Breathe Cities

KUSUDI CAUSE communication

THE BREATHE NAIROBI INITIATIVE COMMUNICATION STRATEGY

2024-2026

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GLOSSARY OF ABBREVIATIONS

Abbreviation	Full Term
AQ	Air Quality
AMREF	African Medical and Research Foundation
CAF	Clean Air Fund
CBO	Community-Based Organisation
COFEK	Consumers Federation of Kenya
CSO	Civil Society Organisation
EMCA	Environmental Management and Coordination Act
EU	European Union
FBO	Faith-Based Organisation
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (German Agency for International Cooperation)
GROOTS Kenya	Grassroots Organisations Operating Together in Sisterhood Kenya
IQAir	International Air Quality Information Platform
KAM	Kenya Association of Manufacturers
KEPSA	Kenya Private Sector Alliance
KOKO	KOKO Networks (Energy solutions provider)
Kusudi	Kusudi Cause Communication Trust
MKOPA	M-KOPA Solar (Affordable solar power provider)
NAPTA	National Alliance of Public Transportation Advocates
NCCG	Nairobi City County Government
NEMA	National Environment Management Authority
NGO	Non Governmental Organisations
NTSA	National Transport and Safety Authority
SHOFCO	Shining Hope for Communities
SLUM GOING GREEN	Local Environmental Group Focused on Slum Areas
TPB	Theory of Planned Behaviour
UNEP	United Nations Environment Programme
USAID	United States Agency for International Development
WHO	World Health Organization
World Bank	The World Bank Group

EXECUTIVE SUMMARY

Nairobi faces a critical air quality crisis, primarily driven by rapid urbanisation, escalating vehicle emissions, industrial activities, and inadequate waste management. These factors contribute to severe health risks, particularly for low-income residents who are disproportionately exposed to harmful pollutants. Limited public awareness and weak regulatory enforcement have further aggravated the issue, creating a pressing need for a cohesive communication strategy to mobilise widespread action towards achieving cleaner air.

The Breathe Nairobi Initiative Communication Strategy proposes a comprehensive, multi-stakeholder approach to address this challenge. Rooted in the Theory of Planned Behaviour, the strategy is designed to engage government agencies, civil society, private sectors, and local communities in a unified effort to reduce emissions and promote sustainable practices. Through targeted awareness campaigns, stakeholder engagement, and community-led initiatives, this strategy aims to shift public attitudes and behaviours towards pollution-reducing practices, ultimately garnering broad support for air quality policies and regulations. Key actions include promoting clean energy, advocating for sustainable transport solutions, implementing improved waste management practices, and raising public awareness to drive regulatory compliance and community advocacy.

Research insights underline the importance of public awareness, which still needs to be improved, especially regarding the health impacts and primary sources of air pollution. The strategy's educational initiatives, digital engagement, and clear messaging are crafted to address these knowledge gaps, empowering Nairobi's residents to become advocates for clean air. By enhancing stakeholder engagement and establishing clear communication channels, the strategy encourages collective responsibility and fosters accountability among all involved sectors.

Therefore, this strategy presents a transformative opportunity for stakeholders to address Nairobi's air pollution crisis actively. By fostering widespread awareness and community-led action, this strategy not only benefits Nairobi's residents by reducing health risks but also builds a foundation for sustainable urban growth. Nairobi residents will benefit significantly from a comprehensive, multi-sectoral approach that brings the city long-term social, environmental, and economic advantages. Key stakeholders, including government bodies, private sector leaders, and community organisations, are essential collaborators in these efforts.

CHAPTER 1: INTRODUCTION

1.1 Overview

Rapid urbanisation, industrialisation, and the rise in vehicular traffic have significantly degraded air quality in Nairobi, posing serious health risks to its residents.

A Growing Health Threat

Air pollution has become a critical public health issue globally, and Nairobi is no exception. Residents, particularly those in low-income areas and informal settlements, face disproportionate exposure to harmful pollutants from various sources, including:

- **Vehicle emissions**: The increasing number of vehicles on Nairobi's roads, many of which are old and poorly maintained, contributes heavily to air pollution.
- **Improper Waste Management**: Widespread improper waste disposal, including the open burning of waste in many parts of Nairobi, releases toxic chemicals and particulate matter into the air.
- **Industrial emissions**: Industrial activities, particularly in manufacturing and energy, emit significant pollutants into the atmosphere.
- **Household air pollution**: The extensive use of solid fuels for cooking and heating, especially in informal settlements, releases harmful pollutants into the air.

The Human Cost

The health impacts of air pollution are extensive. Exposure to poor air quality can lead to various respiratory and cardiovascular diseases, including asthma, bronchitis, lung cancer, and heart disease. Vulnerable groups, such as children, the elderly, and those with pre-existing health conditions, are particularly susceptible to the adverse effects of air pollution.

Addressing the Crisis

Mitigating the effects of air pollution on public health and the environment requires a comprehensive approach that combines regulatory measures, technological innovations, and public awareness campaigns. The Breathe Nairobi Initiative aims to improve air quality and create a healthier city for all by implementing a broad strategy that includes:

1. **Strengthening Air Quality Monitoring**: Expanding the city's air quality monitoring network to provide real-time data on pollution levels.
2. **Promoting Clean Energy and Sustainable Transport**: Encouraging cleaner fuels, electric vehicles, and public transport to reduce emissions.
3. **Enhancing Waste Management**: Implementing effective waste management practices to minimise open burning and promote recycling.
4. **Raising Public Awareness**: Educating the public about the health risks of air pollution and empowering them to take action.

5. **Regulation Development and Enforcement**: Collaborating with government and strategic stakeholders to develop and enforce air quality regulations.

6. **Stakeholder Collaboration**: Partnering with government agencies, businesses, civil society organisations, and international entities to develop and implement sustainable solutions.

A critical element of this strategy is effective communication, aimed at engaging government agencies, businesses, civil society organisations, and the public. By raising awareness of the causes and consequences of air pollution, empowering individuals to make informed choices, and advocating for policy improvements, the Breathe Nairobi Initiative seeks to create a cleaner, healthier, and more sustainable future for Nairobi and its residents.

1.2. Objective and Scope of the Assignment

1.2.1 Objective

The primary objective of this communication strategy is to engage key stakeholders in the transport, solid waste management, and industrial sectors to reduce vehicular and industrial emissions and promote effective waste management practices. This includes minimising emissions from both public and private vehicles, encouraging responsible industrial practices, and supporting proper waste disposal methods. Additionally, the strategy aims to educate the public on the importance of air quality and the health impacts of air pollution, empowering communities to advocate for cleaner air and adopt sustainable practices. Increased public awareness can drive widespread, community-led demand for accountability across all sectors, fostering better industrial management and supporting improved air quality.

1.2.2. Scope

The scope of this assignment includes:

- **Target Audience Analysis**: Identifying and prioritising key stakeholders.
- **Key Messaging Development**: Crafting compelling messages that emphasise the urgency of addressing air pollution, specify actions to reduce emissions and improve waste management, and outline the benefits of a cleaner environment.
- **Communication Channel Selection**: Choosing effective channels to reach the target audience.
- **Stakeholder Engagement**: Developing strategies to engage key stakeholders.
- **Budget Allocation**: Outlining the resources needed to implement the strategy.
- **Monitoring and Evaluation**: Creating a framework to monitor the strategy's effectiveness and measure key performance indicators.

CHAPTER 2: SITUATION ANALYSIS

2.1 Introduction

A situational analysis was conducted to establish a foundation for developing an effective communication strategy to address air pollution in Nairobi. By examining the current context, identifying key stakeholders, and assessing their needs and perceptions, the Breathe Nairobi Initiative can tailor communication efforts to maximise impact.

The situational analysis was guided by the following objectives:

- **Assess public awareness**: Determine the level of public awareness regarding air pollution, its sources, health impacts, and possible solutions.
- **Identify key stakeholders**: Identify stakeholders essential in addressing air pollution.
- **Understand stakeholder perceptions**: Evaluate stakeholders' perceptions of air pollution, their willingness to act, and their preferred communication channels.
- **Identify barriers and opportunities**: Identify obstacles and opportunities that may hinder or facilitate efforts to reduce air pollution.

To gather insights for the situational analysis, several activities were conducted:

- **Literature Review**: A comprehensive review of existing research and reports on air pollution in Nairobi.
- **Media Audit**: Analysis of media coverage of air pollution issues in Nairobi.
- **Digital Audit**: A systematic analysis of online discussions, trends, and public sentiment concerning air pollution in the city.
- **Stakeholder Interviews**: In-depth interviews with key stakeholders to understand their perspectives and priorities.
- **Surveys and Questionnaires**: Surveys to collect data on public awareness, attitudes, and behaviours regarding air pollution.
- **Focus Group Discussions**: Focus groups with target audiences to gather qualitative insights and identify emerging trends.

2.2 Findings from the Literature Review

The literature review thoroughly explains public awareness levels, stakeholder dynamics, and the barriers and opportunities in tackling air pollution in Nairobi. The key findings are outlined below:

2.2.1 Policy and Regulation

The Nairobi City County Air Quality Policy (2021) takes a multisectoral approach, targeting emissions from transport, industry, waste management, and energy. It promotes cleaner technologies, such as electric vehicles and renewable energy, and prioritises public awareness campaigns to engage the community in air quality management. The Nairobi City County Air Quality Act (2022) establishes a legal framework to enforce air quality standards, monitor emissions, and impose penalties for non-compliance. The Act mandates setting air quality standards, conducting regular inspections, and monitoring emissions from sources such as industrial activities, vehicular traffic, and waste burning. It also targets pollution in informal settlements, where waste is frequently burned openly, producing toxic emissions. Penalties for violators aim to incentivise industries and individuals to adopt cleaner practices.

While policy and legislation offer substantial opportunities to improve air quality in Nairobi, enforcement remains challenging due to a lack of air quality regulations to operationalise the Air Quality Act, limited funding, corruption, and staffing shortages. Irregular inspections and inadequate penalties allow non-compliance to persist, particularly in high-emission sectors.

2.2.2 Public Awareness of Air Pollution

- **General Awareness Levels**: Public understanding of air pollution in Nairobi varies across demographic groups, with greater awareness among younger, educated individuals and those with internet access. University students and younger residents, exposed to environmental education and online platforms, generally exhibit higher awareness levels. Conversely, older populations and those with limited internet access, particularly in informal settlements, show lower awareness.
- **Knowledge Gaps by Area and Socioeconomic Status**: Geographic and socioeconomic factors influence awareness levels. Wealthier neighbourhoods with access to cleaner fuel sources tend to be more informed about air pollution risks. However, residents in informal settlements, where sources like waste burning and biomass use are prevalent, often lack awareness of how these practices contribute to air pollution and impact health.
- **Understanding of Pollution Sources**: There are misconceptions regarding the sources of air pollution. Many overestimate the impact of industrial activities and overlook contributions from household practices and transport. For instance, emissions from vehicles, waste burning, and biomass fuel use are commonly underestimated, limiting public advocacy for action on these sources.
- **Health Impact Awareness**: While respiratory health impacts are well-known, the broader effects of pollution on cardiovascular health, cognitive development, and other chronic conditions are less understood. Awareness campaigns have mostly emphasised respiratory illnesses, without fully addressing the wider health risks of long-term exposure to pollutants like PM2.5, which can affect cardiovascular and neurological health.
- **Preventative Behaviours**: Awareness influences behaviour; those with greater knowledge of air pollution risks are more likely to adopt measures to reduce exposure. However, economic constraints often limit behaviour change among low-income residents, who continue to rely on biomass for cooking despite awareness of the health risks.

2.2.2 Key Stakeholders in Air Quality Management

Stakeholder Group	Power	Interest
High Power - High Interest (Key Players)	High	High
Government agencies (e.g., Nairobi City County, NEMA)		
Environmental organisations (e.g., UNEP, AMREF)		
Key influencers (e.g., Wanjira Maathai, Dr. Philip Osano)		
High Power - Low Interest (Keep Satisfied)	High	Low
Industrial and manufacturing businesses		
Media houses and journalists		

Stakeholder Group	Power	Interest
Transport sector stakeholders		
Political Class		
Low Power - High Interest (Keep Informed)	Low	High
Residents in informal settlements and low-income areas		
Health professionals and local NGOs		
Younger, tech-savvy audiences		
Educational institutions and university students		
Low Power - Low Interest (Monitor)	Low	Low
Older residents with limited internet access		
Waste management companies		
Local businesses not directly affected		

TABLE 1: KEY STAKEHOLDERS IN AIR QUALITY MANAGEMENT

2.2.3 Stakeholders' Perceptions, Willingness to Act, and Communication Preferences

Perceptions and Willingness to Act: Many stakeholders recognise the health and economic costs of air pollution, with an increasing willingness among urban middle-class residents to advocate for improved air quality. Health professionals, government agencies, and NGOs increasingly view air pollution as a serious public health issue that demands urgent action.

Willingness to act varies by sector. Residents and civil society groups in highly polluted areas are motivated to tackle pollution but face economic barriers. Conversely, stakeholders in the industrial and transport sectors may be less inclined to adopt cleaner practices due to associated costs, even when aware of the risks.

2.2.4 Preferred Communication Channels:

- **Digital Platforms**: Social media, mobile apps, and websites are popular, especially among younger, tech-savvy audiences.
- **Community Radio and Print Media**: Effective in reaching older residents and those in informal settlements who may lack internet access.
- **In-Person Engagement**: Community meetings, workshops, and school programmes provide hands-on education, particularly valuable in informal settlements.
- **Real-Time Air Quality Data**: There is a growing preference for digital platforms that offer real-time air quality updates, such as mobile apps and websites, enabling residents to make informed decisions.

2.3 Insights from the Media Audit

2.3.1 Coverage

Narrative Focus in Air Pollution Stories: Media coverage of air pollution in Nairobi primarily highlights public health impacts, frequently linking increased respiratory illnesses to pollutants from vehicle emissions, industrial activities, and waste burning. Coverage often focuses on informal settlements, where residents are disproportionately affected. Stories critique government inaction while showcasing grassroots efforts and community-driven initiatives. Occasionally, reports discuss solutions such as green technology, youth engagement, and international collaborations, framing air pollution as a public health and environmental justice issue.

Tone and Sentiment in Reporting: The tone in media reports on air pollution is mostly neutral, with 59.3% of coverage providing factual updates on pollution levels and policy developments. A positive tone (18.5%) appears when highlighting community solutions or innovative responses, while a critical tone (22.2%) surfaces in stories that criticise government failures to act or protect vulnerable populations.

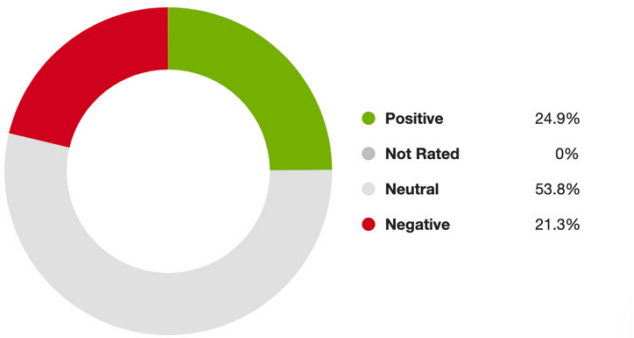

FIGURE 1: TONALITY AND SENTIMENT IN REPORTING

Consistency and Frequency of Coverage: Air pollution receives consistent media coverage in Nairobi, with an average of two stories appearing daily across traditional and digital platforms. Major outlets such as the Daily Nation and the Standard have higher engagement, with approximately 1,000 interactions per story, while niche publications show variable engagement.

Language and Accessibility: Coverage of air pollution in Nairobi uses both English and Swahili to reach different demographics. English, prevalent in print and digital platforms, targets urban, middle-class audiences and policymakers. Swahili, widely used on radio and some television programmes, is effective for reaching lower-income communities in informal settlements. For younger urban audiences, a blend of English, Swahili, and Sheng is often used to make the content more relatable.

2.3.2 Gaps in Air Pollution Reporting

Underreported Topics and Missed Aspects: Certain aspects of air pollution remain underreported. For instance, the long-term health impacts, including chronic illnesses and premature mortality, are often overlooked. Stories also lack follow-up on government commitments, missing opportunities to hold policymakers accountable. Although industrial and vehicular emissions are frequently discussed, there is limited focus on corporate accountability, leaving a coverage gap.

Journalists' Knowledge and Preparedness: The audit shows that journalists often lack the technical knowledge needed to cover complex air pollution issues, such as regulatory frameworks and air quality monitoring systems. While reporters can outline basic health impacts, they often struggle to explain regulatory policies and scientific details, leading to simplified narratives that may not fully capture the complexity of air pollution or its broader implications.

Clarity and Depth of Reporting: To ensure accessibility, journalists in Nairobi often simplify air pollution stories. While this approach makes the content widely understandable, it can result in a superficial representation of the issue, omitting critical details about root causes, policy implications, and long-term solutions. Consequently, the public may be left with an incomplete understanding of the full scope of air pollution challenges.

2.3.3 Scope and Audience Reach

Major Media Houses and Journalists: Key media houses such as the Nation Media Group, Standard Group, and KTN are the leading sources of air pollution coverage in Nairobi. Radio stations like Radio Citizen play a significant role, especially in reaching low-income communities in informal settlements. Prominent journalists covering these stories include George Odiwuor, Winfrey Owino, and Charles Onyango Obbo, who have substantial reach on major platforms like the Nation and Standard.

Audience Targeting and Gaps: The current audience for air pollution stories includes urban residents, middle- and working-class individuals, and vulnerable groups in informal settlements affected by issues like traffic and industrial pollution.

Misinformation and Underexplored Themes: Immediate health impacts are commonly reported, but stories often fail to cover the long-term health and socio-economic consequences of air pollution. Although government responsibility is frequently mentioned, there is limited investigative reporting on whether policy changes are actually implemented. Additionally, corporate accountability is underrepresented, leaving an incomplete narrative that would benefit from a more comprehensive approach.

2.3.4 Findings from the Digital Audit

The digital presence of air pollution-related content in Nairobi is concentrated across websites, social media platforms, and community forums. However, accessibility and effectiveness are limited by several challenges:

Online Presence and Accessibility: Key sources of air quality information, including the National Environment Management Authority (NEMA), IQAir, and Nairobi City County, offer valuable insights. However, many of these resources are not mobile-optimised, which restricts

accessibility for Nairobi's smartphone-reliant population. Additionally, some websites are infrequently updated, reducing their relevance in addressing the evolving issue of air pollution.

Content Quality and Relevance: High-quality information from reputable sources, such as the World Health Organisation (WHO) and local news outlets, covers the sources, health impacts, and potential solutions for air pollution. However, this content often lacks localisation, with few resources addressing community-specific concerns. The technical nature of much of the content also limits its accessibility, highlighting the need for simpler, community-focused information to better engage Nairobi's diverse population.

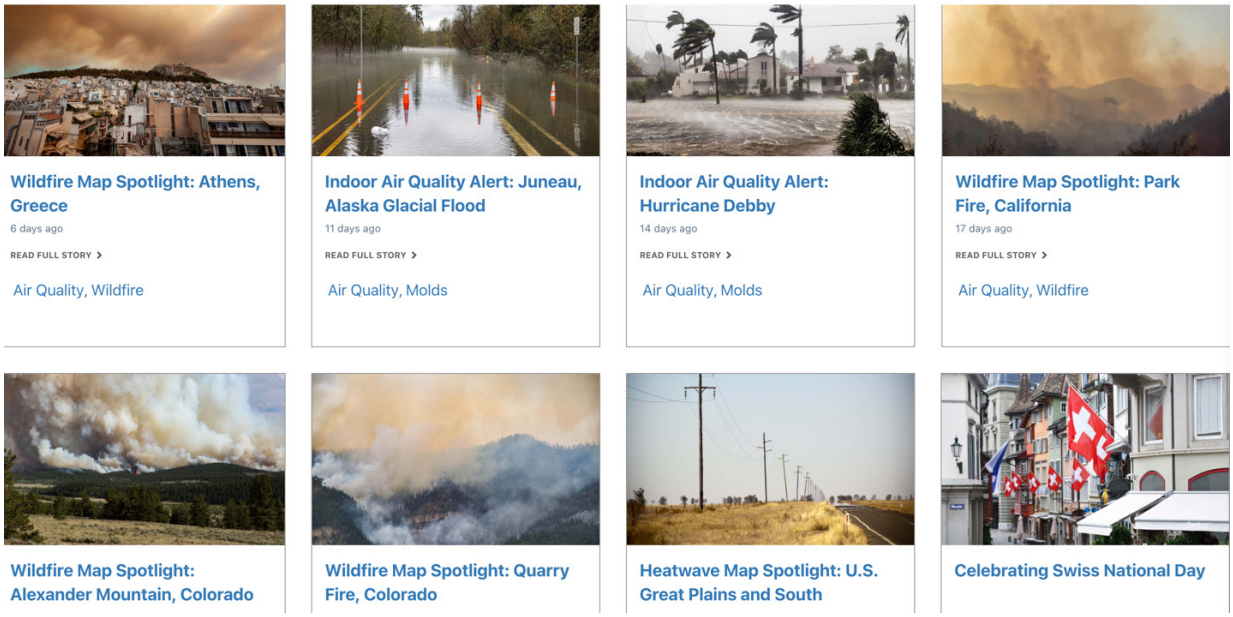

IMAGE 2 CONTENT QUALITY

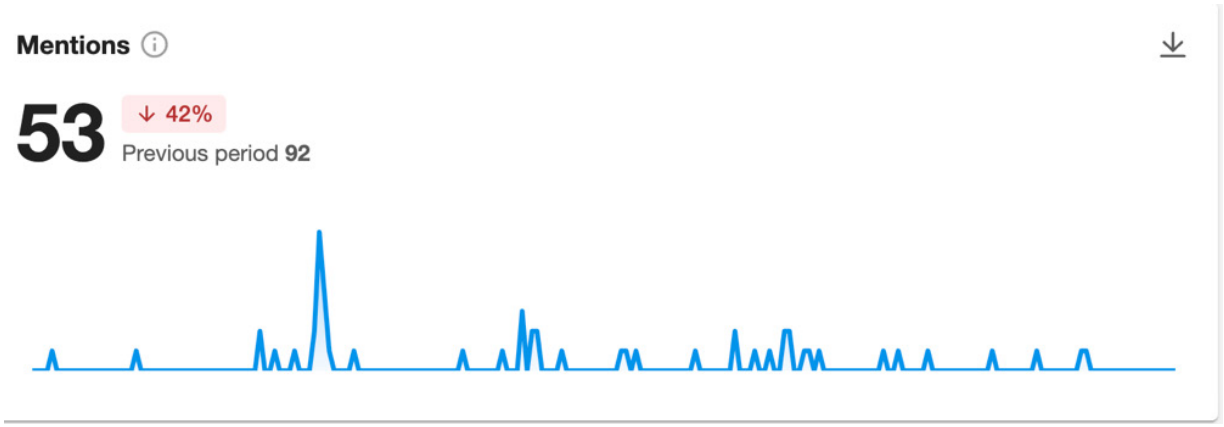

FIGURE 2: MEDIA COVERAGE ON AIR QUALITY

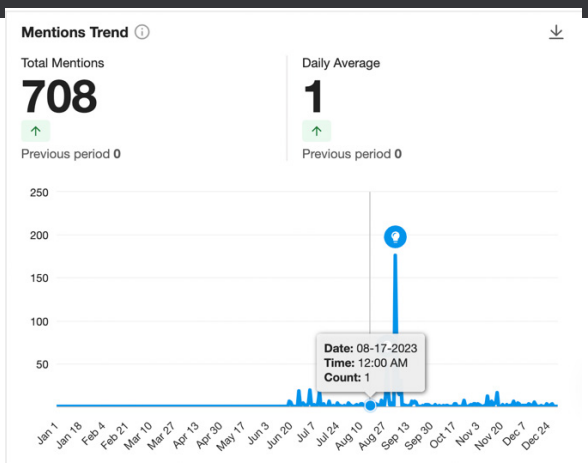

FIGURE 3: NUMBER OF AIR QUALITY MENTIONS

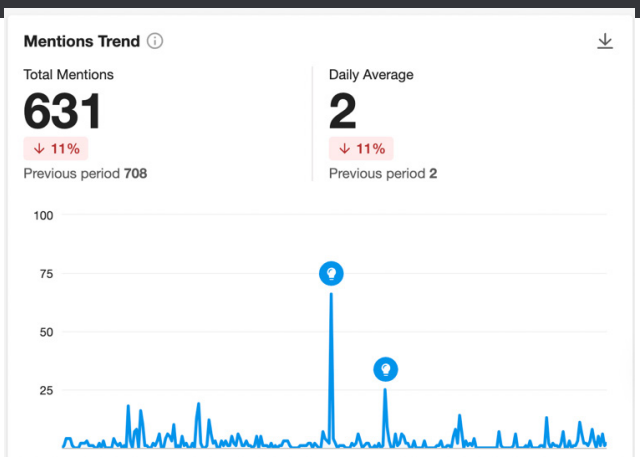

FIGURE 4: : NUMBER OF AIR QUALITY MENTIONS

User Engagement: Engagement with air pollution content on social media remains low, despite activity from key influencers and organisations. Hashtags such as #CleanAirNairobi and #AirQualityKenya have gained some traction, but overall public participation remains limited.

Sentiment Analysis

Public sentiment around air pollution in Nairobi varies:

- **Positive sentiment (35.5%)** reflects support for awareness campaigns and community initiatives addressing air pollution.
- **Negative sentiment (38.7%)** stems mainly from frustrations with government inaction, weak enforcement of environmental regulations, and health concerns.
- **Neutral sentiment (25.8%)** reflects factual reporting or expressions of uncertainty, indicating that many users may still be forming opinions or need more information to engage fully.

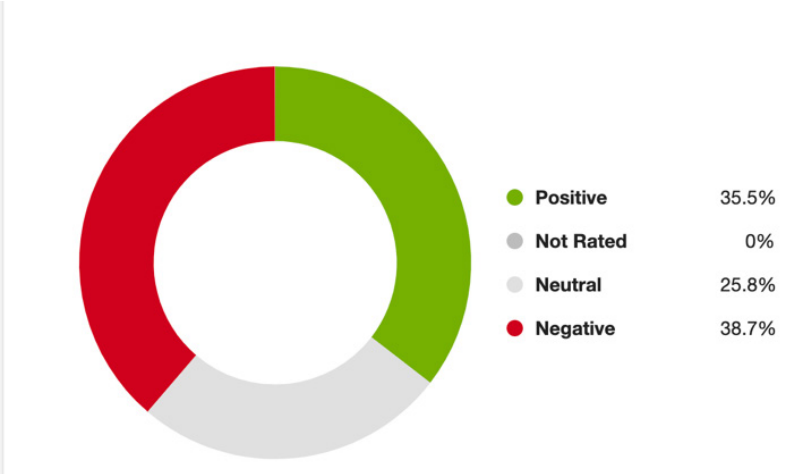

FIGURE 5: SENTIMENT ANALYSIS FROM DIGITAL AUDIT

Key Influencers and Stakeholders in Air Quality Discussions: The audit identifies influential voices in Nairobi's air quality discourse, including environmental organisations, activists, and notable figures. Key influencers like Reynolds Kihura, Wanjira Maathai, and Dr Philip Osano, alongside organisations such as UNEP, AMREF, and InterNews, are actively engaged in these discussions. They play a critical role in shaping public sentiment, but more coordinated efforts could amplify their impact.

Community Concerns and Knowledge Gaps: Public interest in air pollution is growing, with online discussions focusing increasingly on health impacts and pollution sources. However, knowledge gaps remain, particularly regarding the long-term health risks of air pollution and policies for air quality management. Searches indicate user interest in:

- **Health implications** (e.g., respiratory illnesses, cancer risks).
- **Pollution control and reduction methods** (e.g., individual and policy-level actions).
- **Causes and contributors** (e.g., vehicle emissions, industrial activities).

Public Engagement and Participation: While certain hashtags and content pieces have gained attention, broader community engagement—such as sharing experiences or taking action—remains limited.

Emerging Crises and Public Sentiment Trends: Negative sentiment around government inaction and inadequate regulation enforcement is on the rise. Health concerns are also intensifying, with many people increasingly vocal about the risks air pollution poses to their families. This discontent signals an emerging crisis in public trust regarding the government's handling of air quality issues.

2.4 SWOT Analysis

The SWOT analysis assesses Nairobi's air quality management framework, highlighting strengths, weaknesses, opportunities, and threats. This framework helps pinpoint areas for improvement and potential strategies.

Strengths	Weaknesses	Opportunities	Threats
Established Regulatory Framework: The Nairobi City County Air Quality Policy (2021) and Air Quality Act (2022) provide a strong foundation for air quality standards and enforcement.	**Enforcement Challenges:** Limited funding, corruption, and understaffing hinder enforcement, allowing non-compliance in sectors like transport and industry.	**Green Technology Adoption:** Interest in renewable energy and electric vehicles offers pathways to reduced emissions.	**Rapid Urbanisation**: Population and industry growth outpaces pollution controls.
International Partnerships: Collaborations with entities like UNEP and the World Bank bring funding, resources, and best practices to support air quality initiatives.	**Low Public Awareness:** Many residents, especially in informal settlements, lack awareness about pollution sources and health risks, limiting support for clean air policies.	Public Health Advocacy: Growing awareness of health impacts strengthens support for cleaner practices.	**Political Instability and Corruption:** Weak political support, bureaucratic delays, and corruption may slow progress and weaken enforcement.

Strengths	Weaknesses	Opportunities	Threats
Public Mobilisation and Civic Awareness: Growing activism and awareness support policy changes and reinforce public demand for clean air.	**Inconsistent Air Quality Data:** Gaps in data collection and inconsistent monitoring limit public engagement and data-driven decisions.	**Funding Potential:** Rising donor interest in environmental projects could support regulatory and technological advances.	**Climate Change:** Climate-related issues, like dust storms and drought, increase pollutants and strain health systems.
Collaborative Partnerships: Cooperation with local organisations, such as NAPTA and Muungano wa Wanavijiji, strengthens efforts across sectors, including transport and waste management.	**Resource Constraints:** Resource limitations restrict the expansion of air quality initiatives and public outreach.	**Policy Influence and Capacity Building:** Mobilising communities and training youth for advocacy and air quality monitoring can create sustainable change.	**Economic Pressures on Low-Income Groups:** Economic hardship compels continued reliance on biomass and other pollution-heavy practices.
		Political Will for Environmental Change: A global focus on sustainability encourages policies supporting cleaner air.	**Resistance from Polluting Sectors:** High-emission sectors may resist compliance due to cost, hindering regulatory effectiveness.
		Incentives for Clean Technology: Subsidies for eco-friendly technologies could promote compliance among industries and the transport sector.	

TABLE 2: STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

2.5 EPISTLE Analysis

The EPISTLE framework examines Nairobi's macro-environmental factors that influence air pollution control measures, including Economic, Political, Informational, Social, Technological, Legal, and Environmental elements. This analysis highlights external factors impacting Nairobi's air quality initiatives.

Category	Key Points
Economic	• Growth of the Green Economy: Nairobi's emerging green economy encourages sustainable practices and technologies that can reduce air pollution. • High Implementation Costs: Enforcing air quality regulations and upgrading transport systems are costly, straining Nairobi's budget and limiting pollution control efforts. • Poverty and Informal Economy Dependency: Many rely on biomass fuels and informal activities, which contribute to pollution. Economic pressures often overshadow environmental concerns • Industrial Growth and Regulation Conflict: Industrial expansion can conflict with air quality regulations as businesses may prioritise profits. • Limited Government Budget: Budget constraints restrict funds for air quality initiatives. • Expensive Clean Technologies: High costs slow the adoption of clean technologies, like electric vehicles, by local businesses.
Political	• Government Commitment to Environmental Policies: Policies like EMCA reflect Kenya's dedication to sustainability and air quality. • Partnerships with Organisations: Collaborations with groups like UNEP and the World Bank provide resources for pollution control. • Political Will for Climate Action: Increasing focus on climate change and air quality. • Weak Regulation Enforcement: Economic priorities and reluctance to impede growth weaken enforcement. • Corruption and Bureaucracy: Corruption and slow processes undermine enforcement, allowing high-emission sectors to evade regulation. • Limited Environmental Representation: Other sectors like infrastructure are prioritised over environmental issues, reducing resource allocation.
Informational	• Advances in Air Quality Monitoring: Improved systems provide real-time data. • Increased Media Coverage: Media coverage raises public awareness and pushes for regulations. • Limited Access to Reliable Data: Lack of accessible data hinders informed public decisions. • Inconsistent Data Collection: Resource constraints limit monitoring, especially in industrial areas. • Lack of Public Education: Limited awareness about pollution's health risks reduces public demand for action.
Social	• Rising Public Health Concerns: Increased awareness of health risks drives demand for stricter regulations. • Community Activism: Environmental groups promote awareness and advocate for policies. • Urban Middle-Class Advocacy: The informed middle class is vocal about cleaner air needs. • Rapid Urbanisation: Urban growth increases pollution sources, challenging emission control. • Public Engagement Deficit: Limited engagement from the population reduces pressure on policymakers. • Government Transparency: Limited reporting transparency prevents public from tracking air quality progress.

Category	Key Points
Technological	• Improved Monitoring Systems: Real-time sensors aid in accurate data collection. • Adoption of Cleaner Technologies: Clean technologies, like electric vehicles, offer alternatives to high-pollution industries. • Digital Data-Sharing Platforms: Platforms provide air quality data to the public and authorities. • Limited Access to Advanced Technology: Advanced equipment is limited, especially in lower-income areas. • Outdated Infrastructure: Many sectors rely on outdated technology, leading to high emissions. • Inconsistent Maintenance: Poor maintenance of monitoring systems affects data reliability.
Legal	• Established Legal Frameworks: EMCA sets emission standards for various pollution sources. • Oversight by NEMA: NEMA enforces standards through compliance monitoring. • Inconsistent Enforcement: Enforcement of legal frameworks is uneven, especially in emissions testing. • Outdated Vehicle Standards: High-emission vehicles operate without regular inspections. • Resource Constraints: Limited funding hinders enforcement of green technology adoption. • Political and Bureaucratic Delays: Slow processes delay regulation implementation.
Environmental	• Nairobi's Geography: High altitude and windy climate help disperse pollutants. • Expansion of Green Spaces: Initiatives like tree planting improve air quality. • Traffic Congestion: Heavy traffic contributes to emissions, complicating air quality management. • Deforestation: Loss of forest cover reduces the city's pollutant-absorbing capacity. • Open Waste Burning: Open burning releases harmful particulates. • Ineffective Waste Management: Poor infrastructure leads to landfill emissions. • Climate Change Impacts: Extended dry seasons worsen air quality by increasing dust levels.

TABLE 3: EPISTLE ANALYSIS

2.6 Gap Analysis

Gap	Scientific Outlook	Economic	Socio-Cultural	Health and Nutrition
Knowledge	Limited public understanding of air pollution science and its health impacts.	Lack of awareness of the economic costs of air pollution.	Misconceptions about the causes and solutions to air pollution.	Underestimation of the long-term health consequences of air pollution.

Communication	Ineffective communication strategies and limited access to information.	Lack of clear communication channels to reach diverse audiences.	Effective communication is hindered by technical language, language barriers, and differences in education levels, socio-economic status, and cultural backgrounds.	Need for more engaging and informative communication materials.
Solution	Weak enforcement of air quality regulations.	Limited investment in clean technologies and infrastructure.	Limited community engagement and participation in decision-making.	Inadequate public health interventions to address air pollution-related illnesses.

TABLE 4: GAP ANALYSIS MATRIX

2.7 Conclusion

The situational analysis highlighted several key barriers and opportunities in addressing air pollution in Nairobi:

Key Barriers:

- **Weak Regulatory Enforcement:** Regulatory bodies face challenges in enforcing air quality standards due to corruption, limited resources, and capacity.
- **Economic Constraints:** High costs associated with adopting cleaner technologies and practices can hinder progress.
- **Public Awareness and Engagement:** Limited public awareness of air pollution and its health impacts, as well as low levels of public engagement in addressing the issue.
- **Limited Data and Monitoring:** Insufficient data on air quality and emissions, hindering effective monitoring and decision-making.

Key Opportunities:

- **Technological Advancements:** The adoption of cleaner technologies, such as electric vehicles and renewable energy sources, can significantly reduce air pollution.
- **Policy and Regulatory Reforms:** Stronger air quality regulations and enforcement mechanisms can drive positive change.
- **Public Awareness and Engagement:** Effective communication campaigns and community engagement initiatives can empower citizens to demand cleaner air.
- **International Collaboration:** Collaborating with international organizations and cities can facilitate knowledge sharing and access to resources.

CHAPTER 3: STAKEHOLDER MAPPING AND ANALYSIS

3.1 Introduction

This chapter is a result of a highly participatory approach that combined desk review and a physical consensus building workshop. Stakeholders, drawn from different sectors within the environmental management space in the county caucused around four thematic areas that include:

1. Vehicular emissions
2. Solid waste management
3. Industrial pollution
4. Indoor air pollution

The Breathe Cities Nairobi initiative has a dedicated focus on addressing vehicular emissions and solid waste management. However, we will also highlight how the other two areas will be affected by extensive stakeholder engagements derived from the discussions

3.2 Rationale

Effective stakeholder mapping and analysis are foundational to any communication strategy that aims to address environmental issues, particularly in urban contexts like Nairobi. The waste management and vehicular emissions sectors are key priorities for Nairobi, as they significantly impact air quality, public health, and climate resilience. By addressing these areas through a collaborative stakeholder approach, there is potential to create a ripple effect that benefits other pollution areas, such as indoor and industrial pollution, due to the interconnected nature of environmental issues. This chapter explores the primary stakeholders involved in these priority sectors, their roles, and strategic engagement approaches to support a sustainable and community-driven framework for emissions reduction.

3.3 Vehicular Emissions

Vehicular emissions are a major contributor to Nairobi's air pollution, necessitating a strategic collaboration between government agencies, private sector players, and community stakeholders. The Ministry of Transport, NTSA, and NEMA play central roles in policy and enforcement, while international partners offer funding to support sustainable transport systems. Local community organisations and media outlets are essential for fostering public awareness and behavior change, ensuring that the movement toward reduced emissions gains traction at the grassroots level. With community engagement as a focal point, addressing vehicular emissions has the potential to reduce exposure to other pollutants, indirectly impacting indoor air quality and promoting cleaner industrial practices through enhanced public demand for air quality standards.

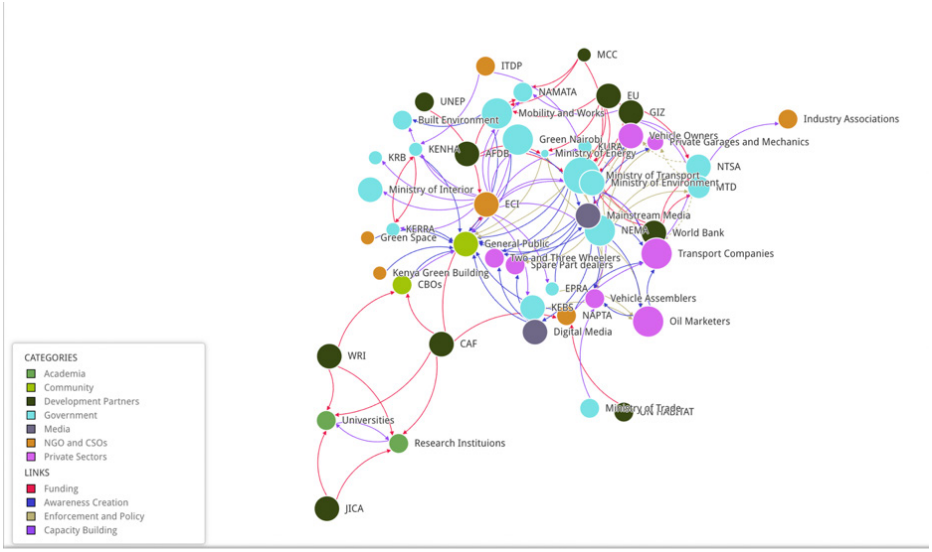

FIGURE 6: GENERAL MAP

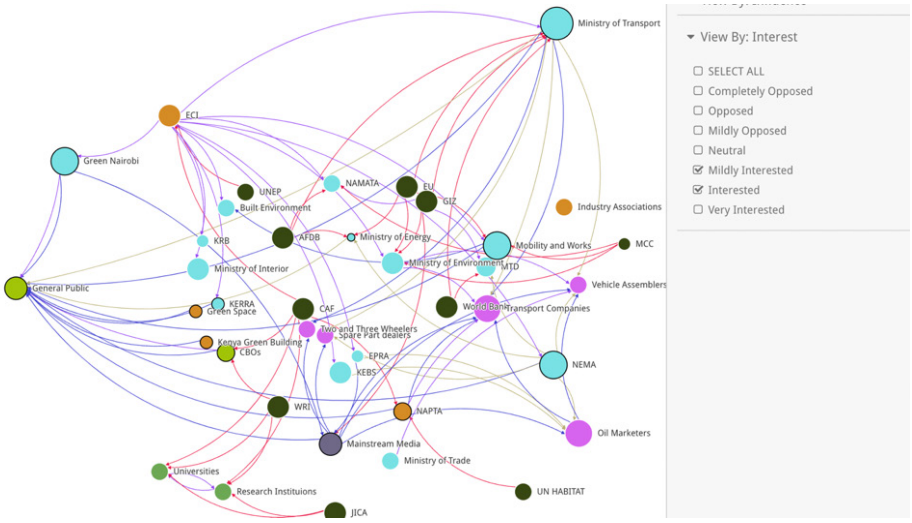

FIGURE 7: INTERESTED STAKEHOLDERS

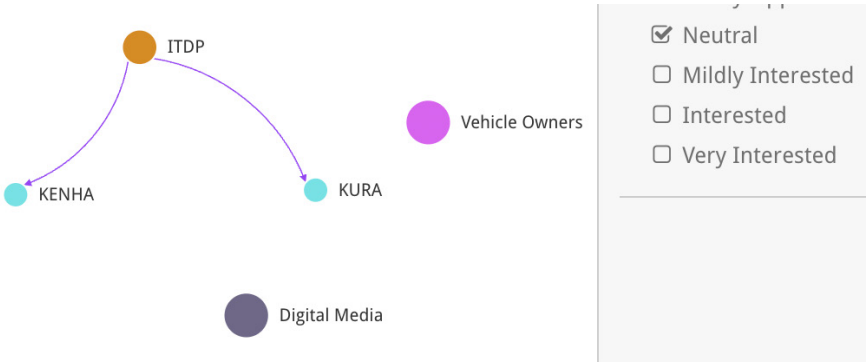

FIGURE 8: NEUTRAL STAKEHOLDERS

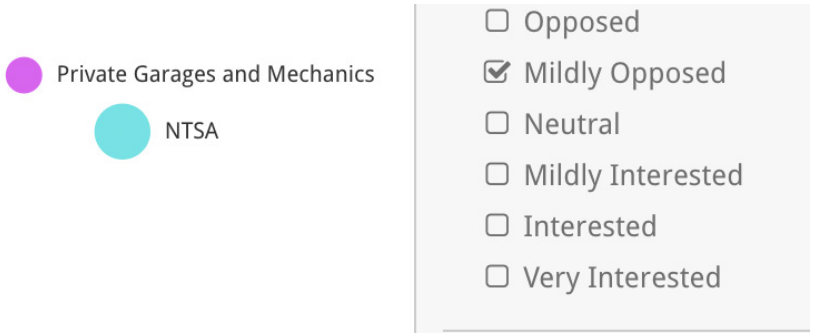

FIGURE 9: OPPOSED STAKEHOLDERS

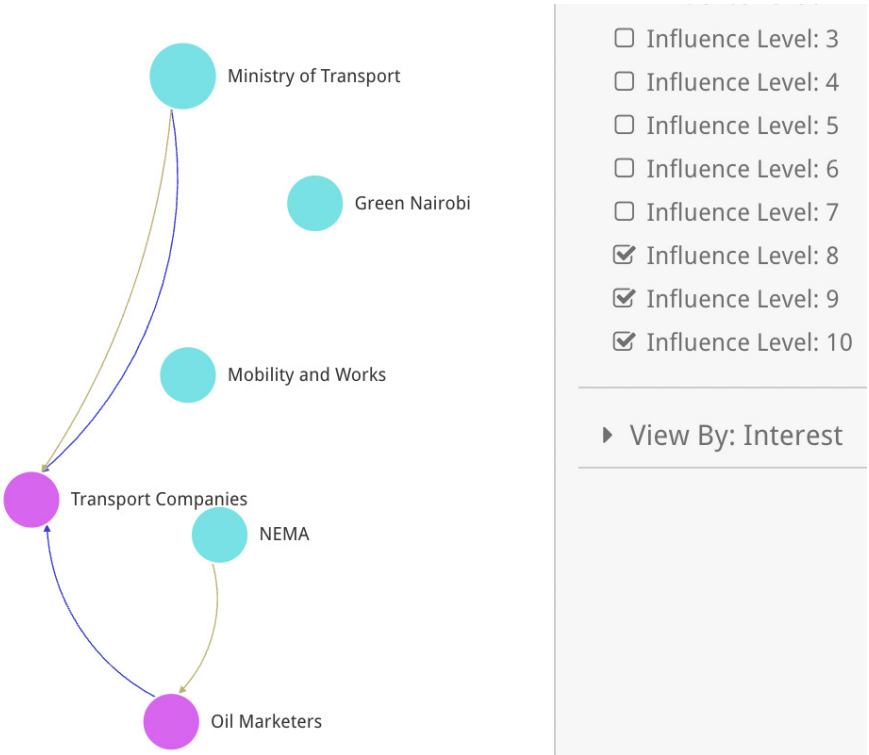

FIGURE 10: INFLUENTIAL STAKEHOLDERS

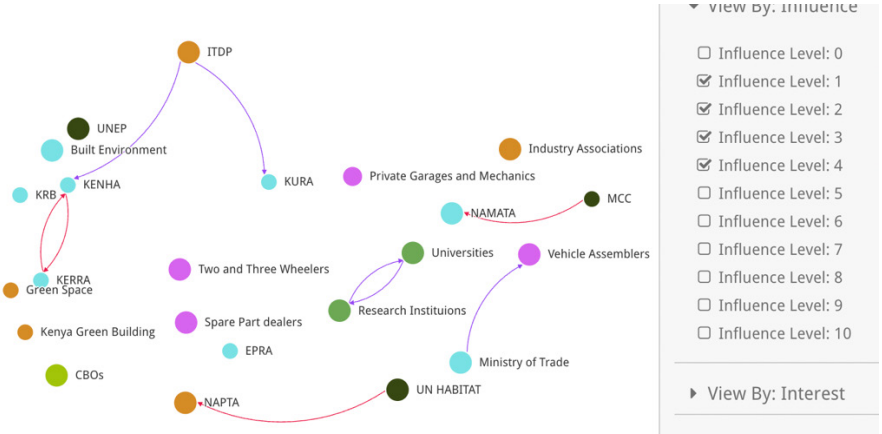

FIGURE 11: LEAST INFLUENTIAL STAKEHOLDER

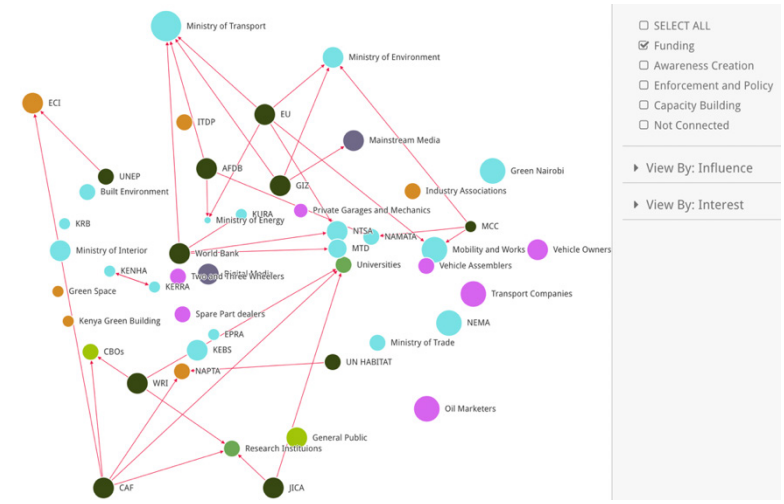

FIGURE 12: FUNDING

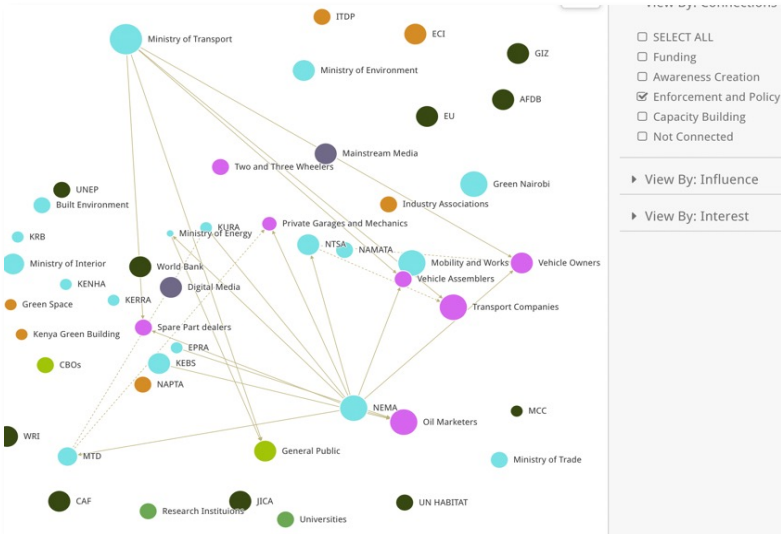

FIGURE 13: AWARENESS CREATION

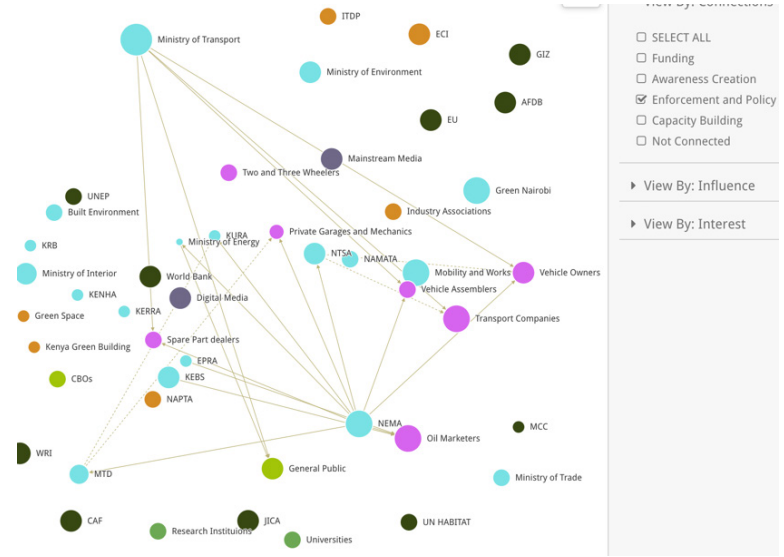

FIGURE 14: ENFORCEMENT AND POLICY

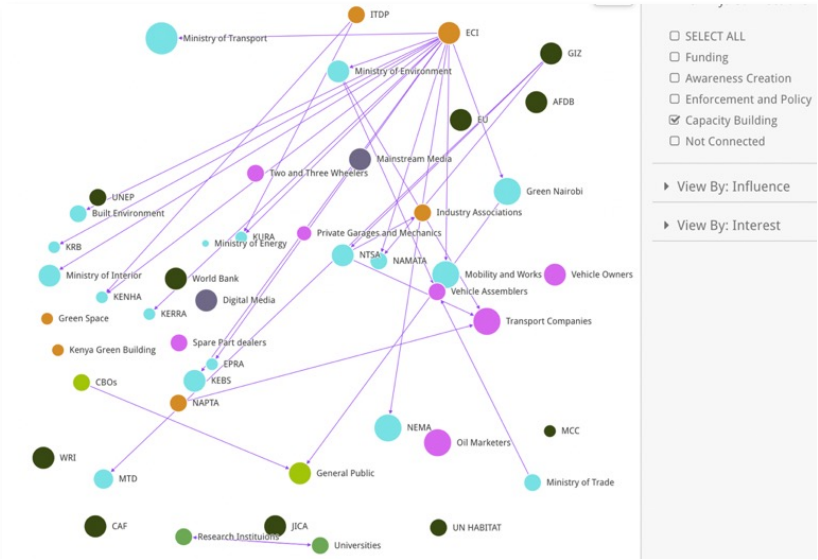

FIGURE 15: CAPACITY BUILDING

3.3.1 Anticipated engagement strategy

- Promote electric and hybrid vehicle adoption by partnering with international funders to provide financial incentives for low-emission technologies.
- Expand public transport options to reduce private vehicle reliance, with support from development partners.
- Build awareness of vehicular pollution impacts through media campaigns to encourage community-driven demand for stricter standards.

Stakeholder Group	Role	Engagement Approach
Ministry of Transport & NTSA	Policy and enforcement	Collaborative initiatives on stricter emission standards
NCCG's Mobility sub-sector	Traffic management and coordination of stakeholders in public transport	Partner on sustainable traffic management and public transport policies
	Liaison with national agencies on transport planning and design	Collaborate on integrated transport systems to reduce emissions
NCCG's Works sub-sector	Road development and maintenance for efficient transportation	Support for developing emission-conscious road infrastructure
	Maintenance of county fleet and public transport infrastructure	Encourage adoption of eco-friendly fleet technology
Private Sector (Transport Companies)	Compliance with low-emission practices	Incentives for hybrid/electric vehicle adoption
Community-Based Organisations (CBOs)	Awareness and public mobilization	Equip CBOs to drive grassroots change and accountability
International Partners (World Bank, EU)	Funding for transport projects	Fund public transport expansion

TABLE 5: KEY STAKEHOLDERS IN ADDRESSING VEHICULAR EMISSIONS

3.4 Waste Management

Nairobi's waste management challenges include a lack of infrastructure and inadequate regulatory enforcement, compounded by illegal dumping and improper disposal practices. The Sustainable Waste Management Act, No. 31 of 2022, and the Nairobi City County Solid Waste Management Act, 2015, aim to address these issues by mandating waste segregation, requiring permits for disposal facilities, and enforcing penalties for non-compliance. Key stakeholders in this sector include the County Government of Nairobi, national regulatory bodies like NEMA, and international development partners who provide funding and technical expertise. Local CBOs also play a critical role in raising awareness and mobilising communities to take action. Their involvement is crucial for a bottom-up approach, as empowering communities can drive grassroots change and foster public accountability, creating a foundation for broader environmental gains that extend to other pollution areas. However, a critical challenge remains in enforcing these regulations and ensuring compliance, which is essential for the effectiveness of these strategies.

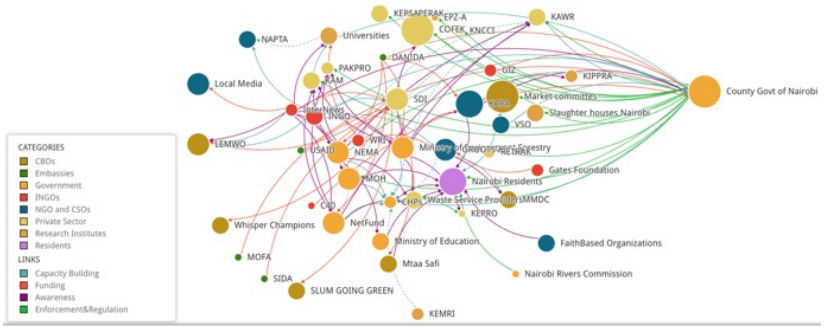

FIGURE 17: GENERAL MAP

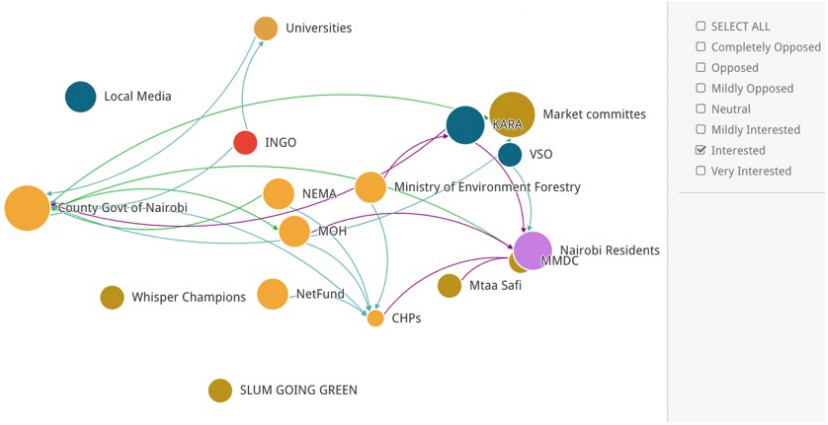

FIGURE 18: INTERESTED STAKEHOLDERS

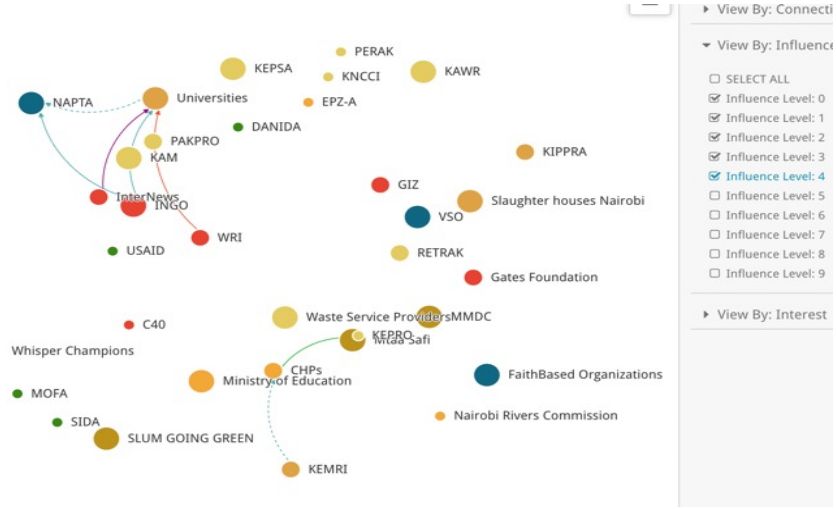

FIGURE 19: LEAST INTERESTED

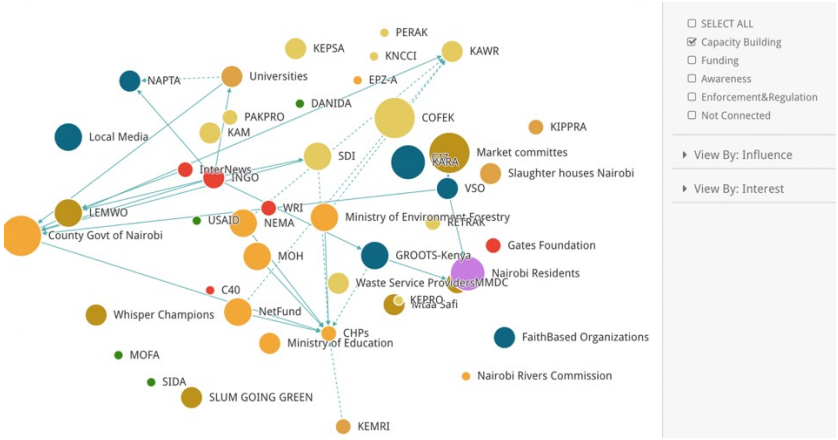

FIGURE 20: CAPACITY BUILDING

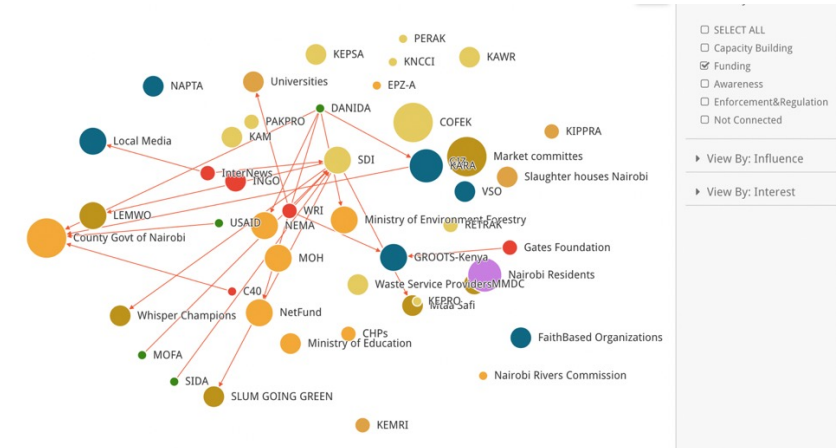

FIGURE 21: FUNDING

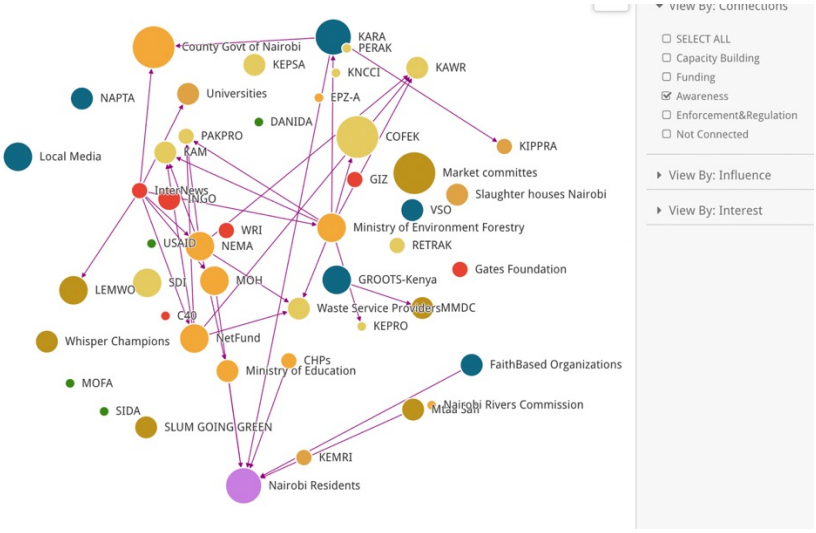

FIGURE 22: AWARENESS

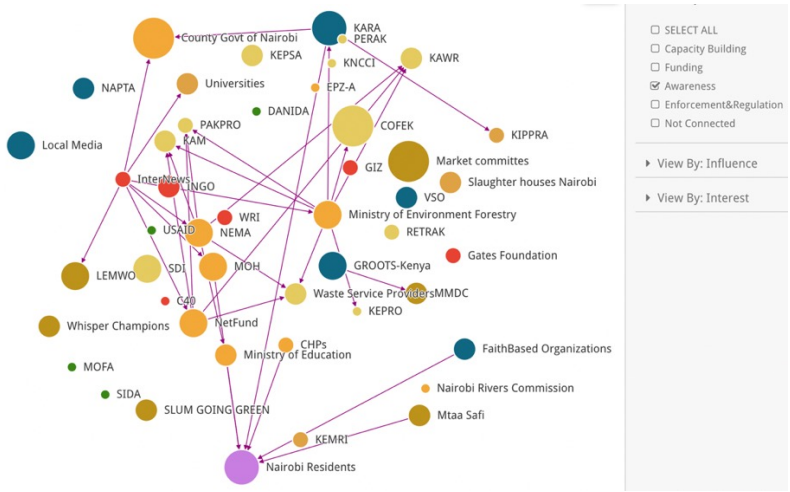

FIGURE 23: ENFORCEMENT AND REGULATION

3.4.1 Anticipated engagement strategy

- Strengthen enforcement at the community level by equipping CBOs to monitor waste violations and encouraging local reporting mechanisms.
- Increase private sector engagement with incentives to reduce industrial waste and adopt sustainable practices.
- Develop public awareness campaigns to educate communities on waste segregation, recycling, and the health impacts of open dumping.

Stakeholder Group	Role	Engagement Approach
County Government & NEMA	Enforcement and regulation	Support community-level monitoring
Private Sector (KAM, KEPSA, COFEK)	Compliance and sustainable practices	Introduce incentives for sustainable waste practices
CBOs (SLUM GOING GREEN)	Community awareness and advocacy	Provide training for community-based waste monitoring
International Partners (GIZ, USAID)	Funding and technical support	Secure long-term funding for community initiatives

TABLE 6: KEY STAKEHOLDERS IN WASTE MANAGEMENT

3.5 Indoor and Industrial Pollution

While the project's primary focus of Nairobi's emissions reduction efforts lies in waste management and vehicular emissions, these interventions are expected to generate positive secondary effects on indoor and industrial pollution. For example, effective waste management can decrease pollutants in informal settlements, contributing to improved indoor air quality, as communities adopt healthier waste disposal practices. Similarly, reducing vehicular emissions can shift public demand toward cleaner urban air standards, creating indirect pressure on industries to comply with pollution standards and further mitigating industrial emissions.

A bottom-up approach, driven by empowered communities, encourages individuals to advocate for improved standards across all sectors, reinforcing a culture of environmental responsibility. By prioritizing community and grassroots involvement, Nairobi's strategy will cultivate a self-sustaining system of public awareness and accountability that supports holistic environmental benefits.

3.6 Industrial Pollution

Industrial pollution reduction requires a mix of strict enforcement, capacity building, and incentives. NEMA and the Nairobi City County Government (NCCG) play leading roles, with international support from organisations such as the World Bank and UNEP. There is an opportunity to improve awareness and incentivize voluntary compliance within industries.

Stakeholder Group	Role	Engagement Approach
NEMA & NCCG	Enforcement	Strict regulatory compliance enforcement
Industry Associations (KAM)	Advocacy and compliance	Collaborate on incentives for sustainable practices
Community Groups	Awareness and advocacy	Engage in public health awareness initiatives
Development Partners (World Bank, UNEP)	Funding and capacity building	Support for enforcement and community engagement

TABLE 7: KEY STAKEHOLDERS IN ADDRESSING INDUSTRIAL POLLUTION

3.6.1 Indoor Air Pollution

Indoor air pollution in Nairobi primarily affects low-income households, with key stakeholders including the private sector, government agencies, and CSOs. Enforcement of standards is necessary, but greater emphasis on awareness and capacity-building for community-level engagement is needed to support behavior change in high-risk areas.

Stakeholder Group	Role	Engagement Approach
CSOs (GROOTS Kenya, SHOFCO)	Awareness and community engagement	Conduct training on indoor pollution prevention
Private Sector (e.g., KOKO, MKOPA)	Product compliance	Enforce indoor air quality standards
Funders (World Bank, USAID)	Funding for community initiatives	Fund training and community awareness campaigns
Resident Associations	Grassroots awareness	Equip with resources to inform residents on pollution

TABLE 8: KEY STAKEHOLDERS IN ADDRESSING INDOOR AIR POLLUTION

3.7 Anticipated Summary of Action

The coordinated efforts across waste management and vehicular emissions aim to create a broad, community-centered framework for sustainable emissions reduction. Empowering local CBOs, strengthening enforcement, and incentivizing private sector compliance will pave the way for public-led advocacy, catalyzing long-term improvements that extend to indoor and industrial pollution.

- Strengthen Community-Based Enforcement: Equip CBOs to monitor and report local waste and emission violations.
- Private Sector Incentives: Encourage compliance through sustainable practices, including tax breaks or recognition programs.
- Raise Public Awareness: Collaborate with local media and CBOs for consistent, community-focused campaigns on emissions and health.
- Coordinate Sustainable Funding: Secure support from international partners for ongoing community engagement and infrastructure development.

3.8 Conclusion

The path to sustainable emissions reduction in Nairobi lies in harnessing the collective action of a multi-stakeholder network. By integrating enforcement, community engagement, funding, and incentives, the framework not only addresses priority pollution areas but also fosters a culture of environmental stewardship. This collaborative approach emphasizes the transformative potential of community-driven change, establishing a foundation that benefits Nairobi's broader environmental landscape.

CHAPTER 4: COMMUNICATION STRATEGY

4.1 Introduction

Effective communication is a crucial social process that shapes public awareness and behaviour. In Nairobi, air pollution is not just an environmental challenge; it is a complex public health issue requiring coordinated efforts from multiple sectors—government, industry, civil society, and local communities. This communication strategy aims to create a unified social space where air quality information can be shared credibly, emotionally, and logically, fostering collective action across all stakeholders to reduce pollution and improve public health.

4.1.1 The Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) is a psychological framework that seeks to predict and understand human behaviour based on three key factors: attitudes, subjective norms, and perceived behavioural control. These factors collectively influence an individual's intention to engage in a particular behaviour.

- **Attitudes**: This refers to an individual's positive or negative evaluations of performing a behaviour; if a person believes the behaviour will lead to a favourable outcome, they are more likely to engage in it.
- **Subjective Norms**: This refers to the social pressure individuals feel to either perform or avoid a certain behaviour. It includes how individuals think significant people in their lives (such as family, friends, or colleagues) perceive the behaviour, which affects their motivation to act in line with these expectations.
- **Perceived Behavioural Control**: This is the individual's belief in their ability to perform the behaviour, influenced by external factors such as resources, skills, or environmental constraints. The stronger the perceived control over the behaviour, the more likely the person will intend to carry it out.

According to TPB, intentions are the most immediate predictors of behaviour. Positive attitudes, social pressure, and a sense of control over the behaviour increase the likelihood of an individual forming an intention to engage in it. However, TPB also recognises that intentions alone are not always enough to ensure behaviour change, as external factors or barriers can sometimes prevent individuals from acting on their intentions. Thus, TPB emphasises that understanding an individual's intentions and the factors shaping them is crucial to predicting whether the behaviour will be carried out

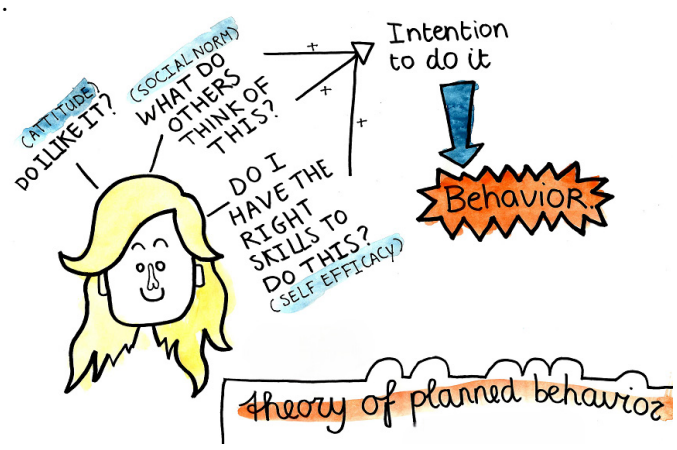

IMAGE 4 THEORY OF PLANNED BEHAVIOUR

4.1.2 Application of the Theory

This communication strategy will engage a diverse set of stakeholders to address air pollution effectively, each playing a critical role. Guided by the Theory of Planned Behaviour, the strategy acknowledges that attitudes, social norms, and perceived control influence individual and collective actions to reduce pollution. By addressing these factors across different groups—from government agencies and civil society organisations to private sector players and residents—the Breathe Nairobi Initiative aims to create a city-wide movement for cleaner air.

Aims of the Strategy

1. **Building Awareness and Positive Attitudes Across All Sectors**: The strategy will target various stakeholders, tailoring messages to address the needs and influence of each group, and build broad support for policies such as the air quality policy and regulations.
2. **Strengthening Collective Social Norms**: By engaging diverse stakeholders, the strategy will foster a shared sense of responsibility for air quality across sectors, encouraging collective action and compliance with existing and new regulations.
3. **Enhancing Perceived Control and Feasibility of Action**: Messages will highlight practical, achievable actions, making pollution reduction feel within reach for all stakeholders thereby supporting the implementation of air quality policies and regulations.

This strategy, rooted in collaboration and guided by the Theory of Planned Behaviour, operates on the following assumptions:

1. If residents, businesses, and institutions hold positive attitudes towards air quality improvements, they will be more inclined to support and adopt pollution-reducing practices.
2. If there is a growing collective norm across sectors that cleaner air is a shared responsibility, there will be more widespread action to reduce pollution and protect public health.
3. If stakeholders believe they have control over solutions to air pollution, they will take concrete steps to reduce emissions, whether through policy advocacy, cleaner production, or personal behaviour changes.

Through strategic, inclusive communication, the Breathe Nairobi Initiative aims to engage all sectors of society—from community members and civil society organisations to policymakers and the private sector—empowering each group to contribute to a cleaner, healthier Nairobi. Together, the Initiative seeks to make air quality improvement a collective priority, transforming the vision of a pollution-free Nairobi into a reality.

4.2 Communication Goals

Goal	Rationale
Increase public awareness and understanding of air quality and the impacts of air pollution on health.	Many residents are unaware of the harmful effects of air pollution on health. Raising awareness will help individuals appreciate the urgency of addressing pollution.
Engage key stakeholders to advocate for improved air quality, ensuring active implementation and compliance with air quality initiatives and policies.	Collaboration among government agencies, industry leaders, community organisations, and the public is essential for sustained improvements in air quality. Each key stakeholder has a role to play in reducing pollution.
Encourage behaviour change to reduce activities that contribute to air pollution.	Behavioural changes can significantly reduce pollution levels. Empowering communities to adopt cleaner practices fosters a sustainable, long-term impact.
Broaden support for policies and regulations on air quality.	Building broad support for air quality policies and regulations is crucial for their successful implementation and compliance. Engaging the public and stakeholders in policy advocacy ensures sustained commitment to improving air quality.

TABLE 9: COMMUNICATION GOALS

4.3 Communication Objectives, Strategies, and Tactics

Goal	Objective	Strategy	Tactics
Increase public awareness and understanding of air quality and the impacts of air pollution on health.	**Objective 1**: Increase public awareness of air pollution and its health impacts within a two-year timeframe.	Public Education Campaigns	- **Educational Content**: Develop simple, engaging materials (videos, text messages (SMS), and infographics) about the health impacts of pollution for social media and local TV. - **Community Radio Partnerships**: Broadcast messages on local radio, reaching audiences without internet access. - **Workshops and Events**: Host workshops in schools and community meetings at community centers, to engage residents directly. - **Neighbourhood Clean Air Committees**: Set up volunteer-based groups in communities to lead localized education, track pollution sources, and organise neighbourhood clean-up events, empowering residents to actively participate in pollution reduction. - **Cultural and Festival Integration**: Integrate air quality messaging into Nairobi's popular festivals and community events, featuring pollution-themed booths, educational games, and interactive displays to enhance engagement and raise awareness.

Goal	Objective	Strategy	Tactics
			- **Medical Camps/Health Clinics/ Workshops**: Collaborate with health professionals to conduct workshops on pollution-related diseases, targeted at high-risk areas, with a focus on symptoms, preventive actions, and pollution management.
		Clear Messaging	- **Health Emphasis**: Link air quality directly to health risks to make the message more relatable and urgent. -**Emphasis on Affected Communities-**Message to address air quality as a social justice issue especially for victims of air pollution, that is, marginalized communities. - **Use of Influencers**: Partner with local influencers to promote clean-air messages and encourage sustainable practices. - **Health Partnership Programs**: Collaborate with health agencies and hospitals to include air quality information in health outreach programs, educating the public on pollution-related diseases and prevention.
Engage key stakeholders to advocate for improved air quality, ensuring active implementation and compliance with air quality initiatives and policies.	**Objective 2**: Engage key stakeholders to support air quality initiatives, aiming for active participation by the end of the project.	Partnership Development	- **Toolkits and Resources**: Share educational materials with stakeholders to help them communicate the importance of air quality within their networks. - **Online Portal for Engagement**: Create a portal for stakeholders to share data, updates, and best practices, and receive notifications. - **Quarterly Stakeholder Forums**: Engage government bodies (e.g., NEMA, Nairobi City County), NGOs, the community, and local businesses in forums for updates on regulations, actions, and monitoring data. The forums will encourage accountability, sharing of progress, and alignment on action steps. - **Training on Pollution:** Host training sessions on pollution mitigation and compliance, integrating workshops on clean technology incentives and pollution-reducing practices. - **Cross-Sectoral Coalition Building**: Establish cross-sector coalitions to pool resources for clean air initiatives, aligning NGOs, the private sector, and public institutions on shared goals.

Goal	Objective	Strategy	Tactics
			- **Public-Private Action Plans**: Facilitate the creation of public-private partnership action plans with clear timelines, resources, and roles to address sector-specific pollution, with regular public updates on progress. - **Incentive-Based Engagement for Businesses**: Develop a "Green Business Certification" for companies meeting pollution standards, offering them recognition through press releases, a dedicated section on the project website, and visibility in community events.
		Collaboration and Inclusion	- **Community Partnerships**: Involve community organisations and businesses in campaigns to ensure the message reaches informal settlements and high-emission areas. - **NGO Collaboration**: Work with NGOs on awareness programs featuring real-life impacts of pollution and updates on the initiative's progress. - **Biannual Stakeholder Progress Report**: Publish a public report twice a year detailing the progress of stakeholders on set goals, identifying areas for improvement, and celebrating successes. - **Public Accountability and Compliance Dashboard:** Develop an online platform where the public can access up-to-date information on air quality metrics, compliance status, emissions data, and enforcement actions by government and industry. This platform will enable stakeholders and residents to monitor progress and hold entities accountable for regulatory compliance. **Community Reporting and Feedback Tools:** Create accessible reporting tools, such as a hotline or mobile app, to enable residents to report air pollution incidents or waste burning, fostering community-driven accountability and timely responses. Additionally, use SMS or social media surveys to gather feedback from the public and stakeholders on key issues, helping identify service gaps and areas for improvement.

Goal	Objective	Strategy	Tactics
Encourage behaviour change to reduce activities that contribute to air pollution.	**Objective 3**: Encourage behaviour change to reduce pollution sources, with the goal of increasing the adoption of cleaner practices.	Behaviour Change Campaigns	- **#CleanAirChallenge**: A social media challenge for residents to share eco-friendly practices they've adopted, like recycling or using cleaner cookstoves. - **Incentive Programs**: Work with like-minded organizations to encourage adoption of cleaner practices. **Community-Led Campaigns**: Implement campaigns to motivate residents to adopt sustainable practices. - **Ambassador Programs**: Recruit and train local community ambassadors in pollution-reducing practices who can host workshops, events, and digital discussions in their communities, promoting hands-on education.
		Educational Programs	- **Highlighting Success Stories**: Regularly publish stories and case studies of communities and individuals who have successfully adopted sustainable practices,and the benefits they are experiencing.
Broaden support for policies and regulations on air quality.	Objective 4: Build broad support for air quality policies and regulations, ensuring their successful implementation and compliance.	Policy Advocacy Campaigns	**- Policy Workshops:** Organise workshops to educate stakeholders on the importance of air quality policies and regulations. **- Public Consultations:** Conduct public consultations to gather input and build consensus on air quality policies. **- Stakeholder Endorsements:** Secure endorsements from key stakeholders to strengthen advocacy efforts. **- Legislative Engagement:** Work with policymakers to ensure the adoption and enforcement of air quality regulations.

TABLE 10: STRATEGY MATRIX

4.4 Key Messages

4.4.1 Vehicular Emissions

Vehicular emissions are a major contributor to Nairobi's air pollution, adversely affecting public health and the environment. To tackle this issue, it is essential to raise awareness among residents about their role in reducing emissions and to encourage sustainable transport practices.

4.4.2 Key Message: Go green, breathe clean, live long

Gap/Issue	Target Audience	Messages	Channels
Awareness of individual role in air pollution	Nairobi residents	• Pumua fiti ishi fiti • Vehicles are a major source of Nairobi's air pollution. Reduce your impact by limiting car use. • Stuck in traffic? Idling cars worsen air pollution. Turn off your engine when stationary • How does your daily commute affect Nairobi's air? Choose cleaner travel options to make a difference • Our car's emissions contribute to Nairobi's air pollution. Breathe clean, live long—choose carpooling, cycling, or public transport • Pumua hewa safi ishi maisha marefu • Hewa safi afya poa • Tutembee Pamoja tupunguze hewa chafu • Tutembee mbogi tufike far, tusafishe hewa	Radio, Social media Influencers, Caps, T-shirts, stickers I.E.C materials
Affordability of desired behaviors	Private car owners, Matatu drivers, Bodaboda riders, Garages, transport operators	• Kutumia matatu ndio form • Save money and the environment—use public transport whenever you can. • Carpooling reduces fuel costs and traffic—join others in making a difference. • Switch off your engine when idle to save fuel and cut emissions. • Regular vehicle maintenance saves you money and keeps Nairobi's air clean. • Fix small vehicle issues now to avoid bigger costs later and protect everyone's health. • Your actions today lead to a healthier Nairobi tomorrow—reduce emissions, save lives • Don't switch off while in traffic, switch the engine off	Social media, TV, Radio, Car stickers, In-transit ads, Posters, Infographics, Workshops, WhatsApp groups, Community influencers,

Gap/Issue	Target Audience	Messages	Channels
Resistance from the industry	Vehicle assembly plants, public transport operators (Matatu Saccos)	• Innovate with green technology—reduce costs and meet global environmental standards • Upgrade to fuel-efficient vehicles—save on fuel and increase profits • Fuel-efficient vehicles mean more savings and more trips per day • Eco-friendly services attract more passengers and increase profits • Protect our city and your business for generations to come • Regular maintenance reduces breakdowns and emissions—keep your fleet running smoothly • Sustainable manufacturing attracts global partners and new markets • Sustainable practices drive business success—reduce emissions, cut costs, and lead Nairobi into a cleaner future	Radio, Car owner clubs, Garage campaigns, Posters, meetings, social media, trade publications, industry newsletters, and professional networks
Enforcement of regulations	National and County governments, NTSA, NEMA	• Clean air is everyone's right. Advocate for stricter emissions regulations to ensure a healthier future. • Strict inspection of vehicles helps reduce emissions and protect public health. • Partner with us for sustainability and public good • Cleaner air for all reduced mortality rate • Stricter emissions regulations will result in cleaner air for all, significantly reducing mortality rates and enhancing public health • With air pollution causing 19000 premature deaths, enforcing stringent emission standards is crucial for a healthier Nairobi. • Violating NEMA's Air Quality Regulations 2023 leads to penalties. Ensure your vehicle passes emissions tests at approved centers.	Radio, Policy meetings, Workshops, Government briefings

Gap/Issue	Target Audience	Messages	Channels
Awareness of policies and penalties	Vehicle owners, public transport operators	• Avoid fines and support a healthier Nairobi—maintain your vehicle to meet emission standards set by NEMA and NTSA. • Stay informed—visit www.nema.go.ke and www.ntsa.go.ke to learn about emission standards and compliance requirements. • Ensure your vehicle passes emissions tests to enjoy a smoother, more efficient ride and keep our air clean. • Maintain your vehicle to meet emission standards—avoid penalties, save money, and support a healthier Nairobi. Visit [Website] to find approved service centers and learn more about emission testing. • Understand the penalties for non-compliance—fines, vehicle impoundment, and increased inspection frequency. Maintain your vehicle accordingly • Cleaner air starts with you—maintain your vehicle according to NEMA and NTSA guidelines to enjoy a healthier environment and avoid penalties	Radio, Workshops, Social media articles
Health burden and effects of emissions	Health professionals, General public, Media, Government officials	• Reducing vehicle emissions not only safeguards your health but also prevents costly medical treatments for pollution-related illnesses. • Act today to reduce vehicle emissions and ensure a healthier tomorrow for Nairobi • Vehicle emissions contribute to 75% of respiratory illnesses in Nairobi. Every effort to reduce emissions can save lives • Join health professionals in advocating for cleaner air—your actions make a difference • Cleaner air reduces healthcare costs and enhances public health—reduce emissions today • Healthy air starts with you—maintain your vehicle and choose greener transport options to safeguard your community's health. • Every little action helps—reduce vehicle emissions to protect your health and your community.	Radio, Infographics, Posters, Health-focused campaigns

TABLE 11: VEHICULAR EMISSIONS MESSAGING FRAMEWORK

4.4.3 Waste Management

Effective waste management is crucial for reducing pollution and enhancing Nairobi's urban environment. However, inadequate infrastructure, low awareness, and limited enforcement hinder progress in this sector. This section focuses on educating residents and stakeholders about responsible waste practices, promoting waste segregation's economic and environmental benefits, and empowering communities to advocate for cleaner spaces. By utilising a range of channels and tailored messages, this strategy aims to foster a culture of sustainable waste management that contributes to a healthier Nairobi.

Key Message: Waste is Wealth -Taka ni Mali

Gap/Issue	Target Audience	Messages	Channels
Inadequate infrastructure for waste collection	Nairobi residents	• My waste my responsibility • Taka yangu jukumu langu • Zero waste quality life • Taka ni mali • Take charge of your waste—segregate recyclables and compost organic materials to reduce pollution • Avoid littering—dispose of waste responsibly to maintain a clean Nairobi. • Maintain clean air by properly managing your waste—segregate, recycle, and compost • Use designated recycling points and participate in community clean-up drives to manage waste effectively • Kaa rado na tako...oops chorea chorea • Recycle waste save Nairobi • Gabe less hewa safi	TV, Radio, Social media, Posters, Community forums, Community influencers
Affordability of waste segregation	Schools, Markets, Waste service providers	• Waste segregation can save costs and reduce pollution—waste is wealth • One man's trash is another • man's treasure • A cleaner, more efficient waste management system means healthier communities."	Radio, social media, Posters, IEC materials, Community radio
Awareness of desired behaviors	FBOs, Community members, CBOs, CSOs, Local government	• Less waste more profit • Cleaner production • healthier workforce • Cleanliness is next to • Godliness • Recycling and proper waste disposal will help clean our air and improve our environment.	Community influencers, social media, TV and Radio, Waste segregation workshops, Community forums

Gap/Issue	Target Audience	Messages	Channels
Enforcement of waste regulations	NEMA NCCG	• Stronger policies, cleaner air • Support the enforcement of waste regulations to create a sustainable and pollution-free Nairobi. • Commit to a cleaner Nairobi—enforce waste regulations to protect our children and future generations • Stricter waste management policies not only improve air quality but also reduce healthcare costs and enhance Nairobi's global reputation • Strict waste management regulations will reduce open burning and pollution—help enforce these laws. • Transparent waste management will reduce corruption and improve public health.	Radio, Social media, Community leader's workshops Advocacy campaigns, Policy meetings, Briefs, Development partner forums
Community empowerment for advocacy	Nyumba Kumi groups, CBOs, Associations (WEMA, KARA), Waste recyclers, Market committees	• Join community-led recycling initiatives to create a sustainable and clean Nairobi • Burning waste releases harmful emissions—proper disposal is crucial for cleaner air. • Mchezo wetu ni Nairobi safi—let's play our part in keeping our city clean. • Together, we can create a sustainable Nairobi—participate in waste management and advocacy efforts today	Workshops, Community meetings, social media campaigns, Community screenings, songs

TABLE 12 WASTE MANAGEMENT MESSAGING FRAMEWORK

4.5 Communication Channels and Distribution Strategy

Effective communication relies on selecting the right channels to reach target audiences with impactful messages. This section outlines a variety of communication channels, including community radio, social media, SMS alerts, and public events, tailored to engage different demographic groups and stakeholders.

Channel	**Description**
Community Radio	Weekly segments and live discussions.
Social Media (Facebook, Tiktok Instagram, X, YouTube, WhatsApp, and LinkedIn)	Real-time updates, information sharing, interactive Q&A sessions, and showcasing community stories.

Channel	Description
Stakeholder Portal	Online hub for tracking air quality, regulatory updates, information on air quality and pollution, and sharing progress on initiatives.
Public Events (Workshops, town halls, health fairs)	Educational activities and engagement focused on air pollution.
SMS Alerts	Air quality updates and targeted messages on pollution risk.
Stakeholder Forums	Engage government bodies, NGOs, the community, and local businesses in forums for updates on regulations and actions.

TABLE 13: COMMUNICATION CHANNELS AND DISTRIBUTION MATRIX

4.6 Media Relations Strategy

The media relations strategy is designed to align with and support the objectives of the overall communication strategy.

Strategy	Frequency
Narrative Development and Framing	
• Focus on Public Health and Environmental Justice: Work with journalists to ensure air pollution is consistently framed as a public health crisis affecting Nairobi's most vulnerable populations.	Continuous
• Highlight Long-term Health Consequences: Provide press materials and expert commentary that emphasize chronic health risks, such as cardiovascular and respiratory illnesses, to underscore the seriousness of air pollution.	Continuous
• Corporate Accountability: Collaborate with media partners to increase coverage on corporate responsibility in pollution, focusing on companies with high emissions and their role in mitigating air quality issues.	Continuous, with intensified focus during key events (e.g., annual reports, shareholder meetings)
Media Training and Knowledge Support for Journalists	
• Workshops on Technical Aspects of Air Pollution: Host regular workshops for journalists to deepen their understanding of complex topics like air quality monitoring, regulatory frameworks, and technological solutions, equipping them with the knowledge to report more comprehensively.	Quarterly
• Customized Resource Kits: Create and distribute media kits with facts, figures, graphics, and background information on regulatory policies and air quality science to improve the clarity and depth of media reports.	Continuous

Strategy	Frequency
• Access to Experts: Facilitate connections between journalists and environmental scientists, healthcare professionals, and policy experts who can provide accurate and detailed insights into air pollution.	Continuous
Consistent and Targeted Messaging Across Language and Demographic Segments	
• Dual-Language Campaigns: Issue press releases, media kits, and story leads in both English and Swahili, making content accessible to broader audiences, particularly those in informal settlements.	Continuous
• Localized Storytelling: Develop region-specific stories in collaboration with community leaders that focus on the daily impacts of air pollution in informal settlements, and release these stories in formats accessible to low-income communities (e.g., Swahili and Sheng radio segments).	Continuous, with a focus on specific neighbourhoods or communities
• Youth and Digital Engagement: Use urban youth-friendly language and formats like short videos and interactive infographics to appeal to younger audiences on social media, highlighting stories about youth involvement in clean air initiatives and green technology.	Continuous
Accountability-Focused Reporting and Follow-Up Stories	
• Investigative Journalism Grants: Offer small grants or funding opportunities for journalists to pursue in-depth investigations into air pollution causes, policy follow-ups, and corporate accountability.	Bi-annual calls for proposals
• Follow-Up Coverage on Policy Commitments: Encourage regular follow-up stories on government promises and actions related to air quality regulations, aiming to keep the public informed and policymakers accountable.	Regular, especially after major policy announcements or legislative changes
• Corporate Responsibility Series: Partner with major publications to run a series on corporate and industrial pollution, encouraging companies to take a public stand on improving air quality and to report on their pollution reduction efforts.	Quarterly, with a focus on key industries or companies.
Leveraging Media Channels and Maximizing Reach	
• Opinion Pieces and Feature Articles: Publish opinion pieces from health and environmental experts to advocate for urgent action on air quality issues.	Monthly

Strategy	Frequency
• Regular Broadcasts on Community Radio: Collaborate with local or community radios for weekly segments on air quality, targeting residents in informal settlements with relatable, accessible information.	Weekly
• Press Conferences on Key Research and Statistics: Host press conferences whenever significant research or new statistics are released on issues affecting the Breathe Nairobi Initiative. This includes data on the health impacts of air pollution, pollution levels, or other critical findings to emphasise the urgency of air quality improvements.	On need basis

TABLE 14: MEDIA RELATIONS MATRIX

4.6 Digital Media Strategy

The digital media strategy is aligned with the communication objectives of the Breathe Nairobi Initiative, leveraging online platforms to broaden the reach and impact of its message.

4.6.1 Strategies, Tactics, and Frequency

Strategic Pillar	Tactics	Frequency
Enhance Content Accessibility and Relevance		
	Mobile Optimisation of Content: Develop a mobile-responsive website and optimize all digital resources for smartphone access, ensuring content is easily navigable on mobile devices.	Continuous
	Localized, Community-Focused Content: Simplify technical information to make it accessible for non-expert audiences. Use stories, visuals, videos, and infographics relevant to Nairobi's neighbourhoods, especially informal settlements where pollution impacts are severe.	Quarterly content refreshes
	Regular Content Updates: Establish a schedule to update content on a website and social media platforms, ensuring information remains relevant, current, and aligned with the communication objectives.	Daily posts, weekly blog posts, monthly website updates
	Development of a Breathe Nairobi Initiative Website: Create a dedicated website to provide easy access to information such as research outputs and to promote resident understanding and participation through event announcements and updates.	Initial launch with ongoing updates
	Creation of Social Media Platforms: Establish social media channels (e.g., Facebook, Twitter, Instagram and LinkedIn) for the Breathe Nairobi Initiative to expand outreach and foster community engagement.	Initial setup with continuous engagement
Increase Public Engagement and Drive Community Participation		

Strategic Pillar	Tactics	Frequency
	Digital Campaigns with Hashtags: Launch interactive, action-driven campaigns, encouraging users to post about their personal pollution-reduction actions.	Monthly campaigns, each lasting 2 weeks
	Live Q&A Sessions and Webinars: Host monthly live events on social media platforms (e.g., Facebook Live, Instagram Live, X Spaces) with health experts, air quality experts and local activists to address questions, debunk myths, and encourage community dialogue.	Monthly live sessions
.	User-Generated Content (UGC): Encourage Nairobi residents to share their experiences related to air quality, highlighting how pollution impacts daily life and health. Feature these stories on the Breathe Nairobi social media pages to build a sense of community ownership	Ongoing, with regular calls for submissions
Collaborate with Influencers and Stakeholders for Amplification		
	Strategic Partnerships with Key Influencers: Engage prominent figures in the air quality space to co-create content and amplify campaign messages on air quality and its impacts.	Quarterly collaborations
	Guest Content from Environmental Organisations: Invite organisations like NEMA, UNEP, AMREF, and InterNews to contribute blog posts, social media takeovers, and video interviews that deepen the discussion on air quality, regulatory frameworks, and pollution solutions.	Monthly guest posts or interviews
	Localised Micro-Influencers: Partner with local community influencers who have a strong following within specific Nairobi neighbourhoods to promote targeted messages that resonate with lower-income communities.	Quarterly campaigns with micro-influencers
Monitor and Actively Respond to Public Sentiment		
	Social Media Listening and Sentiment Analysis: Use social listening tools to track air quality-related conversations in Nairobi. Analyse sentiment to gauge public opinion and identify emerging issues or crises.	Daily monitoring, weekly analysis, monthly reports.
	Proactive Content on Government Actions: Develop content that transparently communicates the government's steps in addressing air quality concerns. If needed, create easy-to-understand infographics that illustrate policies or regulations aimed at improving air quality.	Monthly updates on government policies and initiatives
	Engagement with Criticisms and Concerns: Regularly address community concerns on social platforms. Offer clear explanations of ongoing initiatives, resources available to the public, and practical steps individuals can take to protect their health.	Daily monitoring of social media, weekly response plan
	Digital and Social Media Engagement: Create a weekly "Air Quality Update" on digital platforms with pollution data, policy updates, and actionable tips, designed for easy sharing across Facebook, Twitter, and Instagram.	Weekly, with regular content updates.
Paid Promotions	Paid Promotions: Use paid digital promotions to boost the reach, engagement, and visibility of key messages.	Monthly

TABLE 15: DIGITAL MEDIA STRATEGIES AND TACTICS MATRIX

4.6.2 Digital Media Content Strategy

Each digital platform is utilised to maximise reach and engagement, targeting different audiences through tailored content. The following table outlines specific content focuses, tactics, and key metrics for each platform to ensure optimal alignment with campaign objectives.

Platform	Target Audience	Content Focus	Strategies	Key Metrics
Facebook	Nairobi's general public, especially in high-pollution areas.	Community-focused posts on air quality impacts and health risks.	Educational posts, event announcements, Facebook Groups, User Generated Content (UGC), Monthly interactive Q&As, and live sessions.	Growth in Group members, post engagement, event RSVPs
Instagram	Young adults (18-35), urban activists, eco-conscious users.	Visual stories on air quality, lifestyle changes, and health impacts.	Stories and Reels, Polls and Quizzes, UGC, Countdown to Events, Days, Health Fact Reels, and live sessions.	Story views, reel shares, hashtag engagement
Twitter (X)	Policymakers, NGOs, journalists, and engaged citizens.	Real-time air quality updates, policy discussions, and expert insights.	Monthly X Spaces, Live Event Threads, Polls, Engagement with key influencers, Advocacy Days, and Live Sessions.	X Space attendance, retweets, influencer reach
TikTok	Young Nairobians (15-40), and end-conscious users.	Trend-driven, short-form videos promoting community action.	Monthly #CleanAirChallenge, Educational Tips, Influencer Takeovers, Clean Air Walk/Challenge Coverage, Interactive Q&As, and Live Sessions.	Challenge video shares, hashtag growth, influencer engagement
LinkedIn	Environmental organisations, corporate leaders, the public, and policymakers.	Thought leadership on sustainability, policy influence, partnerships, the health impacts of air pollution.	Articles, Stakeholder Spotlights, Policy Updates, Expert Interviews, Cross-Linked Content with NGOs, Videos, and Live Sessions.	Article reads, profile follows, stakeholder engagement
Website	Nairobi's general public, researchers,partners, industries, and the media.	Blog content on pollution,research, videos,events, resources, recognition, sustainable practices, and events.	Monthly blogs, Event Calendar, SEO-Optimised Resources, In-depth Explainers, and Downloadable Resource Library.	Unique visitors, pageviews per blog, resource downloads

TABLE 16: DIGITAL MEDIA CONTENT STRATEGY MATRIX

CHAPTER 5: IMPLEMENTATION MATRIX

5.1 Implementation Matrix

Objective	Strategies	Key Activities/ Tactics	Timeline	Responsibility	Key Performance Indicators (KPIs)
Increase public awareness of air pollution impacts	Educational Campaigns	Develop and disseminate infographics, videos, and articles on pollution health risks through social media, radio, and local newspapers.	Year 1; Year 2, Q1-Q4	Communication and content team	Reach metrics (views, impressions); survey-based awareness scores
	Community Events	Host interactive workshops and pollution health risk sessions in schools, community centres, and healthcare facilities.	Quarterly	Outreach team	Workshop attendance; pre/post-survey improvement
	Local Festival Engagement	Integrate clean air messaging into Nairobi's popular festivals and events with booths and interactive displays.	Annually, in major festivals	Event coordination team	Event engagement rate; materials distributed
Engage stakeholders for support and active participation	Stakeholder Engagement Forums	Organize quarterly forums with government, NGOs, industry, and community leaders to discuss air quality updates and collaborative actions.	Quarterly	Stakeholder engagement team	Attendance and participation rate; follow-up action commitments
	Resource Distribution	Distribute toolkits and data on air quality for internal stakeholder communication and engagement.	Year 2, Q1 and Q3	Communications and Content Team	Number of stakeholders using toolkits; engagement metrics

Objective	Strategies	Key Activities/ Tactics	Timeline	Responsibility	Key Performance Indicators (KPIs)
	Biannual Progress Reports	Publish reports detailing progress toward clean air goals, sharing successes, challenges, and data on air quality improvements.	Biannually	Data and Monitoring Team	Report distribution metrics; feedback on reports
	Cross-Sector Coalition	Form coalition groups across sectors to pool resources and ensure unified efforts toward clean air initiatives.	Year 2, Q1 – Q4; Year 3	Strategic partnerships team	Coalition membership numbers; resource-sharing initiatives
Promote behaviour change to reduce pollution sources	#CleanAirChallenge Campaign	Run monthly social media challenges encouraging Nairobi residents to adopt eco-friendly practices like recycling and reducing emissions.	Monthly	Social media team	Engagement rate; participation in #CleanAirChallenge
	Community Ambassador Program	Recruit and train local ambassadors in pollution reduction, hosting workshops and promoting practices in communities.	Year 2, Q1; Continous	Outreach and Training Team	Ambassador recruitment numbers; workshop attendance
	Incentive Programs	Offer incentives for waste segregation, clean cookstove adoption, and other sustainable practices through local businesses and NGOs.	Year 2, Q2-Q4; Year 2, Continous	Partnerships team	Incentive redemption rates; adoption rate of cleaner practices

Objective	Strategies	Key Activities/ Tactics	Timeline	Responsibility	Key Performance Indicators (KPIs)
Increase digital engagement and public participation	Content Accessibility	Optimize the Breathe Nairobi website for mobile use, ensuring easy access to resources and air quality data.	Year 1	Web development team	Mobile traffic metrics; accessibility ratings
	User-Generated Content (UGC)	Encourage residents to share stories and photos about their clean air initiatives, highlighting these on social media.	Continous	Social media team	UGC contributions; community engagement metrics
	Monthly Digital Campaigns	Launch action-oriented campaigns each month focusing on themes like reducing vehicle emissions, using public transport, and promoting clean air activities.	Monthly	Digital marketing team	Campaign reach; engagement metrics
Maintain consistent media relations and coverage	Journalist Workshops	Hold workshops on air quality monitoring, regulatory policies, and pollution solutions to improve media understanding and coverage quality.	Biannually	Media relations team	Workshop attendance; improved media coverage metrics
	Dual-Language Press Releases	Issue press releases in English and Swahili, focusing on high-pollution areas and communities with limited internet access.	Continous	Communications team	Press coverage; audience reach in target areas

Objective	Strategies	Key Activities/ Tactics	Timeline	Responsibility	Key Performance Indicators (KPIs)
	Opinion Pieces and Features	Publish monthly expert opinion pieces and community stories in major publications like Daily Nation and The Standard to emphasize clean air as a public health priority.	Quarterly	Content and Media Teams	Number of articles published; reader engagement metrics
Enhance monitoring and evaluation (M&E)	Social media Listening and Sentiment Analysis	Track air quality conversations on social media to gauge public sentiment and identify emerging issues for responsive communication.	Daily	Social Media and Analytics Team	Sentiment analysis reports; responsiveness rate
	Public and Stakeholder Feedback Surveys	Conduct surveys to evaluate public and stakeholder awareness and behavior changes in response to campaigns and initiatives.	Annually	M&e team	Survey completion rates; changes in awareness and behavior scores
	Dashboard for Transparency	Develop a public dashboard showing up-to-date information on air quality metrics, enforcement, and compliance, making accountability transparent to all stakeholders.	Year 2, Q2	Data and Monitoring Team	Dashboard access metrics; feedback on dashboard transparency

Objective	Strategies	Key Activities/ Tactics	Timeline	Responsibility	Key Performance Indicators (KPIs)
Build broad support for air quality policies and regulations.	Policy Advocacy Campaigns	Host workshops to explain air quality policies to stakeholders, with a focus on compliance and community benefits.	Semi-annual, Year 2 & 3	Policy Team, Legal Experts	Improved policy understanding among 80% of workshop participants, with increased advocacy for regulation enforcement.
		Engage communities in consultations for air quality policies, gathering feedback to refine regulations.	Annual, Year 2 & 3	Community Engagement Team	Increased policy buy-in with feedback from consultations leading to 5 policy recommendations.
		Stakeholder Endorsements: Obtain endorsements from high-profile organizations to lend credibility to the initiative's policy objectives.	As Needed	Stakeholder Relations Team	Strengthened advocacy efforts with endorsements from at least 10 prominent stakeholders within the first year.
		Legislative Engagement: Work with policymakers to secure regulatory support, aiming for new air quality policies to be introduced and	Continuous	Policy Team, Government Liaison	Legislative momentum towards improved air quality laws, with at least 2 major policy changes by the end of the project period.

TABLE 17: IMPLEMENTATION MATRIX

CHAPTER 6 : MONITORING AND EVALUATION (M&E) FRAMEWORK

To systematically track, evaluate, and enhance the Breathe Nairobi Initiative's communication efforts, focusing on increasing public awareness, stakeholder engagement, and promoting behaviour change to improve air quality in Nairobi. This M&E framework provides structured indicators, data collection methods, responsible teams, and measurement frequency.

1. Objective: Increase Public Awareness of Air Pollution and Its Health Impacts by 30% by the End of the Two-Year Project Period

Metric/Indicator	Target	Data Collection Method	Responsible Team	Frequency
Awareness Level (%)	30% increase in public awareness	Baseline and end-line surveys	M&E team, research partners	Triennially
Engagement with Educational Content	30% increase in views and interactions on content	Social media analytics	Digital media team	Monthly
Reach in High-Pollution Areas	50% of content reach to target neighbourhoods	Geo-targeted digital campaign reports	Media relations team	Annually
Attendance at Workshops and Events	500 attendees per year in priority areas	Attendance records, feedback forms	Community engagement team	Quarterly
Recall of Health Risks (%)	60% recall of pollution-related health issues	Survey and interviews	M&e team	Endline
Awareness of pollutants/pollution sources	Awareness of at least 3 pollution sources in Nairobi	Survey and interviews	M&e team	Endline

TABLE 18: OBJECTIVE 1 M&E MATRIX

2. Objective: Enhance Stakeholder Engagement in Air Quality Initiatives, with 40% Active Participation by Project End

Metric/Indicator	Target	Data Collection Method	Responsible Team	Frequency
Stakeholder Participation Rate (%)	40% active participation among key stakeholders	Stakeholder tracking surveys and interviews	Partnership development team	Semi-annually
Use of Stakeholder Portal	200 stakeholders actively using portal	Portal analytics	Digital media team	Quarterly
Event Attendance (%)	75% participation in quarterly forums	Attendance records, engagement tracking	Advocacy and Partnership Team	Quarterly
Resource Toolkit Downloads (%)	100 downloads annually	Download analytics	Digital media team	Annually
Cross-sectoral Projects Initiated	10 joint initiatives by stakeholders	Project reports	Stakeholder engagement team	Annually

TABLE 19: OBJECTIVE 2 M&E MATRIX

3. Objective: Promote Behaviour Change with a 25% Increase in Adoption of Cleaner Practices by the End of the Project

Metric/Indicator	Target	Data Collection Method	Responsible Team	Frequency
Behaviour Change Adoption Rate (%)	10 - 20% increase in adoption of eco-friendly practices	Community surveys, observational studies	Community engagement team	Baseline, Endline
Participation in #CleanAirChallenge	5,000 posts and mentions on social media	Social media analytics	Digital media team	Monthly
Uptake of Incentives for Cleaner Practices	2,000 residents engaging in incentive programs	Program registration records	Community partnerships team	Semi-annually
Ambassador Engagement	20 ambassadors actively conducting local campaigns	Ambassador reports	Behaviour change team	Quarterly
Success Stories Shared	20 stories published, highlighting sustainable practices	Website analytics, media tracking	Media and Content Team	Monthly

TABLE 20: OBJECTIVE 3 M&E MATRIX

4. Objective: Build Broad Support for Air Quality Policies and Regulations could look in the specified format:

Metric/Indicator	Target	Data Collection Method	Responsible Team	Frequency
Percentage of workshop participants with improved understanding of air quality policies	80% of participants reporting increased understanding	Pre- and post-workshop surveys	Policy Team, Legal Experts	Semi-annual
Increase in advocacy actions for enforcement of air quality policies	25% increase in advocacy actions	Workshop attendance records, follow-up documentation	Policy Team	Semi-annual
Number of community feedback entries from consultations	100+ feedback entries	Feedback records	Community Engagement Team	Annually

Metric/Indicator	Target	Data Collection Method	Responsible Team	Frequency
Number of policy recommendations generated from community consultations	5 policy recommendations	Consultation meeting reports	Community Engagement Team	Annually
Number of endorsements from high-profile organisations	10 endorsements in the first year	Letters of endorsement	Stakeholder Relations Team	As needed
Number of policies introduced or revised due to engagement efforts	2 major policy changes	Government records, legislative documents	Policy Team, Government Liaison	Continuous
Number of advocacy meetings held with policymakers	15+ meetings over the project period	Meeting minutes, follow-up documentation	Policy Team, Government Liaison	Quarterly

TABLE 21: OBJECTIVE 4 M&E MATRIX

5. Media Relations and Digital Engagement Monitoring

Metric/Indicator	Target	Data Collection Method	Responsible Team	Frequency
Frequency of Coverage in Local Media	1 stories quarterly in major outlets	Media tracking software	Media relations Team	Quarterly
Sentiment Analysis on social media	Reduce negative sentiment by 20%	Social listening tools	Digital media team	Monthly
Story Recall and Comprehension (%)	70% recall of key messages in target areas	Random sample surveys	M&e team	Semi-annually
Use of Community Feedback Channels	500 reports submitted through hotline/app	Analytics on hotline/app	Community feedback team	Quarterly
Regular Press Releases and Opinion Pieces	16 opinion pieces and feature articles annually	Publication records	Media and Content Team	Monthly

TABLE 22 MEDIA RELATIONS AND DIGITAL ENGAGEMENT MONITORING MATRIX

6. Evaluation and Adaptation

Evaluation Activity	Objective	Responsible Team	Frequency
Midterm Evaluation	Assess progress toward objectives and adjust tactics	M&e team, strategy leadership team	Mid - Year 2
Stakeholder Feedback Session	Collect qualitative insights on strategy effectiveness	Stakeholder engagement team	Semi-annually
Community Impact Assessment	Measure changes in knowledge, attitudes, and practices	Community Engagement and M&E Teams	Annually
Final Evaluation	Comprehensive review and documentation of impact	Independent evaluator, m&e team	Project End

TABLE 23: EVALUATION AND ADAPTATION

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