awareness and build momentum.

3. Press Releases:

- Inform media outlets about air quality issues, ensuring accurate reporting and wider reach.
- Example: Issue press releases when presenting new air quality data or launching a campaign.

4. Community Forums:

- Engage directly with residents of affected areas to hear their concerns and mobilize action.
- Example: Hold forums in neighborhoods like Eastleigh to discuss waste burning and its air pollution impact.

Leveraging Partnerships

■ NGOs:

- Partner with organizations like Greenpeace Africa to amplify advocacy efforts and access expertise.

■ Academic Institutions:

- Collaborate with universities like the University of Nairobi to provide credible research and data.
- Example: Use academic studies to validate the link between air quality and public health.

WORKING WITH THE MEDIA:

- Build a list of relevant media contacts and relationships. You could adapt the partner tracker to stay up-to-date.
- Prepare press release about your planned activities and events in advance.
- Think about a news angle or a media hook, like International Women's Day.
- Find opportunities to write newspaper articles, comment pieces or letters to the editor. It is likely that your decision-makers will read the mainstream newspaper regularly, so this is a good place to target!
- Community radio is a great way to build public support and send messages to decision-makers. Why not start a regular show?
- Create your own media using posters, street art, photography, social media or self-published magazines!

2.14 Executing and Evaluating Campaigns

2.14.1 Implementation: Developing an Action Plan

The implementation plan is presented in a simple format. Based on a selected advocacy objective, participants design specific activities for implementation in order to achieve the network's objective. Members of the network provide details describing needed resources, responsible person(s), and an appropriate timeframe for each activity.

Developing the action plan provides an excellent opportunity for network members to work as a team. The implementation plan should be developed with input from and the consensus of the entire membership in order to create a sense of shared ownership and commitment to the plan and the strategy. After all, participants are nearing the end of the planning stage and will soon be called on to act together to make the advocacy strategy a reality.

Developing an action plan for clean air advocacy in Nairobi

An effective action plan for clean air advocacy in Nairobi requires clear goals, strategies, and structured steps to achieve meaningful change.

1. Define the Advocacy Goals

Start by clearly defining the overall objectives of the advocacy campaign. These goals should be realistic, measurable, and tailored to Nairobi's specific needs.

Example Goals:

- **Improve Air Quality Standards:** Advocate for stricter emissions standards for vehicles and industries in Nairobi.
- **Public Awareness:** Raise public awareness about the health impacts of air pollution, particularly in highly affected areas like Eastleigh, Kariokor, and industrial zones.
- **Policy Change:** Advocate for the implementation of a clean public transport system, such as the introduction of electric buses, to reduce vehicle emissions.

2. Identify the Key Stakeholders

Identify all relevant stakeholders who can influence or be impacted by air quality in Nairobi. This may include:

- **Government Agencies:** Nairobi County Government, National Environment Management Authority (NEMA), Ministry of Transport.
- **Communities:** Residents of high-pollution areas (e.g., Kibera, Eastleigh, Gikambura).
- **Private Sector:** Vehicle owners, matatu operators, and companies responsible for industrial emissions.
- **NGOs and Civil Society Groups:** Environmental organizations, health advocacy groups, and academic institutions.
- **Media:** Local TV stations, radio stations, and digital media platforms.

3. Conduct a Situation Analysis

Conduct a detailed analysis to understand the root causes of poor air quality in Nairobi.



Key Areas to Examine:

- **Air Quality Data:** Gather data from air quality monitoring stations to highlight areas with the highest pollution levels.
- **Pollution Sources:** Identify the primary sources of pollution (e.g., vehicular emissions, industrial activities, waste burning).
- **Current Policies and Gaps:** Review existing policies on air quality management in Nairobi and identify any gaps in enforcement or implementation.

Example:

Air quality monitoring data may show that high levels of particulate matter (PM10, PM2.5) are predominantly coming from vehicles, particularly the large fleet of matatus in the city center.

4. Set SMART Objectives

Develop specific, measurable, achievable, relevant, and time-bound (SMART) objectives for the advocacy plan.

Example SMART Objectives:

- **Short-Term Objective (6 months):** Conduct a public awareness campaign in Nairobi targeting 50,000 residents, educating them about the dangers of air pollution and its link to respiratory diseases.
- **Medium-Term Objective (1 year):** Collaborate with at least three policymakers to push for the introduction of cleaner public transport options, such as electric buses, within Nairobi's transport system.
- **Long-Term Objective (3 years):** Reduce vehicular emissions in Nairobi by 25% through stricter enforcement of emission standards and the promotion of low-emission vehicles.

5. Develop Advocacy Strategies

Choose appropriate strategies to achieve the set objectives, depending on the stakeholders, resources, and context.

Example Strategies:

- **Public Awareness Campaigns:** Use digital media (e.g., social media platforms like Twitter, Facebook) and traditional media (e.g., radio, TV) to educate the public on air pollution's health impacts.
- **Petitions and Lobbying:** Launch a petition to demand stricter emissions regulations for vehicles, targeting the Nairobi County Government and national policymakers. Lobby government officials for the introduction of cleaner transport options.
- **Partnerships and Coalitions:** Collaborate with health organizations to highlight the health impacts of air pollution, particularly targeting communities with high respiratory disease rates.
- **Community Engagement:** Organize community forums and town hall meetings in high-pollution areas (e.g., Kibera, Gikambura) to mobilize local residents and get their input on air quality issues.

6. Implementation Plan

Create a clear timeline for executing the action plan.

Steps in the Implementation Plan:

- **Phase 1 (Months 1-3):**
 - Preparation: Collect baseline data on air quality levels in key areas.

- o Design Awareness Materials: Develop posters, social media content, and radio jingles highlighting air pollution's health risks.
- **Phase 2 (Months 4-6):**
 - o Campaign Launch: Initiate the awareness campaign and distribute materials across targeted neighborhoods.
 - o Lobbying and Petitioning: Collect signatures for the petition and begin lobbying efforts with policymakers.
- **Phase 3 (Months 7-12):**
 - o Community Forums: Hold at least three community meetings in different regions of Nairobi to engage the public.
 - o Policy Advocacy: Meet with government officials to advocate for cleaner transport and stricter vehicle emissions standards.
- **Phase 4 (Year 2-3):**
 - o Evaluation: Assess the success of the campaign and modify strategies as needed. Measure reductions in pollution levels, public awareness, and policy changes.

7. Monitor and Evaluate Progress

Set up mechanisms to regularly monitor and evaluate the effectiveness of the action plan.

Key Evaluation Metrics:

- Air Quality Data: Measure changes in pollutant levels before, during, and after the campaign.
- Public Awareness: Conduct surveys to assess changes in public knowledge about air pollution.
- Policy Impact: Track progress on the implementation of cleaner transport options and stricter emissions regulations.

Example:

- Monitoring: Regular air quality checks in Nairobi's most polluted zones like Eastleigh, Gikambura, and Industrial Area.
- Evaluation: Conduct follow-up surveys with local communities to assess improvements in air quality awareness.

8. Finalizing and Reporting

Ensure that all actions are documented and reports are shared with stakeholders and the public to maintain transparency and accountability.

- Reports: Share quarterly updates with stakeholders, including policymakers, community leaders, and partners.
- Public Engagement: Publish a final report on the campaign's impact and next steps for long-term improvements.



2.14.2 Monitoring and Evaluation

Monitoring and evaluation involve acquiring and using information. While the importance of information in most aspects of our lives is recognized, the importance of information obtained from monitoring and evaluation in the context of projects and organizations is not. Often, in the development field, monitoring is a requirement imposed on institutions by donors. As such, funding recipients reluctantly undertake required monitoring activities. Monitoring is also viewed as an end in itself, for which some project managers complete forms and prepare reports without necessarily using the information from the reports for internal assessment and program planning.

Similarly, evaluation is often conducted to satisfy external requirements or to make a judgment about whether a project should receive continued funding. Less often, evaluation is used as a tool to strengthen a project and empower project participants or clients.

The ability to acquire and use relevant information is as important for an advocacy network as it is for an individual NGO. A sound monitoring and evaluation component helps the network track its successes, build credibility with donors, and motivate members to sustain momentum. If a network's advocacy activities bring about a desired policy change, the network will want to demonstrate a clear connection between its objectives and activities and the policy outcome.



Monitoring is the process of routinely gathering information on all aspects of an advocacy campaign and using the information in network management and decision making. A monitoring plan is a basic and vital management tool that provides network members and other stakeholders with information that is essential to designing, implementing, managing, and evaluating advocacy activities. To fulfill the monitoring function, the monitoring plan must include systems for collecting data and information on key activities as well as systems for summarizing, analyzing, and using the information to make decisions and take action. Monitoring information can help

- demonstrate innovative and effective strategies;
- generate financial and political support for advocacy activities; and
- market the network.

2.14.3 Evaluation

Evaluation involves a systematic, objective analysis of the network's performance, efficiency, and impact in relation to its objectives. Its ultimate purpose is to

- draw lessons from experience in order to improve the quality of an advocacy campaign;
- improve the design of future campaigns; and
- demonstrate the network's merits to supporters, policymakers, donors, members, etc.

Evaluation can be thought of as an assessment at a critical period or a process of looking at impacts or achievements.

Activities

- 1 Develop a campaign plan targeting the matatu industry to reduce emissions.
- 2 Teams present their campaigns to peers for critique and improvement.

Task

1. Ask participants to describe the difference between monitoring and evaluation. Elicit several responses and then write the following simple phrase on the flipchart to distinguish monitoring from evaluation: We monitor activities and we evaluate results.
2. Point out that monitoring is a process that tracks the implementation of activities. An important monitoring question is, "Did we implement the activities according to the action plan?" Evaluation is a process that assesses the results of the activities. In other words, "Did we achieve our desired results?"
3. Now, introduce the unit by reviewing the objective and the following notes on monitoring and evaluation: • Information is essential to the decisions we make and the actions we take. Timely and accurate information enables us to learn from others' experiences, to identify and capitalize on opportunities, and to avoid risky situations

Task 2

Refer to the Advocacy Implementation Plan and answer the following five questions:

1. Why will the network monitor the activities in our advocacy plan?
2. What should we monitor?
3. Who will be responsible for collecting and analyzing monitoring information?
4. When will monitoring take place?
5. How will we gather the necessary information (e.g., data sources)

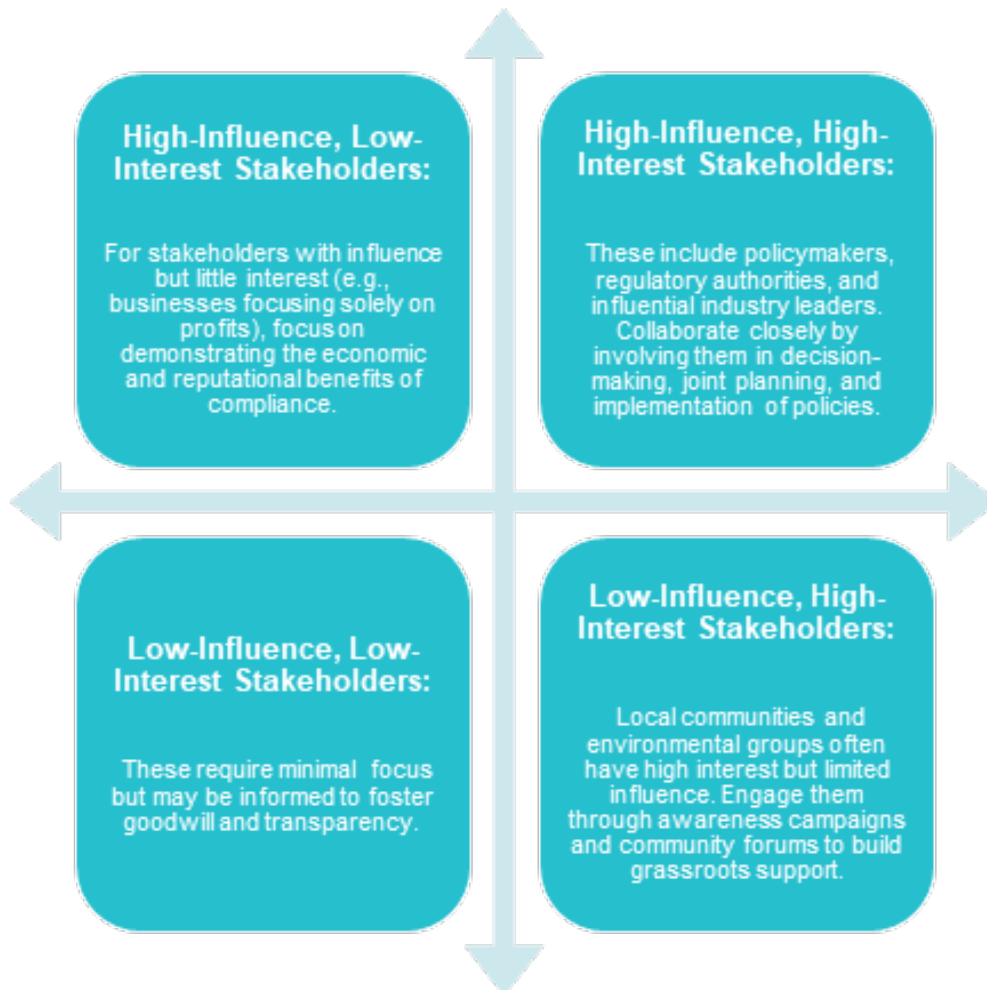
Module 3: Effective Stakeholder Engagement

Objective

This module aims to empower participants with effective strategies for identifying, engaging, and collaborating with diverse stakeholders critical to clean air advocacy efforts in Nairobi.

3.1 Using an Influence-Interest Matrix

Participants can use this tool to prioritize stakeholders based on their influence over air quality policies and their interest in the advocacy initiative:



3.2 Strategies for Engagement

Tailoring engagement strategies to different stakeholder groups is essential to building effective relationships and ensuring campaign success.

1. Collaboration:

- o Engage high-influence stakeholders (e.g., Nairobi County Government, NEMA) through regular roundtable discussions and partnerships.
- o Co-create solutions such as promoting electric vehicles, enhancing green urban spaces, or strengthening emission monitoring frameworks.

2. Consultation:

- o Conduct surveys and focus groups with community members to understand their challenges and gather support for advocacy goals.

- o Consult transport workers and operators on feasible shifts to low-emission options, ensuring practicality in policy recommendations.

3. Informing:

- o Use targeted social media campaigns, newsletters, and media outreach to educate the public on air pollution's health impacts and the economic benefits of action.
- o Share real-time data on air quality and success stories from other cities to inspire action and sustain momentum.

3.3 Conflict Resolution

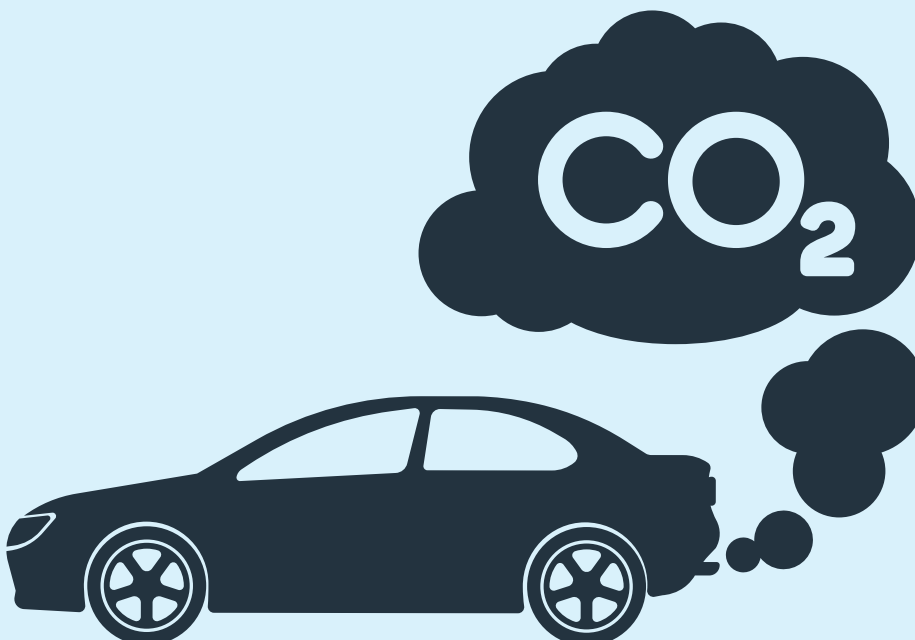
Addressing resistance is critical to maintaining stakeholder alignment and progress.

- **Understand Resistance:** Stakeholders like industrial operators or matatu owners may resist stricter regulations due to perceived financial burdens or operational disruptions.
- **Develop Win-Win Solutions:** Demonstrate the benefits of compliance using examples such as increased public trust, reduced healthcare costs, and access to green financing options.
- **Use Mediation and Neutral Platforms:** Arrange neutral forums where stakeholders can openly discuss concerns and propose solutions. For instance, facilitate meetings between the Matatu Owners Association and policymakers to identify practical incentives for adopting cleaner vehicles.

3.4 Case Study: Stakeholder Engagement in Action

Example: Cleaner Transport in Nairobi

- **Issue:** High vehicular emissions contribute to poor air quality.
- **Engagement Approach:**
 - o Collaborate with policymakers to propose subsidies for electric buses.
 - o Consult matatu operators to gather insights on barriers to adopting cleaner vehicles.





- o Inform the public through social media about the health benefits of reducing emissions.
- o Resolve conflicts by offering tax rebates for operators transitioning to electric vehicles.

Sustaining Engagement

Objective: To provide participants with strategies to maintain long-term, effective relationships with stakeholders, ensuring continued collaboration and support for air quality advocacy efforts in Nairobi.

1. Long-Term Relationships: Sustaining long-term relationships requires trust, consistent communication, and mutual recognition. These strategies can be adapted to Nairobi's clean air advocacy context:

i. Regular Updates and Communication:

- o **Periodic Reporting:** Share monthly or quarterly updates on air quality metrics, such as PM2.5 levels, AQI trends, and the impact of implemented policies. For example, provide a report showcasing the air quality improvement after introducing electric buses in the Central Business District (CBD).
- o **Community Outreach:** Use town hall meetings, webinars, or roadshows to regularly inform stakeholders about progress. These events can highlight the direct benefits of cleaner air, such as fewer respiratory illnesses in vulnerable populations like those living near Dandora dumpsite.
- o **Two-Way Communication:** Establish channels where stakeholders can provide input, ask questions, or express concerns, such as email feedback or public forums. This fosters inclusivity and shared ownership of advocacy efforts.

ii. Inclusive Decision-Making Processes:

- o **Engaging Key Stakeholders:** Actively involve stakeholders such as local transport associations, community leaders, and policymakers in decision-making

processes. For instance, collaborate with the Matatu Owners Association to refine policies promoting low-emission transport alternatives.

- o **Community Representation:** Ensure that marginalized groups, such as slum residents, have representation in decision-making processes to address unique challenges like unregulated burning of waste in informal settlements.
- o **Open Forums:** Hold regular stakeholder roundtables to discuss progress, refine strategies, and set future priorities. Ensure that feedback from these discussions directly informs advocacy plans.

iii. Celebrating Joint Successes:

- o **Public Recognition:** Recognize and celebrate achievements through media coverage, awards, or public ceremonies. For example, celebrate businesses adopting greener technologies by awarding them “Clean Air Champions.”
- o **Events and Campaigns:** Use events like World Environment Day to showcase joint successes, such as cleaner streets or reduced vehicular emissions in areas like Ngong Road. Public acknowledgment builds goodwill and encourages ongoing participation.
- o **Case Studies and Testimonials:** Publish stories of successful collaborations in newsletters or social media, highlighting the contributions of various stakeholders to the cause.

2. Leveraging Digital Tools: Digital tools provide cost-effective, scalable ways to sustain engagement and foster ongoing collaboration.

i. WhatsApp Groups for Quick Updates:

- o **Real-Time Coordination:** Create dedicated WhatsApp groups for specific stakeholder categories, such as policymakers, community leaders, and media representatives. Use these groups to share event reminders, updates on air quality initiatives, or urgent news such as spikes in pollution levels.
- o **Instant Feedback:** Encourage stakeholders to share insights or concerns directly in these groups, enabling quick responses and collaboration. For example, residents can report illegal dumping or burning activities, which can be promptly addressed by environmental authorities.

ii. Online Portals for Data Sharing and Feedback:

- o **Centralized Information Hub:** Develop an online portal where stakeholders can access air quality data, policy documents, and advocacy materials. For example, include a live AQI dashboard showing pollution levels across Nairobi neighborhoods.
- **Interactive Features:** Incorporate tools like surveys, polls, and feedback forms to gather stakeholder opinions on proposed interventions. For instance, seek community input on plans for expanding green spaces or pedestrianizing parts of the city.
- **Educational Resources:** Use the portal to provide training materials, such as videos, guides, and FAQs about clean air initiatives, to help stakeholders understand their roles and responsibilities.

iii. Social Media and E-Newsletters:



- Use platforms like Twitter, Facebook, and Instagram to share real-time updates, success stories, and air quality tips. For example, post visuals showing the difference in air quality before and after specific interventions.

- Distribute newsletters with tailored content for various stakeholders, such as regulatory updates for policymakers or health-related benefits for local communities.

Sustaining Stakeholder Motivation

Maintaining momentum is crucial for long-term engagement:

- **Incentives:** Offer incentives such as recognition awards or small grants for community groups actively contributing to cleaner air initiatives.

- **Continuous Capacity Building:** Provide ongoing training opportunities for stakeholders to deepen their understanding and skills in air quality management. For example, train local leaders on how to monitor and report air pollution using mobile apps.

- **Transparency:** Regularly publish progress reports and allow stakeholders to see the tangible impact of their efforts, such as reduced hospital admissions for respiratory conditions or increased visibility on polluted days.



Course Assessment & Feedback

Thank you for participating in this course. Your feedback is essential for improving future training sessions. Please answer the following questions based on your experience.

1. How would you rate the overall quality of the course?
 - A. Excellent
 - B. Good
 - C. Average
 - D. Poor
2. Did the course content meet your expectations?
 - A. Yes
 - B. Partially
 - C. No
3. How relevant was the course to your work or advocacy goals?
 - A. Highly Relevant
 - B. Moderately Relevant
 - C. Not Relevant
4. Was the course duration sufficient to cover the topics effectively?
 - A. Too Long
 - B. Just Right
 - C. Too Short
5. Did you find the session on identifying stakeholders useful?
 - A. Yes
 - B. Partially
 - C. No
6. Did the Influence-Interest Matrix exercise help clarify stakeholder engagement priorities?
 - A. Yes
 - B. Somewhat
 - C. No
7. Were the strategies for stakeholder engagement practical and applicable?
 - A. Yes
 - B. Somewhat
 - C. No
8. Did the session on conflict resolution techniques provide tools you can use?
 - A. Yes
 - B. Partially
 - C. No
9. Did the course provide adequate strategies for maintaining long-term relationships with stakeholders?
 - A. Yes
 - B. Partially
 - C. No
10. Was the section on leveraging digital tools (e.g., WhatsApp, online portals) helpful for your advocacy work?
 - A. Yes
 - B. Partially
 - C. No

11. After completing this course, do you feel better equipped to:
 - o Identify key stakeholders?
 Yes / No
 - o Develop strategies for engaging stakeholders?
 Yes / No
 - o Sustain long-term relationships with stakeholders?
 Yes / No
12. Which skills or knowledge areas did you find most valuable?
 - o (Open-ended response)
13. Are there topics you feel need more attention or should be included in future training?
 - o (Open-ended response)
14. How would you rate the facilitation of the sessions?
 - A. Excellent
 - B. Good
 - C. Average
 - D. Poor
15. Were the training materials (slides, handouts, videos) helpful?
 - A. Yes
 - B. Somewhat
 - C. No
16. Were the exercises and discussions engaging and relevant?
 - A. Yes
 - B. Partially
 - C. No
17. What did you like most about this course?
18. What improvements would you suggest for future sessions?

Core Reading Materials for the Manual

Recommended Reference material -Module I

1. Clean Air Catalyst: Sources of Air Pollution – Addis Ababa
2. Clean Air Fund. (2024). Accra and Air Pollution. <https://www.cleanairfund.org/clean-air-africas-cities/accra/>
3. Climate Change Act
4. EPA Presentation – Ghana
5. Geater Accra Region Air Quality Management – EPA Ghana
6. <https://breathelife2030.org/news/first-comprehensive-air-quality-management-plan-greater-accra-metropolitan-area-announced/>
7. Nairobi City County Action Plan 2020-2050
8. Nairobi City County Air Quality Act, 2022
9. Nairobi City County Community Health Services Act, 2019
10. WHO global air quality guidelines. Particulate matter (PM2.5 and PM10), ozone, nitrogen dioxide, sulfur dioxide and carbon monoxide. Geneva: World Health Organization; 2021. Licence: CC BY NC SA 3.0 IGO

Recommended Reference Material – Module II

1. .
2. Kenya Institute for Public Policy Research and Analysis (KIPPRA). (2020). Economic Impact of Air Pollution in Kenya: A Policy Brief.
3. UNEP. (2019). Advocacy Toolkit for Environmental Protection in Africa. United Nations Environment Programme.
4. International Institute for Environment and Development (IIED). (2017). The Role of Civil Society in Shaping Climate Policy. IIED Briefing Paper.
5. Babbie, E. (2015). The Practice of Social Research. Cengage Learning.
6. ActionAid. (2014). Participatory Advocacy Toolkit.
7. Tufte, T., & Mefalopoulos, P. (2009). Participatory Communication: A Practical Guide. World Bank Institute.

Recommended Video Links

1. WHO – Air Pollution: The Silent Killer. <https://www.youtube.com/watch?v=5MzHMZA5r7o>
2. Polluted Breath: [Experts raise concern over quality of air in Nairobi.](https://www.youtube.com/watch?v=H_i5hfk6g7o) https://www.youtube.com/watch?v=H_i5hfk6g7o

Recommended Reference Material – Module III

1. Matatu Owners Association. (2023). Policy Recommendations on Sustainable Transport in Nairobi. Nairobi: MOA Publications.
2. World Bank. (2022). Air Quality Management in Urban Areas: A Guide for Policymakers in Sub-Saharan Africa. Washington, D.C.: World Bank Group.
3. UNEP. (2023). Integrated Approaches to Air Quality Management in Developing Cities. Nairobi: United Nations Environment Programme.

4. Slum Dwellers International. (2023). Community Advocacy for Clean Air in Informal Settlements. Nairobi: SDI Reports.
5. Ministry of Transport and Infrastructure Development. (2022). Greening Urban Transport Systems: Nairobi Case Study. Nairobi: Government of Kenya.
6. Clean Air Asia. (2021). Stakeholder Engagement for Urban Air Quality Management. Manila: Clean Air Asia. Retrieved from [Clean Air Asia Website](#)
7. Nairobi City County. (2023). Annual Air Quality Monitoring Report. Nairobi: Nairobi County Environmental Department.
8. WHO. (2021). Health and Air Pollution: A Global Perspective. Geneva: World Health Organization.
9. Digital Green. (2022). Leveraging Digital Tools for Environmental Advocacy. Retrieved from [Digital Green Website](#)

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