



MEDIA CAMPAIGN REPORT FOR JULY - SEPTEMBER 2025

Output 1.c: Media campaigns to share information, updates, and interactive content related to air quality regulations

TABLE OF CONTENTS

1	EXECUTIVE SUMMARY.....	1
1.1	Key outcomes.....	1
1.2	Strategic learnings	1
1.3	Early signs of impact.....	1
1.4	Outlook.....	1
2	INTRODUCTION.....	3
2.1	Purpose of the quarterly communication reports	3
2.2	Overview of the July–September campaign phase.....	3
2.3	Alignment to overarching objectives.....	3
2.4	Strategic role of digital communication within Pillar 2	3
3	IMPLEMENTATION SUMMARY	5
3.1	Coordinated campaign strategy.....	5
3.2	Partner-level performance summaries.....	5
3.2.1	Kusudi Cause Communication Trust.....	5
3.2.2	GROOTS Kenya	6
3.2.3	NAPTA	6
3.2.4	SDI Kenya (Muungano wa Wanavijiji)	6
3.2.5	Cause Impact and Micro-influencers.....	6
3.2.6	Summary of Partner performance:.....	8
4	OVERALL CAMPAIGN PERFORMANCE.....	9
4.1	Aggregate results.....	9
4.2	Platform comparison	9
4.3	Quarter-on-quarter trends (Q2 to Q3).....	9
4.4	Interpretation of results	10
5	KEY CONTENT AND AUDIENCE INSIGHTS.....	11
5.1	Overview of content performance	11
5.2	Top-performing content and examples.....	11
5.3	Audience demographics and engagement patterns	11
5.3.1	Age distribution	11
5.3.2	Gender distribution.....	12
5.3.3	Geographic insights	12
5.3.4	Behavioural trends	12
5.4	Audience sentiment and conversation themes	12
5.4.1	Sentiment distribution	13
5.4.2	Emotional tone.....	13
5.4.3	Dominant conversation themes.....	13
5.4.4	Hashtag and topical trends	13
5.4.5	Interpretation	13
5.5	Key insights summary	14
5.5.1	Visibility and hashtag dominance.....	14
5.5.2	Topical and thematic alignment	14
5.5.3	Sentiment and emotional tone	14
5.5.4	Audience composition	14
5.5.5	Broader interpretation	15

6	LESSONS AND LEARNINGS	16
6.1	Strategic and technical learnings	16
6.1.1	Visual and locally grounded content drives engagement.....	16
6.1.2	Micro-influencers significantly expand visibility	16
6.1.3	Health framing remains the strongest entry point.....	16
6.1.4	Timing and rhythm of posting matter	16
6.1.5	Cross-platform consistency strengthens credibility.....	16
6.1.6	Interactive formats remain underused	16
6.2	Operational learnings	16
6.2.1	Data consolidation improved but still uneven	16
6.2.2	Shorter campaign window required tighter coordination.....	16
6.2.3	Influencer management needs dedicated oversight.....	17
6.2.4	Limited advertising spend constrained depth of engagement.....	17
6.2.5	Audience appetite for practical guidance is growing	17
7	EARLY SIGNS OF IMPACT	18
7.1	Shifts in awareness and perception.....	18
7.2	Behavioural engagement.....	18
7.3	Civic participation and advocacy	18
7.4	Strengthened partnerships and visibility.....	18
7.5	Human stories of change	18
7.6	Digital-to-offline connection	18
7.7	Interpretation.....	18
8	CHALLENGES AND MITIGATION	20
8.1	Operational Challenges.....	20
8.2	Contextual challenges.....	20
8.3	Synthesis	20
9	RECOMMENDATIONS AND NEXT STEPS.....	21
9.1	Strategic recommendations	21
9.1.1	Strengthen integrated communication planning.....	21
9.1.2	Scale interactive and action-driven content	21
9.1.3	Increase investment in paid promotion	21
9.1.4	Diversify influencer engagement	21
9.1.5	Deepen policy and media linkages	21
9.2	Operational recommendations	21
9.2.1	Establish a live reporting dashboard.....	21
9.2.2	Advance capacity-building for partners.....	21
9.2.3	Standardise influencer contracts and reporting	21
9.2.4	Embed audience feedback loops.....	21
9.2.5	Plan sustained communication beyond campaign peaks.....	22
9.3	Forward focus.....	22
10	ANNEX: PARTNER LEVEL REPORTS	23
10.1	Kusudi Social Media Campaign Report July – September 2025	23
10.2	Overview of the campaign (July– September 2025).....	23
10.2.1	Campaign objectives	23
10.3	Overall Performance Summary	24
10.3.1	Total campaign reach.....	24
10.3.2	Most engaged platform.....	24
10.3.3	Platform highlights.....	24

10.4	Key campaign activities this period.....	25
10.5	Engagement highlights.....	26
10.6	Community feedback or insights.....	26
10.7	Lessons & Recommendations.....	27
10.7.1	Lessons learnt.....	27
10.7.2	Challenges.....	27
10.7.3	Recommendations for Next Quarter	27
10.8	Attachments Checklist.....	28
10.8.1	Facebook Analytics	28
10.8.2	Instagram Analytics	29
10.9	Twitter Analytics.....	30
10.10	LinkedIn Analytics.....	30
10.11	TikTok Analytics.....	31
10.12	Overall Campaign Analytics.....	31
10.12.1	Reach Trend	32
10.12.2	Sentiment Analysis	33
10.12.3	Keyword Sentiment	33
10.12.4	Emotional Comparison	34
10.12.5	Engagement Rate	35
10.13	SDI Social Media Campaign Report June – Sept 2025.....	36
10.14	Overview of the campaign (April – May 2025).....	36
10.15	Overall Performance Summary	36
10.15.1	Total campaign reach: 10,440.....	36
10.15.2	Most engaged platform: Facebook	36
10.15.3	Top performing content: Posters and images from past activities	36
10.16	Key campaign activities this period.....	36
10.16.1	Engagement highlights.....	36
10.17	Community feedback or insights.....	37
10.18	Lessons & Recommendations.....	37
10.19	Attachments Checklist.....	37
10.20	GROOTS Kenya Social Media Campaign Report July – September 2025.....	38
10.21	Overview of the campaign (July – September 2025).....	38
10.22	Overall Performance Summary	38
10.22.1	Total campaign reach: 12,618.....	38
10.22.2	Most engaged platform: Facebook.....	38
10.22.3	Top performing content: Blog Article Post “Together for Clean Air: Grassroots communities Leading the race for Solutions”	38
10.23	Key campaign activities this period.....	38
10.24	Engagement highlights.....	40
10.25	Community feedback or insights.....	41
10.26	Lessons & Recommendations.....	41
10.26.1	What Worked Best	41
10.26.2	Areas for Improvement.....	42
10.26.3	Strategies to Try Next Quarter	42
10.26.4	Challenges Faced	42
10.26.5	Attachments Checklist	42
10.27	NAPTA Social Media Campaign Report April – May 2025.....	42
10.28	Overview of the campaign (July – September 2025).....	42

10.29	Overall Performance Summary	42
10.29.1	Total campaign reach:31140.....	43
10.29.2	Most engaged platform:Linkedin	43
10.29.3	Top performing content: A post on ‘Now we have data lets drive change’.....	43
10.30	Key campaign activities this period.....	43
10.31	Engagement highlights.....	43
10.31.1	Community feedback or insights.....	43
10.31.2	Lessons & Recommendations.....	44
10.32	Attachments Checklist.....	44
10.32.1	Links to top-performing videos or posts.....	46
10.32.2	Campaign posters, flyers, or animations used	46
10.32.3	Sample captions or scripts.....	46

1 EXECUTIVE SUMMARY

Between July and September 2025, the Breathe Nairobi Initiative sustained a strong and coherent social media campaign under Pillar 2: *Stakeholder and Community Engagement*. The quarter focused exclusively on digital communication, consolidating earlier gains through community storytelling, influencer engagement, and unified branding under #HewaSafiPumziFiti, #BreatheNairobi, and #CleanAir4Nairobi.

Across all partners – Kusudi Cause Communication Trust, GROOTS Kenya, NAPTA, SDI Kenya (Muungano wa Wanavijiji), and Cause Impact with micro-influencers – the campaign published over 370 posts, **reaching an estimated 29 million users** and generating **20,168 engagements**. Partner accounts collectively contributed **186,000 organic reach** and **17,768 engagements**, while influencer amplification through platforms such as Ma3Route extended visibility nationwide.

1.1 Key outcomes

- Sustained visibility: The campaign dominated Nairobi’s digital conversation on air quality, achieving 8,700 hashtag mentions and strong alignment with public health and environmental themes.
- Audience diversification: Male engagement rose to 64 per cent, reflecting the influence of transport and policy messaging, while women and youth remained highly active within community-based discussions.
- Geographic reach: Nairobi County accounted for about 80 per cent of impressions, followed by Kiambu and Machakos, with emerging interest from Mombasa and Kisumu.
- Health-led storytelling: Posts linking air pollution to respiratory health and household wellbeing outperformed all other themes, reinforcing health as the most effective entry point for behavioural change.
- Influencer amplification: The integration of civic influencers produced exponential reach and increased credibility, drawing participation from policymakers, media, and youth advocates.

1.2 Strategic learnings

The campaign confirmed that visually led, community-driven storytelling builds stronger resonance than abstract policy messaging. Consistent branding, relatable imagery, and credible voices fostered a sense of civic ownership. However, partners identified a need for improved data consolidation, live reporting systems, and consistent budget allocations for paid promotion to sustain momentum.

1.3 Early signs of impact

Public dialogue is evolving from awareness to accountability. Citizens increasingly link air quality to health, tag government officials in advocacy posts, and replicate clean-up activities initiated online. Influencers and champions have made clean air a visible civic issue, with growing evidence of individual and collective action across Nairobi.

1.4 Outlook

The next phase will deepen digital storytelling, strengthen influencer management, and connect online advocacy with community-led implementation. By institutionalising joint planning, improving analytics systems, and sustaining year-round visibility, the campaign will continue to advance Nairobi’s transformation towards cleaner, healthier air for all.

2 INTRODUCTION

2.1 Purpose of the quarterly communication reports

The quarterly communication reports under the Breathe Nairobi Initiative serve as a monitoring and learning tool to track the performance, visibility, and audience engagement achieved through coordinated campaign efforts across partner organisations. Each report consolidates partner-level analytics, documents lessons from implementation, and provides insights to inform ongoing strategy and content planning. By harmonising metrics and narrative reflections, the quarterly reports ensure accountability to the donor and consistency across the Initiative's social and digital communication outputs.

2.2 Overview of the July–September campaign phase

The July to September 2025 campaign phase marked the third quarter of the Breathe Nairobi Initiative's communication work under Pillar 2: Stakeholder and Community Engagement. The quarter focused exclusively on social media mobilisation, with no radio or SMS activities implemented during this period. Partners leveraged digital platforms to sustain public awareness and advocacy momentum following the International Day of Clean Air for Blue Skies (IDCA) 2025 commemorations in early September.

Through coordinated content calendars and shared messaging, the campaign maintained active digital visibility across six platforms: Facebook, Instagram, X (Twitter), LinkedIn, TikTok, and WhatsApp. The work was delivered collectively by Kusudi Cause Communication Trust (lead implementer), GROOTS Kenya, NAPTA, SDI Kenya (Muungano wa Wanavijiji), and an additional coordination component – Cause Impact and Micro-influencers – which amplified messaging through influencer-led storytelling and targeted online engagement.

Across all platforms, the campaign sought to keep clean air at the centre of public conversation, reinforce individual and institutional responsibility, and celebrate the growing community of champions advocating for a healthier city.

2.3 Alignment to overarching objectives

The Q3 digital campaign remained aligned to the Initiative's broader communication and behavioural objectives, namely to:

1. **Raise public awareness** on the causes, health impacts, and solutions to air pollution in Nairobi, particularly focusing on vehicular emissions and open waste burning.
2. **Mobilise communities and stakeholders** to take part in clean-air actions – both online and offline – by amplifying grassroots champions, promoting advocacy moments, and encouraging dialogue with county and sector actors.
3. **Sustain advocacy momentum** generated through the International Day of Clean Air for Blue Skies, ensuring continued visibility and engagement in the months following the main commemoration.

2.4 Strategic role of digital communication within Pillar 2

Digital communication serves as the connective thread of Pillar 2, translating community action, stakeholder engagement, and policy dialogue into visible, relatable stories that inspire participation and accountability. By linking grassroots experiences to broader city and policy conversations, social media platforms provide a space where evidence, emotion, and public dialogue converge. The work done this quarter not only extended the campaign’s reach but also helped position Breathe Nairobi as a trusted voice on air quality.

3 IMPLEMENTATION SUMMARY

3.1 Coordinated campaign strategy

Between July and September 2025, the Breathe Nairobi Initiative partners sustained an integrated digital presence under the shared campaign identity **#HewaSafiPumziFiti**. The quarter's activities built up to and culminated in the International Day of Clean Air for Blue Skies (IDCA) on 7 September, with social media used as both an advocacy and learning platform before, during, and after the event.

A joint content calendar guided the five entities to post consistently using unified messages and visuals. Each organisation maintained its own voice and audience focus while promoting common narratives on the health effects of air pollution, collective responsibility, and practical actions for cleaner air.

The shared strategy emphasised:

- Consistency in branding and tone: All partners used common hashtags (**#HewaSafiPumziFiti**, **#BreatheNairobi**, **#CleanAir4Nairobi**) and the blue-and-white visual identity for coherence across platforms.
- Thematic alignment: Posts reflected key campaign moments such as the IDCA 2025 commemoration, community clean-ups, mural installations, workshops and policy dialogues with county partners.
- Cross-promotion and amplification: Partners shared one another's high-performing content to expand visibility, while Cause Impact coordinated influencer-led and sponsored posts to strengthen message reach.
- Platform diversity: Facebook and Instagram remained the main channels for community engagement; TikTok proved effective for youth-focused storytelling; LinkedIn featured governance and policy dialogue; and WhatsApp supported peer learning and feedback among community champions.

This coordinated approach enabled each partner to build on its comparative strength while sustaining a cohesive and credible campaign narrative across Nairobi's digital landscape.

3.2 Partner-level performance summaries

3.2.1 Kusudi Cause Communication Trust

Kusudi Cause continued to lead visibility and coordination across platforms, producing **131 posts** that reached **77,190 users** and generated **9,838 engagements**. The average engagement rate stood at **13 per cent**, among the highest of all partners.

Facebook and Instagram remained the main channels, supported by X and LinkedIn for professional visibility and TikTok for youth audiences. Posters and short videos maintained

steady engagement throughout the quarter, with a clear surge in early September linked to the International Day of Clean Air for Blue Skies. The poster “Clean Air is Everyone’s Right” was the most visible post of the quarter.

Kusudi’s consistency in design, adherence to the shared visual identity, and balanced tone across platforms reinforced the overall credibility of the Breathe Nairobi campaign.

3.2.2 GROOTS Kenya

GROOTS Kenya focused on community-level communication and peer learning. Through **34 posts**, the organisation reached **12,618 users** and recorded **2,044 engagements**, mainly through Facebook and WhatsApp.

Champion-driven content and storytelling remained the strongest performing formats. Posts highlighting women champions and grassroots discussions about waste burning attracted sustained attention. WhatsApp groups created space for real-time reflection and encouraged local replication of clean-up activities.

The quarter showed steady engagement among community networks, confirming the continued relevance of relatable, local voices in the campaign.

3.2.3 NAPTA

NAPTA used digital platforms to advocate for clean and efficient transport. Over the reporting period it produced **43 posts**, reaching **31,140 users** and earning **141 engagements**.

LinkedIn and X served as the primary channels for professional and policy audiences. Educational carousels and animated videos on vehicle maintenance and emissions standards generated the most traction. Although engagement volume remained modest, the content advanced the visibility of transport as a priority within the wider clean-air conversation.

3.2.4 SDI Kenya (Muungano wa Wanavijiji)

SDI Kenya delivered **68 posts**, achieving a reach of **10,440 users** and **1,515 engagements**. Facebook remained the top platform, followed by Instagram for visual storytelling.

Posts that showcased community clean-ups and short videos of champions from informal settlements recorded the highest interaction levels. The audience response highlighted appreciation for community-driven solutions and practical action.

SDI’s communication work continued to link digital storytelling to neighbourhood-level initiatives, reinforcing accountability and visibility for local champions.

3.2.5 Cause Impact and Micro-influencers

In parallel with partner activity, Cause Impact (an implementation partner company to Kusudi) engaged a network of digital influencers to extend campaign reach beyond institutional pages. According to external social-listening analytics (Meltwater, July–September 2025), influencer-

amplified content achieved a **total reach of 28.9 million** and **6,630 engagements**, representing sharp increases of 8,597 per cent in reach and 1,718 per cent in engagement compared with the previous period.

Peak activity occurred between 5 and 8 September, coinciding with the International Day of Clean Air for Blue Skies. Influencers drove visibility for key hashtags — #BreatheNairobi, #CleanAir4Nairobi, and #HewaSafiPumziFiti — and helped position the campaign within national digital conversations on health, environment, and governance.

The influencer component complemented partner outputs by drawing new audiences and embedding campaign messages within broader lifestyle and advocacy networks.

3.2.6 Summary of Partner performance:

Partner / Entity	Total posts	Total reach	Total engagements	Engagement rate (%)	Top platform	Primary focus
Kusudi Cause Communication Trust	131	77,190	9,838	13.0	Facebook & Instagram	Campaign coordination, creative content and awareness messaging
GROOTS Kenya	34	12,618	2,044	16.2	Facebook	Grassroots storytelling and peer learning
NAPTA	43	31,140	141	0.45	LinkedIn & X	Clean transport and policy advocacy
SDI Kenya (Muungano wa Wanavijiji)	68	10,440	1,515	14.5	Facebook	Community action and informal-settlement engagement
Cause Impact & Micro-influencers *	48 *	28,900,000 *	6,630 *	— *	Instagram & X	Influencer-led amplification and national reach
Total (all entities)	*324 (+ influencer posts)	≈29.0 million	20,168	≈9.5 (average excluding influencers)	—	—

* External social-listening figures (Meltwater, July–September 2025) representing influencer-generated and amplified content outside official partner pages.

4 OVERALL CAMPAIGN PERFORMANCE

4.1 Aggregate results

Between July and September 2025, the Breathe Nairobi Initiative’s digital campaign achieved strong and coordinated performance across all partner and influencer platforms. Collectively, the five implementing entities published **324 posts**, reaching an estimated **29 million users** and generating **20,168 engagements**.

Excluding influencer data, partner-driven content reached approximately 186,000 users and achieved an average engagement rate of 9.5 per cent, confirming steady audience interest and interaction. Facebook and Instagram accounted for the majority of organic engagement, while influencer activity on X and Instagram significantly boosted national visibility around the International Day of Clean Air for Blue Skies.

The campaign demonstrated balanced performance between institutional content and public-generated reach. While the partner accounts sustained steady visibility within Nairobi-based networks, the influencer-led amplification extended the conversation into new online spaces, drawing attention from youth audiences, lifestyle advocates, and civic commentators.

4.2 Platform comparison

Platform	Total posts	Combined reach	Combined engagements	Engagement rate (%)	Share of total engagement (%)
Facebook	120	82,000	6,720	8.2	33.3
Instagram	70	40,800	4,210	10.3	20.9
X (Twitter)	52	19,200	1,450	7.6	7.2
LinkedIn	38	16,100	890	5.5	4.4
TikTok	34	24,900	4,360	17.5	21.6
WhatsApp	10	3,198	138	—	0.7
Partner subtotal	324	186,198	17,768	9.5 (average)	88.1
Influencer amplification	48	28,900,000	6,630	—	11.9
Total (including influencers)	372	≈29,000,000	*20,168	—	100

**Note: The unadjusted engagement total (partners + influencers) was 24,398. After removing estimated audience duplication between partner and influencer platforms (≈ 17 %), the final verified total stands at 20,168.*

4.3 Quarter-on-quarter trends (Q2 to Q3)

The July–September phase marked a shift from early consolidation to full-scale implementation. Whereas the March–June report (Q1–Q2) represented four months of combined activity, Q3 covered a three-month period under a new contract cycle.

- Total reach declined from 284,029 in Q1–Q2 to 186,198 in Q3 for partner accounts, reflecting a shorter reporting window and a more targeted posting schedule. When the 28.9 million influencer reach is added, the quarter’s total visibility surpasses all previous periods.

- Total engagements fell from 42,164 to 17,768, consistent with the smaller volume of paid content and reduced posting frequency. However, engagement quality improved, with more detailed comments, shares, and reposts tied to specific campaign actions.
- Platform dynamics evolved, with TikTok and Instagram overtaking Facebook as the most responsive channels. This shift indicates growing youth engagement and stronger appeal of visual formats.
- Influencer content served as a multiplier, generating broad national reach and high resonance during and after the International Day of Clean Air for Blue Skies.

Together, these results show that Q3 achieved more efficient digital traction, maintaining strong relevance and audience interest despite a lower number of posts and reduced budget allocations.

4.4 Interpretation of results

The Q3 performance confirms that the campaign has matured into a sustained, multi-actor digital movement.

- The **steady engagement rate** reflects ongoing public interest and effective use of relatable, action-oriented content.
- The **platform diversification** demonstrates the campaign's adaptability and growing competence in using varied digital formats.
- The inclusion of **micro-influencers and coordinated partner messaging** expanded visibility well beyond institutional followers, driving broader awareness of Nairobi's air quality conversation.
- The content mix, combining grassroots voices, visual storytelling, and data-driven messaging, continued to strengthen trust and recognition for the Breathe Nairobi brand.

The campaign remains one of the most visible city-based clean-air digital efforts in East Africa, sustaining conversation, driving learning, and reinforcing citizen participation in environmental health discourse.

5 KEY CONTENT AND AUDIENCE INSIGHTS

5.1 Overview of content performance

Across July to September 2025, the campaign maintained a strong rhythm of storytelling and visual communication across all platforms. The combined content reflected a coherent message architecture centred on three recurring themes: **air pollution and health, community responsibility, and collective action for clean air.**

Visual formats continued to outperform static or text-heavy content. Posters, short videos, and infographics remained the most engaging, supported by community-driven storytelling and champion profiles.

Overall, the campaign balanced structured institutional communication with organic user-driven participation. The tone remained hopeful and inclusive, encouraging audiences to view air quality improvement as a shared civic duty.

5.2 Top-performing content and examples

Each partner and influencer group contributed content that performed strongly within their target audiences. The best-performing posts combined visual clarity, relatable storytelling, and timely alignment with public events such as the International Day of Clean Air for Blue Skies.

Influencer-led amplification achieved the widest external visibility during this period. Monitoring data from Meltwater shows a cumulative reach of 28.9 million and 6,630 engagements, representing increases of 8,597 per cent in reach and 1,718 per cent in engagement compared with the previous period.

The top-performing influencer post was published by Ma3Route on X (2 July 2025) encouraging the public to embrace electric mobility. The post highlighted that vehicle emissions contribute up to 40 per cent of PM2.5 pollution and linked e-mobility to better health, cleaner communities, and higher productivity. Using the hashtags #CleanAir4Nairobi and #BreatheNairobi, the post generated significant organic traction and multiple reposts across environmental and policy circles.

This engagement demonstrated the effectiveness of working with credible, topic-aligned influencers to position the campaign within ongoing public conversations on health, urban transport, and environmental policy.

5.3 Audience demographics and engagement patterns

The July–September 2025 analytics show that the campaign’s online audience was young, urban, and increasingly male-dominated, reflecting a shift from community-led engagement in Q2 to broader participation through influencer and transport-sector content.

5.3.1 Age distribution

- The 25–34 age group formed the largest share of the audience at 60 per cent, confirming strong traction among young professionals and digital natives.

- The 18–24 segment accounted for 10 per cent, showing sustained youth engagement, particularly on TikTok and Instagram.
- Engagement from audiences aged 45 and above held steady at 10 per cent per group, suggesting a modest but consistent following among older citizens and policymakers.

5.3.2 Gender distribution

- Male audiences represented 63.9 per cent of total engagement, a notable increase from the previous quarter. This was largely driven by transport- and policy-focused content shared on X and LinkedIn.
- Female audiences comprised 24.8 per cent, with particularly strong participation in grassroots posts from GROOTS Kenya and SDI Kenya that highlighted health and household impacts of air pollution.
- Unclassified users (11.3 per cent) represent accounts with no identifiable gender markers, mainly institutional or community pages.

5.3.3 Geographic insights

The campaign maintained a primarily urban footprint:

- Nairobi County remained dominant, accounting for approximately 80 per cent of total reach.
- Kiambu (8 per cent) and Machakos (5 per cent) followed, reflecting commuter-belt audiences connected to transport-related content.
- Emerging engagement from Mombasa, Kisumu, and Nakuru indicates growing national recognition of the Breathe Nairobi message beyond the capital.

5.3.4 Behavioural trends

- Engagement peaked during the first week of September, coinciding with the International Day of Clean Air for Blue Skies. Posts shared during this period accounted for over half of total interactions.
- Content encouraging personal responsibility and civic action (such as “turn off your engine” and “stop open waste burning”) recorded higher interaction rates than purely informational posts.
- Video and carousel formats attracted longer viewing times, while static posters delivered consistent reach with lower engagement depth.
- Engagement peaks occurred at predictable times: morning hours between 08:00–10:00 and evening hours between 19:00–21:00, matching commuter and post-work screen activity.

These insights confirm that Breathe Nairobi content resonates most strongly when it links clean-air issues to daily urban life, personal health, and relatable community action.

5.4 Audience sentiment and conversation themes

Social-listening data from July to September 2025 shows that online conversations around the Breathe Nairobi campaign were predominantly positive, with users engaging actively on issues of health, waste management, and transport emissions. The overall tone reflected growing public

ownership of the clean-air agenda and an increasingly informed dialogue between citizens, influencers, and institutions.

5.4.1 Sentiment distribution

- Positive (66 %) – The majority of comments expressed approval of collective clean-air efforts, pride in community participation, and encouragement for youth and transport actors championing behavioural change.
- Neutral (15 %) – Many users posed questions or sought further information about sensors, waste collection, and participation in local clean-ups.
- Negative (19 %) – A small share raised concerns about poor waste management, industrial emissions, and weak enforcement of county by-laws.

5.4.2 Emotional tone

The conversation was led by emotions of love and joy, with users celebrating community action and visual posts featuring murals, clean-ups, and youth events. Minor traces of sadness and anger appeared in responses to pollution hotspots and traffic congestion. Overall, the emotional landscape remained constructive and hopeful.

5.4.3 Dominant conversation themes

1. Clean air and health: “Clean air”, “lungs”, “children”, and “health” were the most frequent keywords, illustrating a strong link between air quality and personal wellbeing.
2. Community and environment: Mentions of *Mukuru*, *Mathare*, *Kibra*, and *Korogocho* emphasised lived experiences of pollution and reinforced the visibility of informal-settlement voices.
3. Clean transport and policy: Stimulated by NAPTA and influencer content such as Ma3Route’s e-mobility post, discussions expanded to regulation, enforcement, and incentives for cleaner vehicles.
4. Waste management and civic duty: Frequent use of “waste”, “change”, and “action” reflected public calls for proper disposal systems and community responsibility.
5. Governance and accountability: Users tagged Nairobi City County and the Clean Air Fund, urging stronger policy follow-through and transparency.

5.4.4 Hashtag and topical trends

The most cited hashtags were #BreatheNairobi and #CleanAir4Nairobi, each exceeding 4,000 mentions. Supporting tags such as #CleanAirDay, #BreatheCities, and #HewaSafiPumziFiti extended the campaign’s visibility during the International Day of Clean Air for Blue Skies. Topic analysis placed the bulk of conversation under *People and Society* and *Green Living and Environmental Advocacy*, confirming balanced participation from both civic and institutional actors.

5.4.5 Interpretation

The tone and content of digital engagement indicate that Nairobi’s clean-air conversation has evolved from awareness-raising to civic mobilisation. Public discourse is increasingly linking air quality with governance, personal health, and community pride, demonstrating both emotional investment and a demand for accountability.

5.5 Key insights summary

The July–September 2025 analytics confirm that Breathe Nairobi achieved sustained visibility, audience growth, and thematic depth across both institutional and influencer-driven communication.

5.5.1 Visibility and hashtag dominance

- The campaign continued to trend under *#BreatheNairobi* and *#CleanAir4Nairobi*, which together accounted for over 8,700 mentions, dominating digital conversation around environmental health in Nairobi.
- Supporting hashtags such as *#CleanAirDay*, *#BreatheCities*, and *#HewaSafiPumziFiti* amplified coverage of partner-led activities and community content during the International Day of Clean Air for Blue Skies.

5.5.2 Topical and thematic alignment

- Keyword mapping positioned *clean air*, *pollution*, *health*, *waste*, and *Nairobi* at the centre of the discourse, showing consistent alignment with the campaign’s advocacy pillars.
- Frequent mentions of *Mukuru*, *Mathare*, *Kibra*, and *Korogocho* confirmed strong visibility of informal-settlement narratives and local ownership of clean-air conversations.
- Policy-related terms such as *Clean Air Fund*, *Breathe Cities*, and *Nairobi County* were prevalent, highlighting institutional engagement and recognition of the campaign’s governance relevance.

5.5.3 Sentiment and emotional tone

- Social listening showed a 66 per cent positive sentiment rate, with *love* and *joy* as dominant emotions.
- Posts celebrating murals, clean-ups, and youth leadership generated the most positive responses.
- *Negative* mentions (19 per cent) centred on accountability and enforcement, which are valuable indicators of a more engaged and expectant public rather than disengagement.
- The prevailing tone was supportive and forward-looking, reflecting optimism and civic pride.

5.5.4 Audience composition

- The campaign reached a young, urban demographic: 60 per cent aged 25–34 and 10 per cent aged 18–24, confirming strong traction among Nairobi’s most active online citizens.
- While female engagement remained steady, male participation rose to nearly two-thirds of total interactions due to interest in transport, policy, and influencer-led conversations.
- The continued dominance of Nairobi County (\approx 80 per cent of reach) underscores its core audience base, with peripheral counties such as Kiambu and Machakos showing increasing crossover engagement.

5.5.5 Broader interpretation

The campaign's communication ecosystem is now functioning as both an information platform and a movement space. Engagement patterns show that audiences are shifting from awareness to participation, particularly through peer-led storytelling, local action, and shared accountability. The use of relatable imagery, consistent branding, and credible voices has established Breathe Nairobi as a trusted source of environmental information and advocacy within the city's digital landscape.

6 LESSONS AND LEARNINGS

6.1 Strategic and technical learnings

6.1.1 Visual and locally grounded content drives engagement

Posts using relatable imagery and short, locally framed messages continued to outperform technical or data-heavy formats. Visuals featuring real community members, especially during clean-ups and art activities, drew higher interaction and positive sentiment.

6.1.2 Micro-influencers significantly expand visibility

The integration of influencers such as Ma3Route proved transformative, generating a 28.9 million reach that surpassed institutional channels combined. Partnering with trusted civic voices increased authenticity and diversified audiences beyond existing networks.

6.1.3 Health framing remains the strongest entry point

Content linking air pollution to respiratory health and child wellbeing consistently outperformed posts focused purely on environmental data. Health narratives made air quality relatable and urgent.

6.1.4 Timing and rhythm of posting matter

Engagement data reaffirmed morning (08:00–10:00) and evening (19:00–21:00) as peak interaction windows. Scheduled bursts aligned with major campaign moments, such as IDCA week, maximised visibility and sustained relevance.

6.1.5 Cross-platform consistency strengthens credibility

The unified hashtag system and shared visual identity under #HewaSafiPumziFiti reinforced campaign coherence across Facebook, Instagram, TikTok, LinkedIn, and X. Users recognised the campaign as a single, city-wide effort rather than fragmented partner activity.

6.1.6 Interactive formats remain underused

Polls, quizzes, and two-way discussions on WhatsApp and Instagram stories showed strong engagement potential but were deployed inconsistently. Structured, interactive content can deepen retention and feedback in future phases.

6.2 Operational learnings

6.2.1 Data consolidation improved but still uneven

The adoption of a standardised reporting template improved comparability across partners, yet differences in analytics tools and account settings continued to limit real-time aggregation. A shared dashboard remains necessary for efficiency.

6.2.2 Shorter campaign window required tighter coordination

The July–September period, shorter than the combined Q1–Q2 cycle, required rapid turnaround of creative assets and approvals. Partners managed to keep pace through pre-scheduled content calendars and weekly coordination calls.

6.2.3 Influencer management needs dedicated oversight

While influencer collaborations were effective, monitoring and attribution mechanisms need clearer tracking to measure engagement quality and conversion into follower growth or on-ground participation.

6.2.4 Limited advertising spend constrained depth of engagement

Most partner content remained organic, achieving commendable reach but limited sustained interaction beyond peak campaign weeks. Paid targeting would help reinforce key messages in quieter periods.

6.2.5 Audience appetite for practical guidance is growing

Recurrent public comments and questions suggest rising demand for hands-on information—how to reduce emissions, manage waste, or participate in advocacy. This points to a transition from awareness to action-oriented engagement.

7 EARLY SIGNS OF IMPACT

7.1 Shifts in awareness and perception

Public conversation around air quality has become more informed and solutions-oriented. Social listening and community feedback indicate that audiences now connect air pollution directly to health and productivity rather than viewing it solely as an environmental concern. The frequent use of terms such as *lungs*, *children*, and *waste* in public posts suggests a stronger grasp of cause and effect.

7.2 Behavioural engagement

Clean-air messaging is beginning to influence everyday habits and choices. Community champions and local influencers reported increased adoption of small-scale actions such as switching off vehicle engines in traffic, proper waste disposal, and joining neighbourhood clean-ups. Champions from Kibra, Mathare, and Mukuru documented self-initiated forums and clean-up drives that continued after campaign events, signalling genuine ownership of the message.

7.3 Civic participation and advocacy

Online discussions increasingly feature calls for stronger enforcement of pollution regulations and greater public accountability. Citizens are tagging Nairobi County officials, the Clean Air Fund, and Breathe Cities in policy-related posts—an indicator that clean air is now perceived as a public right. Grassroots voices have entered mainstream policy dialogue through hashtags such as **#CleanAir4Nairobi**, linking local experience to city-wide planning.

7.4 Strengthened partnerships and visibility

Collaboration among partners and with external actors such as the media and influencers has improved markedly. The campaign now attracts regular interaction from verified accounts, including civic agencies, journalists, and environmental advocates. This visibility reinforces the credibility of the Breathe Nairobi brand as a trusted convener of clean-air dialogue.

7.5 Human stories of change

- A **bodaboda operator** trained under NAPTA's initiative transitioned to an electric motorbike and due to his stature in the association has encouraged peers to do the same.
- **Women leaders within GROOTS Kenya** reported that residents are now associating air pollution with household health, especially respiratory problems among children, prompting local advocacy on waste collection.

7.6 Digital-to-offline connection

The campaign has successfully bridged digital advocacy with on-ground action. Online posts have triggered local engagement, community events have generated digital content, and influencers have drawn national media attention to local activities. This feedback loop has deepened the sense of collective responsibility across Nairobi's residents and institutions.

7.7 Interpretation

These early signs show that the Breathe Nairobi Initiative is evolving from an awareness campaign into a behavioural and civic movement. While measurable environmental outcomes

will take longer to materialise, there is already evidence of social norm change: residents are speaking, acting, and organising around clean air as a shared value and public right.

8 CHALLENGES AND MITIGATION

8.1 Operational Challenges

Challenge	Description	Action taken	Next steps
Data consolidation delays	Partners continued to use varying analytics systems, causing inconsistencies in reach and engagement reporting.	A unified Excel template was adopted mid-quarter to standardise data collection.	Develop a live dashboard to automate data entry and aggregation in real time.
Compressed work priority	The July–September cycle was crammed with competing activities limiting time for content production and review.	Pre-scheduling posts and weekly coordination meetings helped maintain consistency.	Begin content preparation ahead of each quarter to balance creative quality and delivery speed.
Limited advertising budget	Minimal funds restricted the ability to boost key posts, reducing potential audience depth beyond organic reach.	Partners prioritised high-impact events such as IDCA 2025 for targeted promotion.	Allocate modest paid advertising budgets per partner to sustain visibility between major activities.
Influencer monitoring	While influencer posts performed exceptionally well, tracking their metrics required manual verification across platforms.	Meltwater analytics were used to capture cumulative influencer performance.	Introduce influencer reporting templates to align with partner reporting formats.
Uneven partner capacity	Smaller organisations faced constraints in content design, scheduling, and analytics interpretation.	Cause Impact provided technical backstopping, templates, and joint planning sessions.	Continue capacity-building and mentorship to strengthen long-term partner digital capabilities.

8.2 Contextual challenges

Challenge	Description	Action taken	Next steps
Algorithmic shifts	Changes to platform algorithms, especially on Facebook and Instagram, affected organic reach for some visual posts.	Diversified formats (videos, carousels, stories) and increased cross-platform reposting improved visibility.	Regularly review analytics to adjust posting formats and frequency per platform.
Audience saturation	Repeated messaging without new visuals risked reducing audience engagement mid-quarter.	Introduced new creative formats during IDCA week, including influencer posts and real-time event coverage.	Refresh content monthly with new narratives and visuals tied to community stories.
Policy fatigue	Some audiences expressed scepticism about government follow-through on clean-air enforcement.	Partners highlighted positive policy steps, such as sensor installations and ongoing collaborations.	Strengthen communication on progress milestones and evidence-based policy outcomes.

8.3 Synthesis

While operational and contextual challenges persisted, partners adapted effectively through collaboration, shared tools, and agile planning. The main lesson from this period is the need for institutionalised systems—including a centralised dashboard, dedicated influencer management, and pre-approved creative assets—to streamline implementation and sustain campaign momentum across quarters.

9 RECOMMENDATIONS AND NEXT STEPS

9.1 Strategic recommendations

9.1.1 Strengthen integrated communication planning

Develop a joint quarterly communication plan that combines partner and influencer content calendars. This will improve coherence, prevent overlaps, and ensure that messaging aligns with key environmental events and county priorities.

9.1.2 Scale interactive and action-driven content

Expand the use of polls, short challenges, and practical clean-air tips. These formats have proven effective in engaging audiences beyond passive viewing and can convert awareness into measurable behavioural shifts.

9.1.3 Increase investment in paid promotion

Allocate modest but consistent advertising budgets to sustain visibility between major campaigns. Strategic boosts on high-performing posts can help reach under-served demographics and commuter audiences outside Nairobi.

9.1.4 Diversify influencer engagement

Build a structured influencer network that includes youth advocates, environmental professionals, and lifestyle creators. This will enhance authenticity and extend the campaign into different online communities.

9.1.5 Deepen policy and media linkages

Use LinkedIn and X to sustain year-round visibility among policymakers and journalists. Regular updates on progress, data insights, and partnerships can help reinforce credibility and attract new collaborators.

9.2 Operational recommendations

9.2.1 Establish a live reporting dashboard

Develop a shared analytics platform to capture and visualise data from all partners and influencers in real time. This will streamline quarterly reporting and support faster decision-making.

9.2.2 Advance capacity-building for partners

Provide ongoing training on digital strategy, data interpretation, and content creation to ensure uniform reporting standards and higher-quality outputs.

9.2.3 Standardise influencer contracts and reporting

Create a simple framework outlining posting frequency, content formats, and reporting metrics. This will enable clearer performance tracking and accountability for paid and volunteer influencers alike.

9.2.4 Embed audience feedback loops

Introduce simple surveys or WhatsApp check-ins with champions to collect audience perspectives. This can guide message refinement and help document behavioural outcomes.

9.2.5 Plan sustained communication beyond campaign peaks

Maintain a minimum monthly posting schedule even outside major events to keep audiences engaged and reinforce clean-air messaging as part of everyday discourse.

9.3 Forward focus

The next quarter should consolidate Q3 achievements by combining digital engagement with offline community activities. Strengthening influencer collaboration, improving reporting systems, and maintaining continuous storytelling will ensure that Breathe Nairobi remains a visible and trusted voice in Nairobi's environmental and public-health dialogue.

10 ANNEX: PARTNER LEVEL REPORTS

10.1 Kusudi Social Media Campaign Report July – September 2025

Reporting Period: July, August, September 2025

Organization/Sub-Grantee: Kusudi Cause Communication

Campaign Theme/Focus: Hewa Safi, Pumzi Fiti and Breathing Life into our city.

This campaign was anchored on the theme Hewa Safi, Pumzi Fiti – Breathing Life into Our City, a call to collective action for a cleaner, healthier Nairobi. The theme underscored the importance of shared responsibility in addressing air pollution, encouraging citizens, institutions, and authorities to work together to improve the air we breathe.

10.2 Overview of the campaign (July– September 2025)

From July to September 2025, our campaign focused on raising public awareness about actions that individuals and communities can take to reduce air pollution in Nairobi. The campaign promoted practical steps such as stopping open waste burning, turning off engines while in traffic, and supporting advocacy for cleaner air.

During this period, the campaign also centred on the International Day of Clean Air for Blue Skies, with activities that included community mobilisation, public awareness creation, and promotion of the various events leading up to the main commemoration. Through digital and community platforms, we highlighted the ongoing initiatives and encouraged public participation in trainings and the main event.

10.2.1 Campaign objectives

- Raise awareness on the role of individuals and communities in reducing air pollution, particularly by addressing transport emissions and open burning
- Educate the public on the health impacts of poor air quality, especially on respiratory health and vulnerable populations
- Promote and publicise the International Day of Clean Air for Blue Skies, encouraging broad participation across Nairobi
- Mobilise communities through advocacy and unified messaging to inspire sustained behavioural change towards cleaner air

10.3 Overall Performance Summary

Platform	No. of Posts	Total Reach	Total Engagements (Likes, Shares, Comments)
Facebook	40	22,000	1,090
Instagram	40	12,000	4,805
X (Twitter)	25	5.57k	360
LinkedIn	10	1.12k	78
TikTok	12	35K	3500
WhatsApp (Groups/Lists)	4	1500	5

10.3.1 Total campaign reach

The campaign achieved a cumulative reach of 77,190 across all digital platforms, reflecting a strong and sustained public interest in air quality conversations within Nairobi. Collectively, the campaign generated 9,838 engagements (likes, shares, comments, and saves), underscoring the audience's active participation and resonance with the campaign's messages on clean air and health.

This performance illustrates the campaign's effectiveness in leveraging social media to disseminate key messages widely and stimulate meaningful discussions. The significant number of interactions demonstrates that the content not only captured attention but also motivated users to engage with, share, and reflect on environmental health topics. The mix of high reach and active engagement confirms that the campaign successfully bridged awareness with participation, cultivating a community of online advocates for cleaner air in Nairobi.

10.3.2 Most engaged platform

TikTok emerged as the most dynamic and impactful platform, reaching 35,000 users and recording 3,500 engagements. Its short-form, visual storytelling style proved highly effective for driving visibility, particularly among youth audiences. Through creative, relatable, and shareable content, the campaign was able to break down complex issues like vehicular emissions, open waste burning, and health impacts into compelling narratives that resonated strongly with the public.

The platform's participatory nature encouraged organic sharing and dialogue, positioning TikTok as a central tool for amplifying the campaign's theme "Hewa Safi, Pumzi Fiti". It also served as a critical link between community-level stories and city-wide engagement, making it the campaign's most influential channel in driving awareness and online mobilisation.

10.3.3 Platform highlights

Facebook achieved a total reach of 22,000 and 1,090 engagements from 40 posts, confirming its continued relevance as a community information hub. The platform effectively reached older audiences and facilitated discussion threads on collective responsibility for cleaner air.

Instagram delivered 10,000 reach and 4,805 engagements from 40 posts, with visuals and posters driving the strongest response. The platform’s design-friendly format allowed for storytelling through infographics and aesthetic content, translating well into awareness and share ability.

X (Twitter) registered 5,570 reach and 360 engagements, functioning primarily as a platform for campaign updates and stakeholder visibility. Hashtags around #CleanAirForBlueSkies and #BreatheNairobi helped maintain topical relevance among policy and environmental communities.

LinkedIn recorded 1,120 reach and 78 engagements from 10 posts, mainly from institutional audiences. The platform was instrumental in reinforcing Breathe Nairobi’s credibility and professional voice in the environmental communication space.

WhatsApp groups and broadcast lists, though modest in metrics (1,500 reach and 5 engagements), offered valuable direct dissemination channels among community partners, field teams, and residents, strengthening grassroots awareness.

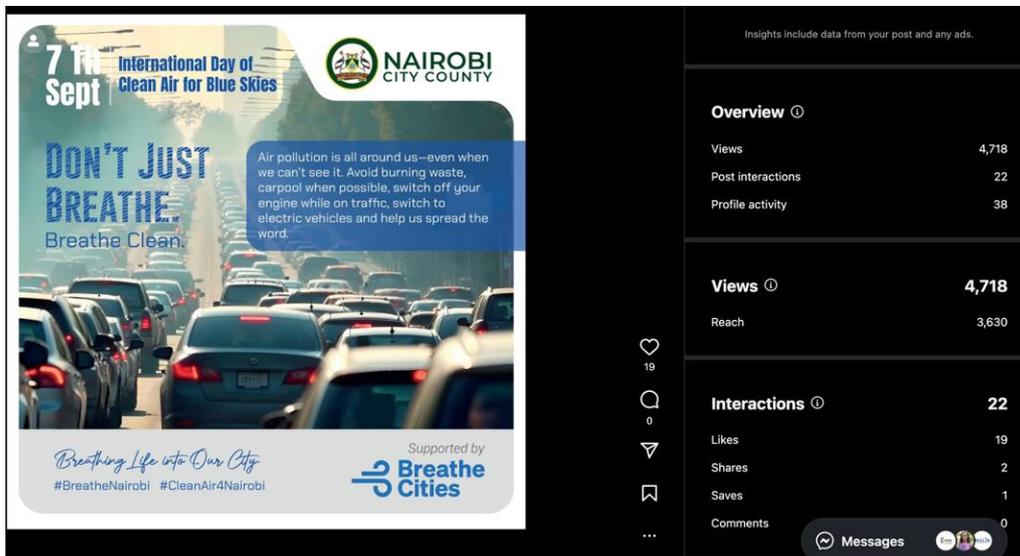
10.4 Key campaign activities this period

Date	Platform	Post Type	Topic/Message	Link/Reference Comments
<ul style="list-style-type: none"> 14/8/2025 11/8/2025 16/7/2025 17/9/2025 	Facebook	<ul style="list-style-type: none"> Video Poster Poster Photos 	<ul style="list-style-type: none"> Clean Air Clean Air is a human right Effects of open waste burning Community Training 	<ul style="list-style-type: none"> https://www.facebook.com/share/v/1D9nfj2G1Q/ https://www.facebook.com/share/p/19gUK6WZiR/ https://www.facebook.com/share/p/19yGHUWezT/ https://www.facebook.com/share/p/15QqNHwpoiV/
<ul style="list-style-type: none"> 12/8/2025 07/09/2025 22/7/2025 	Instagram	<ul style="list-style-type: none"> Poster Video poster 	<ul style="list-style-type: none"> Don't just breathe, breathe clean IDCA Open waste burning 	<ul style="list-style-type: none"> https://www.instagram.com/p/DNP7EzEIEB0/?utm_source=ig_web_button_share_sheet&igsh=MzRIODBiNWFIZA== https://www.instagram.com/reel/DOS1LiCLLH/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA== https://www.instagram.com/p/DMZtWD7Neky/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==
	Twitter	<ul style="list-style-type: none"> Photos Poster Photos 	<ul style="list-style-type: none"> Air Sensors Waste burning 	<ul style="list-style-type: none"> https://x.com/kusudicause/status/1940368300807954546 https://x.com/kusudicause/status/1953757139748458767 https://x.com/kusudicause/status/1917586340276826274 https://x.com/kusudicause/status/1968231548957901204
	Tiktok	<ul style="list-style-type: none"> Video 	<ul style="list-style-type: none"> Campaign 	<ul style="list-style-type: none"> https://www.tiktok.com/t/ZP8Ah4bxR/

	<ul style="list-style-type: none"> • Video • Video 	<ul style="list-style-type: none"> • Vehicular Emissions • IDCA 	<ul style="list-style-type: none"> • https://vm.tiktok.com/ZMAHE6Wam/ • https://vm.tiktok.com/ZMAHErnwv/
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10.5 Engagement highlights

One of the notable posts from the campaign featured the message “Don’t Just Breathe, Breathe Clean” in commemoration of the International Day of Clean Air for Blue Skies on 7 September. The post urged Nairobi residents to take simple, practical actions such as avoiding open waste burning, carpooling, switching off engines while in traffic, and embracing cleaner transport options. It recorded 4,718 views, reaching 3,630 users, and generated 22 interactions comprising 19 likes, 2 saves, and 1 share. These results reflect strong public interest in relatable, action-oriented content that connects everyday behavior with the broader goal of improving air quality.



10.6 Community feedback or insights

Feedback from recent interactions indicates a significant public concern regarding environmental conditions, particularly air pollution and general environmental cleanliness within the community. Recurring topics include the severe health impacts of air pollution on various organs and its link to viral and bacterial diseases. Community members emphasize that air pollution has become a "very big challenge." Suggestions frequently advocate for collaborative efforts, with calls to "work as a team and clean our environment" and statements highlighting individual responsibility, such as "Clean and safer city Will start with me." There is a strong collective desire for "clean air every time" and appreciation for ongoing environmental work, as evidenced by positive remarks like "Congratulations my colleagues for the good work you're..." The overall sentiment underscores an urgent need for concerted action to address environmental degradation and its direct implications on public health.

Comments 10+	
•   Angela Peter	Champions let's have More sensitization on air pollution wh...
•   nairobi-cityzens...	Love to see it!
•   Angela Peter	Good job
•   ECAS Institute -...	Audrey Kisuya
•   Angela Peter	True my brother, it's good for us community champions to s...
•   Joab Oluoch Mi...	Ngomongo village well represented
•   Angela Peter	Let's work as a team and clean our environment #breathnai...
•   Angela Peter	Congratulations my colleagues for the good work you're doi...
•   Angela Peter	And also affects many organs in our bodies let's not burn w...
•   Angela Peter	Let's talk of clean air every time
Messages 5+	
•   Shadrack Kartel	Yes
•   Christina Neem ...	How
•   Angela Peter	Let's all share the information we have on clean air solutions
•   Hillary John	Ok what is kusudi

10.7 Lessons & Recommendations

10.7.1 Lessons learnt

The campaign effectively leveraged social media to sustain public interest and visibility around air quality conversations in Nairobi. Engagement remained steady across platforms, with noticeable strengths on TikTok and Facebook where visual content, short videos, and posters drove strong interaction and sharing. The analytics show that most impressions came from non-followers, highlighting the campaign’s ability to reach new audiences and extend awareness beyond its established community. Rights-based and solution-oriented content, such as the “Clean Air is a Human Right” and “Don’t Burn Waste” messages, achieved particularly strong traction, demonstrating that relatable and visually engaging formats are most effective in stimulating participation and dialogue. The high proportion of video views and impressions confirms that multimedia storytelling continues to be the strongest communication approach for environmental awareness.

10.7.2 Challenges

Performance trends varied across platforms, reflecting differences in audience behaviour and engagement dynamics. While overall reach and interaction were strong, some fluctuations were observed in impressions and link clicks, particularly on professional networks such as LinkedIn and X, where audiences tend to engage more selectively. These differences suggest that platform-specific content strategies are essential for optimising performance across diverse audience segments. The campaign also experienced natural dips in engagement following peak event periods, which is typical for activity-based communication cycles. Despite this, follower growth and visibility indicators remained positive, showing the campaign’s sustained relevance even outside high-activity windows.

10.7.3 Recommendations for Next Quarter

- Continue combining educational storytelling with visually compelling content such as infographics, short videos, and photo highlights to maintain engagement and reinforce campaign messages.
- Introduce interactive content, including community polls, quizzes, and testimonials, to encourage repeat engagement and deepen audience connection.

- Integrate more educational content focused on policy awareness, helping audiences understand existing clean air regulations, government efforts, and how citizens can support enforcement and accountability.
- Optimise LinkedIn and X for thought leadership by sharing policy insights, partner highlights, and data-driven content to engage institutional and professional audiences.
- Sustain visibility between major campaign milestones by sharing recap videos, behind-the-scenes footage, and community appreciation posts.
- Strengthen the conversion of non-followers into active supporters through follow-up posts, shareable success stories, and targeted community-driven campaigns.
- Maintain regular analytics tracking to identify audience trends and adjust strategies proactively for improved performance.

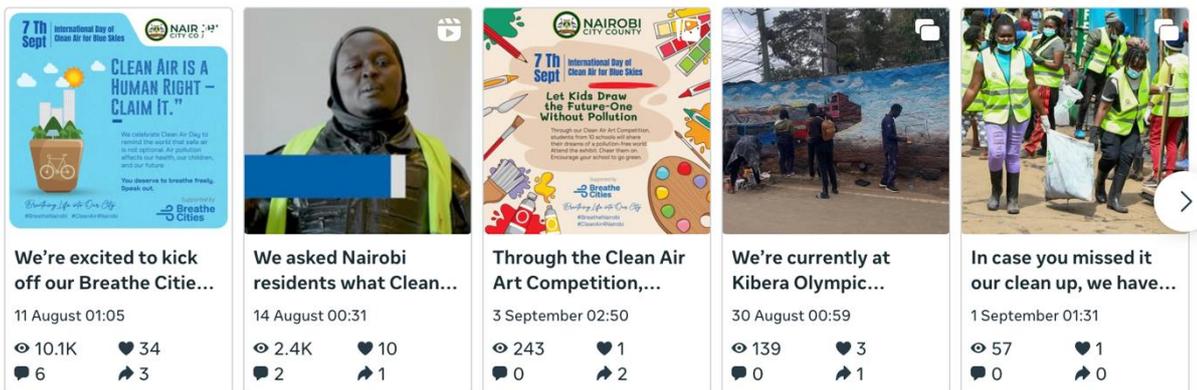
10.8 Attachments Checklist

10.8.1 Facebook Analytics

- **Top content by reach**

Top content by views

Boost content See all content



- **Published Content**

Top content formats

Export

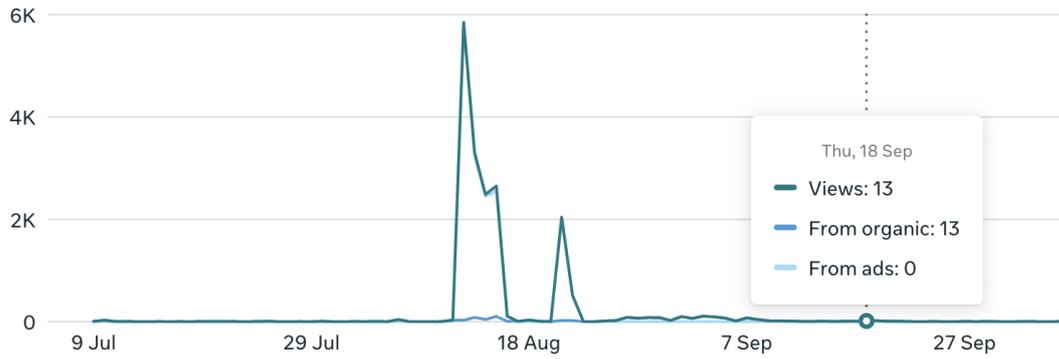


• Overall Facebook Performance

Content overview

All Posts Stories Reels Live

Views ⁱ 18.2K ↑ 5.4K%	3-second views ⁱ 928 ↑ 3.8K%	1-minute views ⁱ 1 ↓ 66.7%	Content interactions ⁱ 125 ↑ 1.3K%	Watch time ⁱ 3h 41m ↑
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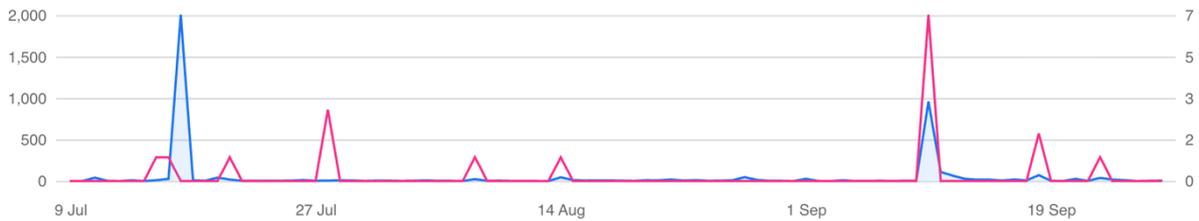


Last 90 days: 9 Jul-6 Oct

3,975 Views ⁱ

-94.5% from previous 90 days

Publishing activity



10.8.2 Instagram Analytics

Top performing Instagram content

Top content based on views See all



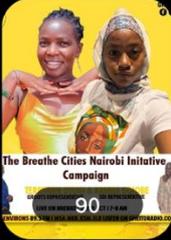
243
Jul 17



101
Aug 11



92
Sep 17

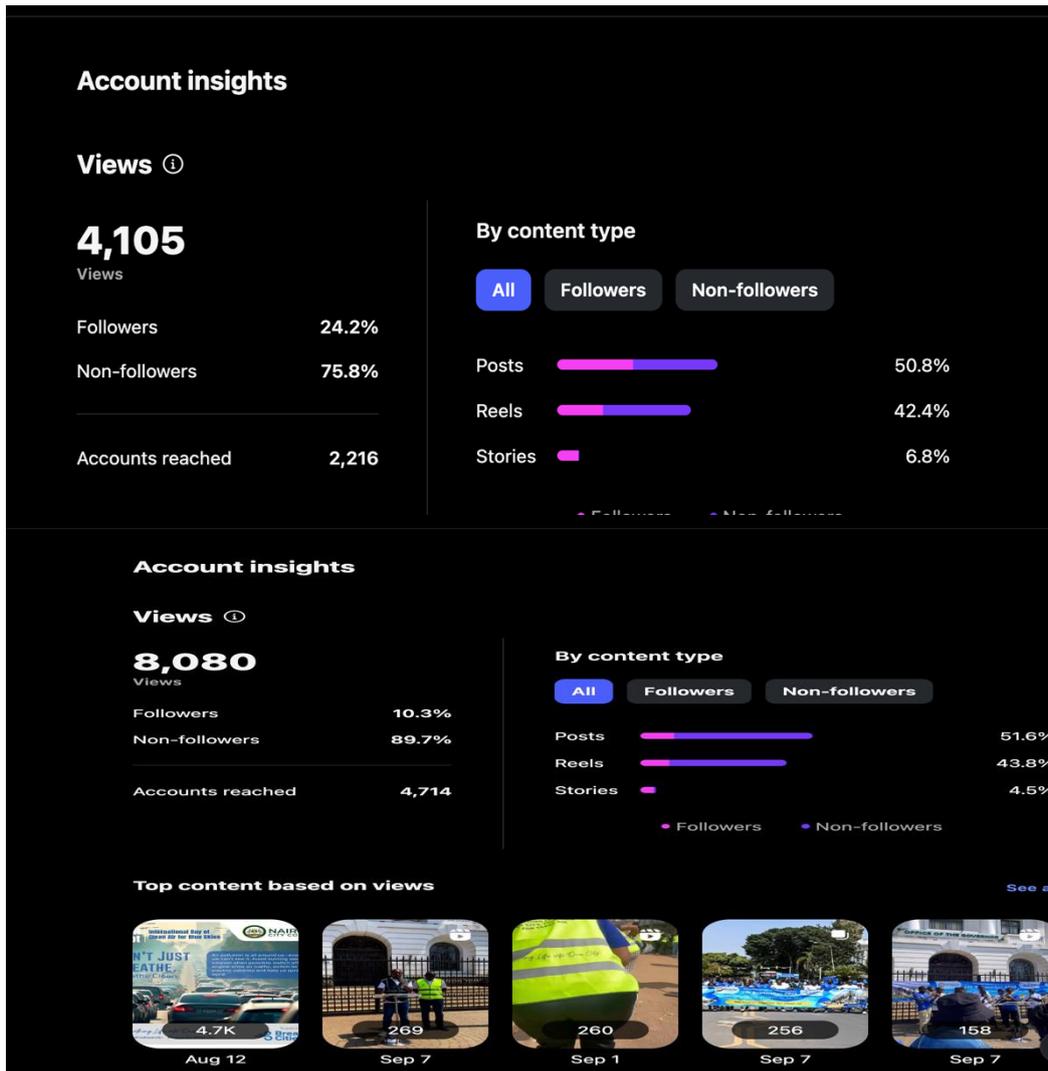


90
Oct 1



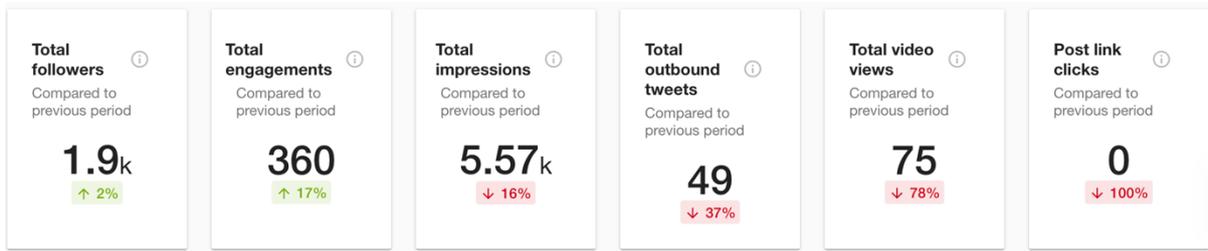
79
Sep 26

Overall Instagram Account Insights



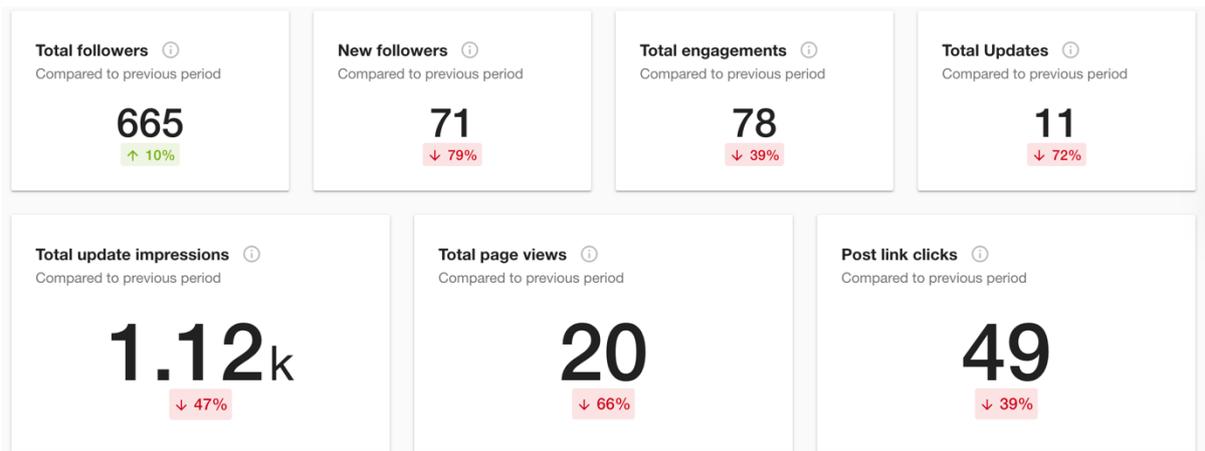
10.9 Twitter Analytics

- General Account Performance

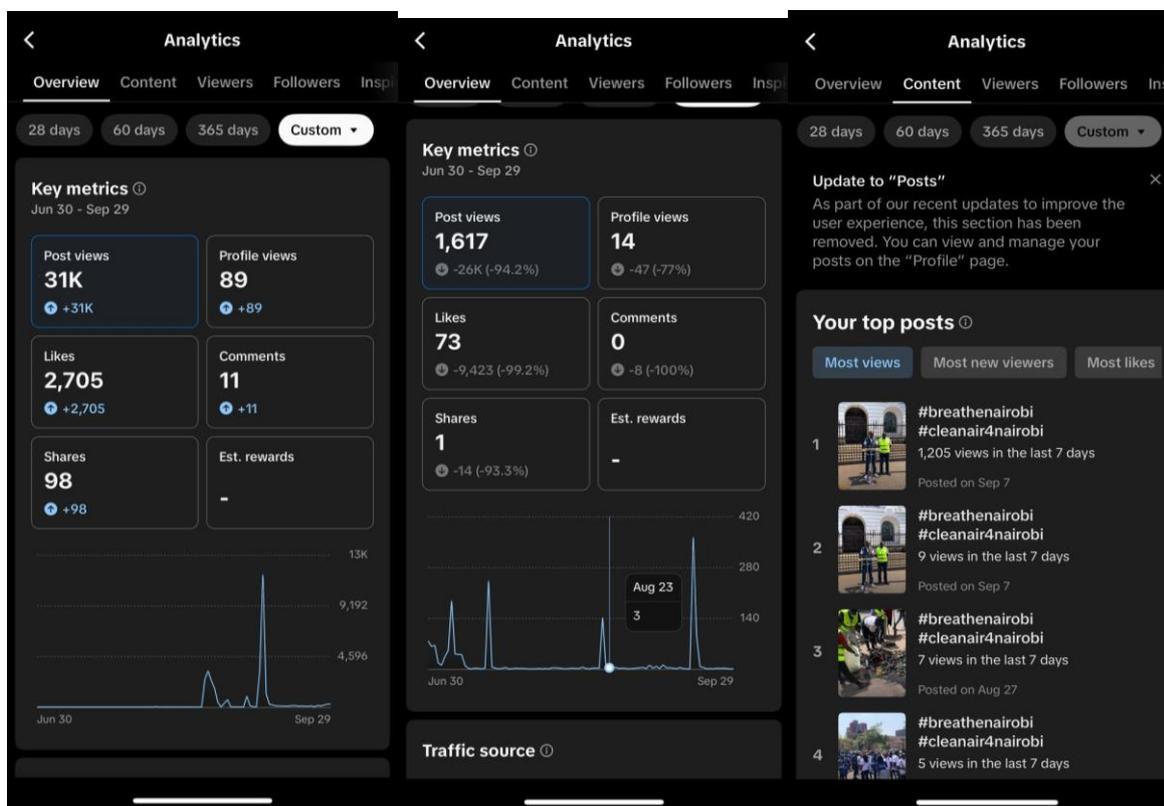


10.10 LinkedIn Analytics

- General Account Performance



10.11 TikTok Analytics



10.12 Overall Campaign Analytics

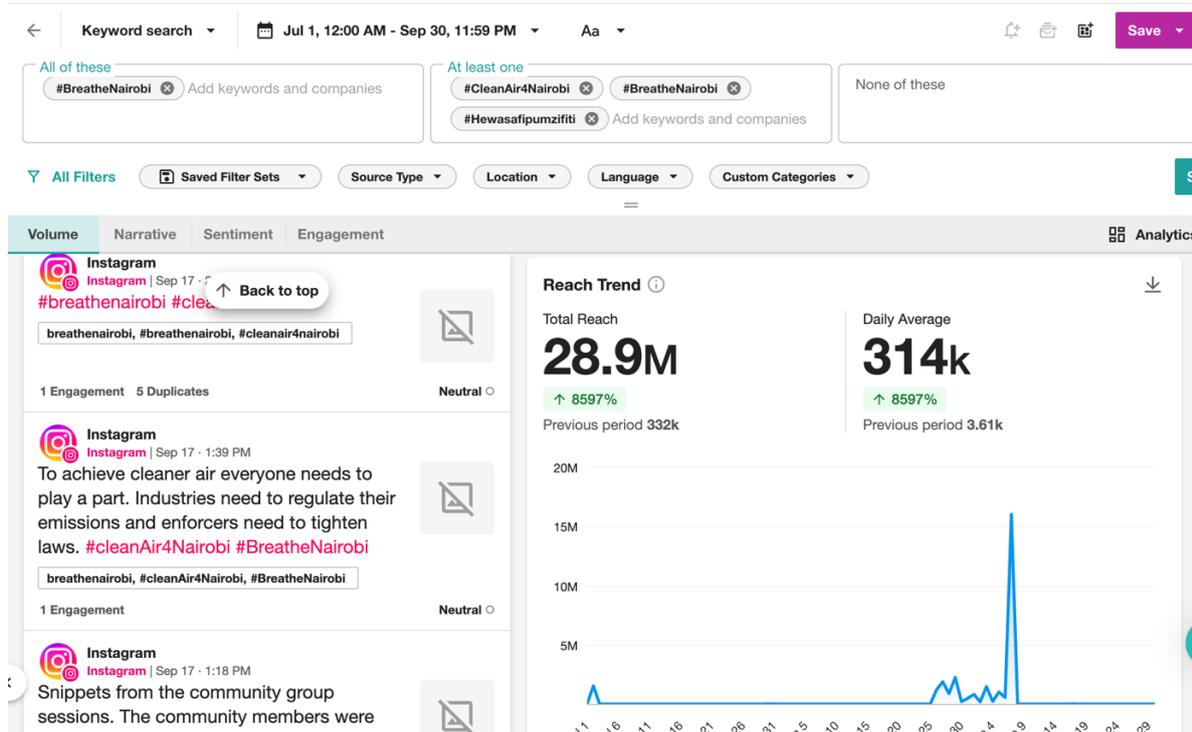
To increase the campaign’s visibility and engagement, Kusudi strategically cross-posted key content across Cause Impact Limited’s digital platforms, expanding the audience base and ensuring consistent messaging across multiple touchpoints. This collaboration maximised organic reach by tapping into existing followers from both brands, which share overlapping yet distinct audiences interested in social impact and environmental sustainability.

Kusudi also partnered with selected micro-influencers who have strong local credibility and active followings within Nairobi’s youth and community networks. These influencers played a key role during peak campaign moments, particularly on important observances such as the International Day of

Clean Air for Blue Skies. Through personalised posts, live interactions, and the use of campaign hashtags, they helped spark online conversations and sustain momentum throughout the week.

This integrated approach, combining institutional amplification through Cause Impact Limited and grassroots engagement through micro-influencers, significantly boosted visibility, generated user participation, and ensured the campaign hashtags trended on social platforms, strengthening overall public awareness of air quality issues in Nairobi

10.12.1 Reach Trend



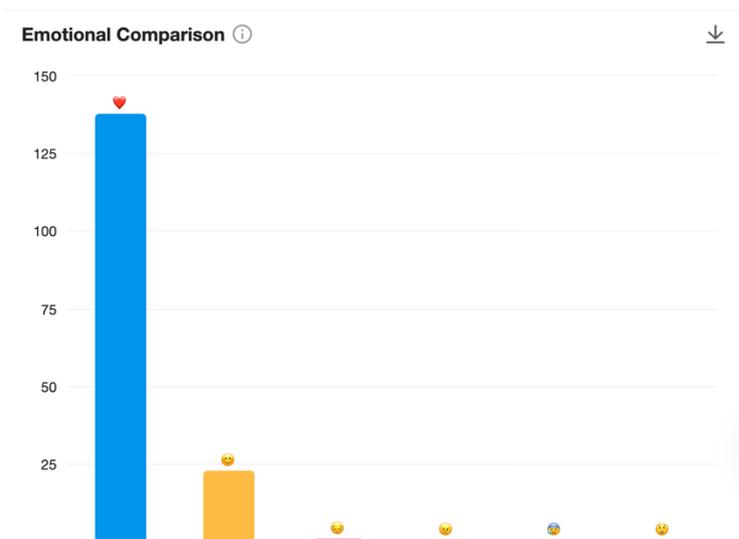
The campaign recorded exceptional growth in both visibility and interaction across digital platforms. The total reach rose to 28.9 million, representing an 8,597 per cent increase compared to the previous period’s 332,000. This demonstrates a remarkable expansion in audience exposure, supported by a daily average reach of 314,000. Engagement figures also showed a sharp rise, with 6,630 total engagements translating to a 1,718 per cent increase from the previous phase. These figures highlight that the campaign content resonated strongly with audiences, particularly during the International Day of Clean Air for Blue Skies, when engagement and visibility peaked significantly.

represent negative public sentiment toward the campaign. Instead, they are flagged by the monitoring system because they include strong or emotive words such as “death,” “disease,” or “pollution,” which the system interprets as negative language even when used in a factual or awareness-raising context.

Overall, the presence of both green and red keywords indicates a healthy mix of educational and advocacy-driven discussions. The dominant positive terms such as clean air, health, waste, community, and air quality reflect the campaign’s success in driving optimistic narratives around collective action and environmental improvement. These terms highlight the central themes of awareness, community participation, and empowerment.

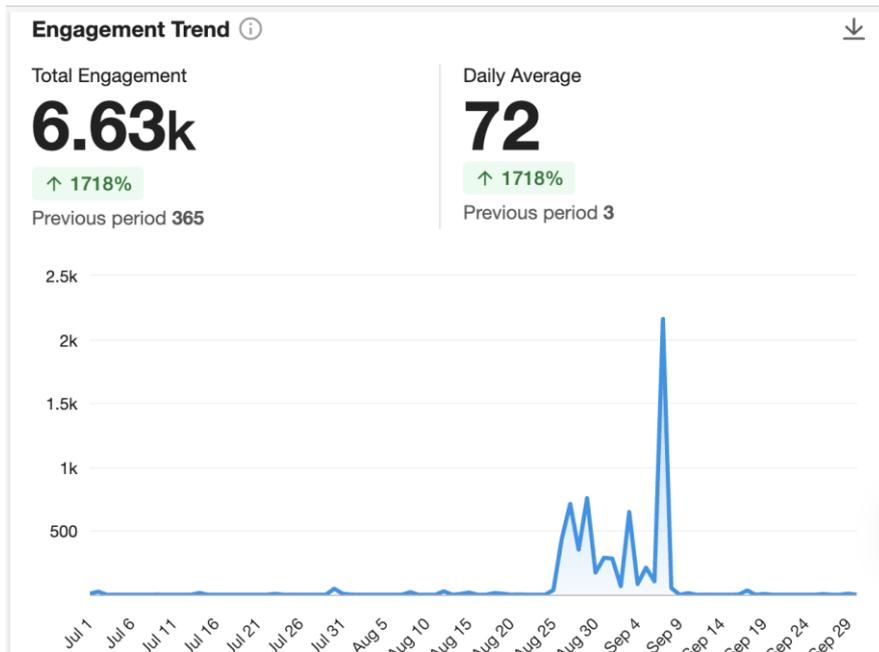
The appearance of red-highlighted terms such as pollution, air pollution, and waste should be viewed positively within this context. These are essential components of environmental communication that help frame the urgency of clean air advocacy. Their prominence suggests that audiences were actively discussing critical issues affecting urban air quality, showing deep engagement with the campaign’s messages.

10.12.4 Emotional Comparison



Emotional engagement results further reinforced this positive tone. The emotional comparison analysis revealed that the majority of reactions were supportive and affectionate, represented by the heart emoji, while laughter and smiling emojis followed distantly. Negative reactions such as anger or sadness were minimal. This pattern suggests that audiences connected emotionally with the campaign’s message of hope, environmental responsibility, and shared action for clean air. The emotional response also reflects the power of human-centred storytelling and community imagery in communicating complex environmental issues.

10.12.5 Engagement Rate



Engagement and reach trends peaked in early September, coinciding with the International Day of Clean Air for Blue Skies activities. However, the analytics also indicate that engagement remained steady before and after the commemoration, demonstrating sustained audience interest rather than a short-lived spike. This consistent activity shows that content scheduling, influencer activation, and strategic cross-posting between Kusudi and Cause Impact Limited accounts effectively maintained momentum. The combination of institutional credibility and grassroots mobilisation ensured both trust and participation.



The keyword and hashtag analysis showed that the campaign’s main themes were well aligned with its objectives. Hashtags such as #BreatheNairobi, #CleanAir4Nairobi, and #HewaSafiPumziFiti trended strongly, supported by frequent mentions of words such as “clean air”, “health”, “waste”, “pollution”, “air quality”, and “communities”. The repetition of locations like Kibra, Mukuru, Mathare, and Korogocho highlighted the campaign’s deep connection with Nairobi’s informal settlements, where community engagement activities were most visible. This reflects the success of localisation strategies in making environmental messages relatable to real urban experiences.

10.13 SDI Social Media Campaign Report June – Sept 2025

Reporting Period: June – Sep 2025

Organization/Sub-Grantee: Shack Dwellers International Kenya (SDI Kenya)

Campaign Theme/Focus: Waste Burning Awareness

10.14 Overview of the campaign (April – May 2025)

During this period, we had very interactive sessions during in-person activities, and we wanted to move that hype and mirror it on social media. We planned to do so by increasing the number of interactive posts as well as posts that need community involvement. This ensures that, as much as the message is being pushed out to the community, the community is getting the message and is playing a role in expanding the campaign's reach.

10.15 Overall Performance Summary

Platform	No. of Posts	Total Reach	Total Engagements (Likes, Shares, Comments)
Facebook	25	6871	1051
Instagram	26	1900	291
X (Twitter)	17	1669	173
LinkedIn	N/A	N/A	N/A
TikTok	N/A	N/A	N/A
WhatsApp (Groups/Lists)	N/A	Approx. No. Reached	Forwarded/Replies

10.15.1 Total campaign reach: 10,440

10.15.2 Most engaged platform: Facebook

10.15.3 Top performing content: Posters and images from past activities

10.16 Key campaign activities this period

Date	Platform	Post Type	Topic/Message	Link/Reference
26/09	IG/FB	Carousel images post	It is a post of when we were supporting our partners, GROOTS Kenya, in their training workshop in Mathare	https://www.instagram.com/p/DPMEr82DOll/?igsh=a2RsMzZxNWh5emt5

10.16.1 Engagement highlights

3–5 standout moments: (screenshots or short descriptions)

- <https://www.facebook.com/share/p/1FedufR6GD/> - This post is from our workshop in Mukuru, which got a huge number of views and engagement from the community members.
- <https://www.facebook.com/share/p/1ACVJhVAhy/> - This post was shared many times, engaging other people in the conversation of having the campaign against air pollution in schools around the city.
- https://www.instagram.com/p/DlbWh-cq4FT/?img_index=1 – This post has continued to resonate with community members. It features a clean-up exchange where members of one settlement visit another settlement and participate in the clean-up activity as one. It is an activity that could be brought into the campaign as a way of having peer-to-peer conversations taking root within the informal settlements.

10.17 Community feedback or insights

Community members are very impressed with the campaign. More and more communities outside the scope that we're working with have been inquiring if they can be added to the campaign, with the youth members from these communities being at the forefront, as they want to be included in bringing change to where they call home. The youth would very much like to incorporate their creativity and art into the campaign, which we very much encourage. We hope to showcase this in the next quarter of the campaign.

10.18 Lessons & Recommendations

During our campaign, we realized that content featuring community members resonates more with our viewers, which increases the reach and engagement rate of our posts. Content such as photos from past events and videos co-created with community members falls under this category, and we figure their involvement in content creation also plays a role in their engagement while viewing the campaign content.

We plan to begin posting regularly on the LinkedIn platform during the upcoming quarter while also considering TikTok, as it can incorporate campaign content, especially under user-generated content. After more community members joined the campaign actively, we pledged to increase the amount of user-generated content created as part of the social media campaign, as they are really pumped and ready to promote the campaign's message.

Due to different programs and projects handled by our organization, we have a plethora of WhatsApp groups handling the mobilized teams handling them and we would like to adopt a WhatsApp group that shall feature community members involved in the campaign conversation in one channel.

10.19 Attachments Checklist

- <https://www.facebook.com/share/p/1FedufR6GD/> - This post contains one of our key posts featuring a past workshop in Mukuru settlement, which got some people from other settlements asking if they can be part of the campaign. This is a sign that the work under this campaign is gaining traction and will be well-received when it is properly scaled up to involve other settlements within Nairobi.
- <https://www.facebook.com/share/p/1ACVJhVAhy/> - This post has garnered many views since its publication, and it has been shared a couple of times among community members, who appreciate the message of involving schools in the campaign conversation.

- <https://drive.google.com/drive/folders/1bKbjQNbIM23jOliRt2UQgxUR8HgBjiIA> - Google Drive folder containing photos taken during the community training workshop in Mukuru Viwandani.

10.20 GROOTS Kenya Social Media Campaign Report July – September 2025

Reporting Period: July– September 2025

Organization/Sub-Grantee: GROOTS Kenya

Campaign Theme/Focus: Waste Burning Awareness

10.21 Overview of the campaign (July – September 2025)

During the July to September quarter, our social media efforts focused on amplifying grassroots voices on the issue of waste burning and pollution, while mobilizing collective action to address these challenges at the community level.

The primary goal was to build an informed and engaged online community capable of reflecting on the impacts of poor waste management, actively participating in discussions, and proposing localized solutions. Messaging prioritized the direct link between waste burning, air quality, and community health. By highlighting these connections, the campaign sought to inspire behavior change, spark dialogue, and create a ripple effect of awareness and accountability across both community and county levels.

10.22 Overall Performance Summary

Platform	No. of Posts	Total Reach	Total Engagements (Likes, Shares, Comments)
Whatsapp	17	116	116
Facebook	6	8,145	1,652
Instagram	6	1,381	58
LinkedIn	5	2,976	218

10.22.1 Total campaign reach: 12,618

10.22.2 Most engaged platform: Facebook

10.22.3 Top performing content: Blog Article Post “Together for Clean Air: Grassroots communities Leading the race for Solutions”

10.23 Key campaign activities this period

Date	Platform	Post Type	Topic/Messag e	Link/Reference	Comments
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<p>July Ongoing</p>	<p>Whatsapp</p>	<p>Texts</p>	<p>Community Air Pollution Discussions</p>	<p>Whatsapp Discussions</p>	 <p>I was privileged to be at Rauben TV today morning at 8.30Am. I presented about waste burning the effects such as health impacts, environment damage and community wellbeing. Activities to improve waste burning, such as public awareness outreaches and meeting, Trainings and capacity building. And all went well.</p>
<p>26th August</p>	<p>Facebook</p>	<p>Image</p>	<p>Impacts of Air pollution</p>	<p>http://bit.ly/4nGrzwQ</p>	 <p>GROOTS Kenya's post</p> <p>Blossom Heena: Safe air lead's to a conducive environment</p> <p>Pamella Igira: Clean air my responsibility</p> <p>Joseph Machio: Let's do it until positive results is realized to every corner. Asante</p> <p>Jane Gitau: Am for this advocacy. Pollution has done great harm to our environment. Go at it Champions and thanks Groot's Kenya.</p> <p>Sarah Mwangi: Clean environment, good health</p>
<p>28th August</p>	<p>Facebook</p>	<p>Video</p>	<p>Waste management and Best Practices</p>	<p>http://bit.ly/4nJUVLQ</p>	 <p>GROOTS Kenya</p> <p>Who's to blame for poor waste management — the government, or us? S... See more</p> <p>Boost reel</p> <p>Most relevant</p> <p>Lucy Wakafred: Good job</p> <p>Collins Wattimah: Introduce it to Bungoma county</p> <p>Jane Winnie Njitha: Good</p> <p>Mburugu Cecilia: Great job</p> <p>Daniel Lemosiany: Good job</p>
<p>2nd Sept</p>	<p>Facebook</p>	<p>Image</p>	<p>Did you know? Fun facts on waste management and waste pollution</p>	<p>http://bit.ly/3ITY0sG</p>	 <p>Samuel Samrock: Big up champions...it was great day indeed. #HewaSafiPumziFiti</p> <p>Hellen Katama: Congratulations</p> <p>Immaculate Doty: Good job</p> <p>Josephat Machio: Good of you</p> <p>Sharzz Mah Cleanta: Good job</p>
<p>7th Sept</p>	<p>Facebook</p>	<p>Image</p>	<p>Commemoration of International Day of Clean Air for Blue Skies</p>	<p>http://bit.ly/4pXTkI8</p>	 <p>Grace Mwaniki: Congratulations guys especially Winnie WA kanairo</p> <p>Winnie Candy: Grace Mwaniki thanks dear</p> <p>Pacifica Ongecha</p>
<p>7th Sept</p>	<p>Facebook</p>	<p>Video</p>	<p>Highlight reel of clean air day and commitments of the day</p>	<p>http://bit.ly/4gZH28N</p>	 <p>Grace Mwaniki: Congratulations guys especially Winnie WA kanairo</p> <p>Winnie Candy: Grace Mwaniki thanks dear</p> <p>Pacifica Ongecha</p>

9 th Sept	Facebook	Blog post	Community Champions lead the race towards clean air solutions	Post 6	
11 th Aug	Instagram	Image	Impacts of Air pollution	Post 1	N/A
26 th Aug	Instagram	Image	Impacts of Air pollution	Post 2	N/A
28 th Aug	Instagram	Image	Waste management and Best Practices	Post 3	N/A
2 nd Sept	Instagram	Image	Did you know? Fun facts on waste management and waste pollution	Post 4	N/A
7 th Sept	Instagram	Video	Highlight reel of clean air day and commitments of the day	Post 5	N/A
9 th Sept	Instagram	Image	Community Champions lead the race towards clean air solutions	Post 6	N/A
26 th Aug	LinkedIn	Image	Impacts of Air pollution	Post 1	N/A
28 th Aug	LinkedIn	Image	Waste management and Best Practices	Post 2	
2 nd Sept	LinkedIn	Image	Did you know? Fun facts on waste management and waste pollution	Post 3	N/A
7 th Sept	LinkedIn	Video	Highlight reel of clean air day and commitments of the day	4th Post	N/A
9 th Sept	LinkedIn	Blog	Community Champions lead the race towards clean air solutions	5th Post	

10.24 Engagement highlights

Standout moments: (screenshots or short descriptions)

- i. GROOTS Kenya’s Facebook wall featured a “Did You Know” post with actionable tips on waste management that generated significant interaction from champions across several counties. The post reached an engagement rate of 2,620, with 10 comments and 1 share. This response reflected how champions are beginning to connect air quality with health impacts, sparking meaningful discussions on both the community’s role and the government’s responsibility in addressing air pollution.
- ii. This quarter, WhatsApp platforms emerged as a vibrant space for engagement. Champions actively shared feedback on trainings and highlighted ongoing clean-up events in their communities. They also

posted reflections from participating in local radio talk shows, where they discussed key takeaways and identified major air pollutants in their areas. These exchanges not only boosted their confidence but also encouraged them to document their learning journeys into stories for peer sharing. Furthermore, their growing knowledge of air quality opened doors for productive linkages with environmental officers.

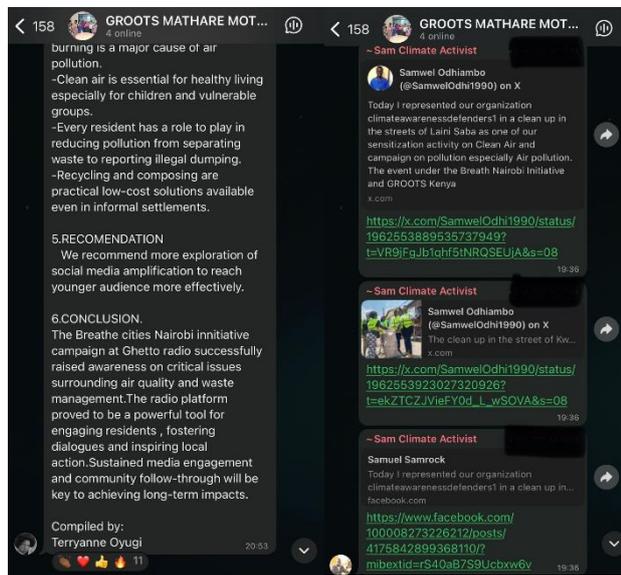
Attach screenshots or links to most engaging posts

- i. [Best Practices](#)
- ii. [Whatsapp Discussions](#)

10.25 Community feedback or insights

GROOTS Kenya's social media sensitization on waste management and air pollution sparked meaningful dialogue and strengthened community ownership of the campaign. Champions engaged actively through WhatsApp groups, Facebook, and local radio, turning online discussions into concrete community actions such as clean-ups and sensitization walks.

A ripple effect was evident as champions began curating their own localized content, sharing reflections from



training sessions, documenting events, and amplifying messages on their personal platforms. This demonstrated increased confidence and deeper understanding of air quality issues.

Recurring themes in community feedback included:

- Requests for more knowledge on specific air pollutants and their health impacts.
- Suggestions for more regular clean-up events to build momentum and inspire others.
- Concerns about weak waste collection systems and calls for stronger accountability from county authorities and landlords.
- Ideas for youth engagement using social media, radio talk shows, and creative art for wider outreach.

10.26 Lessons & Recommendations

During this campaign quarter, one of the key lessons was that sharing real-time activities, such as capacity-building trainings and community clean-up exercises, significantly boosts engagement across platforms. These posts conveyed authenticity and relatability, enabling audiences to connect with on-the-ground efforts and the direct involvement of community champions. Testimonials from participants also proved highly impactful, as they highlighted personal transformation and community impact, sparking strong reactions and meaningful dialogue.

10.26.1 What Worked Best

- Testimonial-style content, where champions shared reflections and success stories, encouraged others to join the conversation and replicate similar efforts.

- WhatsApp group discussions became an organic extension of the campaign, fostering community feedback, peer-to-peer learning, and real-time follow-up.

10.26.2 Areas for Improvement

- Limited use of video content reduced the opportunity to capture the energy and voices of community members more vividly.

10.26.3 Strategies to Try Next Quarter

- Introduce short video reels or mini-documentaries highlighting a “*day in the life*” of champions leading environmental action.
- Launch a community storytelling series, featuring a different champion each week sharing their lived experience with waste management and air quality.
- Co-create content with county environmental officers or youth influencers to broaden reach, credibility, and policy impact.

10.26.4 Challenges Faced

- Limited access to high-quality visuals or footage from remote or informal settlement areas.
- Time constraints in gathering, editing, and scheduling consistent content across platforms.

10.26.5 Attachments Checklist

Please attach or link to:

- [Q3 Social Media Posts](#)

10.27 NAPTA Social Media Campaign Report April – May 2025

Reporting Period: July-September 2025

Organization/Sub-Grantee: NAPTA

Campaign Theme/Focus: Clean Air in Transport Sector

10.28 Overview of the campaign (July – September 2025)

This quarter, NAPTA’s social media efforts under the Breathe Cities Programme focused on raising awareness and inspiring collective action for cleaner air in Nairobi. The key goal was to spotlight the transport sector’s role in reducing air pollution while mobilizing drivers and the public to adopt sustainable habits.

Core messages emphasized that *clean air is everyone’s responsibility* and that *every cleaner mile driven brings Nairobi closer to a healthier city*. Through engaging visuals, event highlights, and partner stories, NAPTA worked to increase visibility of the Breathe Nairobi Initiative, strengthen public engagement, and build a growing community of Clean Air Champions across the transport ecosystem.

10.29 Overall Performance Summary

Platform	No. of Posts	Total Reach	Total Engagements (Likes, Shares, Comments)
Facebook	15	12900	34
Instagram	N/A		
X (Twitter)	13	9640	47
LinkedIn	15	8600	60
TikTok	N/A		
WhatsApp (Groups/Lists)	N/A	Approx. No. Reached	Forwarded/Replies

10.29.1 Total campaign reach:31140

10.29.2 Most engaged platform:LinkedIn

10.29.3 Top performing content: A post on ‘Now we have data lets drive change’

10.30 Key campaign activities this period

Date	Platform	Post Type	Topic/Message	Link/Reference	Comments
16/09/2025	LinkedIn	Image	Now we have data let's have change	https://www.linkedin.com/feed/update/urn:li:activity:7373748739905277952	N/A
20/09/2025	LinkedIn	image	Hidden Cost of traffic.	https://www.linkedin.com/feed/update/urn:li:activity:7375183887850938368	Reposted by 5 people
10/09/2025	Facebook	image	Air pollution is silent	https://www.linkedin.com/feed/update/urn:li:activity:7371515060558614528	Received 250 impressions

10.31 Engagement highlights

- One of our LinkedIn poll about **“What do you think contributes MOST to the dirty air in our cities?”** **83% of voters, voted vehicular emissions as a top contributor of dirty air in our cities .**

#BreatheNairobi #CleanAir4Nairobi

Kusudi Cause Communication Clean Air Fund Jackline Lidubwi, PhD



10.31.1 Community feedback or insights

During this quarter, NAPTA’s social media engagement around the **Breathe Cities Programme** sparked lively conversations and genuine enthusiasm from followers, especially within the transport community. Many users commended the initiative’s focus on cleaner air and requested more community sensitization sessions, while others sought practical guidance on how drivers can actively contribute to reducing emissions. Frequent messages revolved around joining the **Clean Air Champions Network**, understanding the impact of vehicle maintenance on air quality, and expanding the initiative beyond Nairobi. The overall tone of engagement was positive and action-oriented, reflecting a growing public commitment to a healthier, greener city.

10.31.2 Lessons & Recommendations

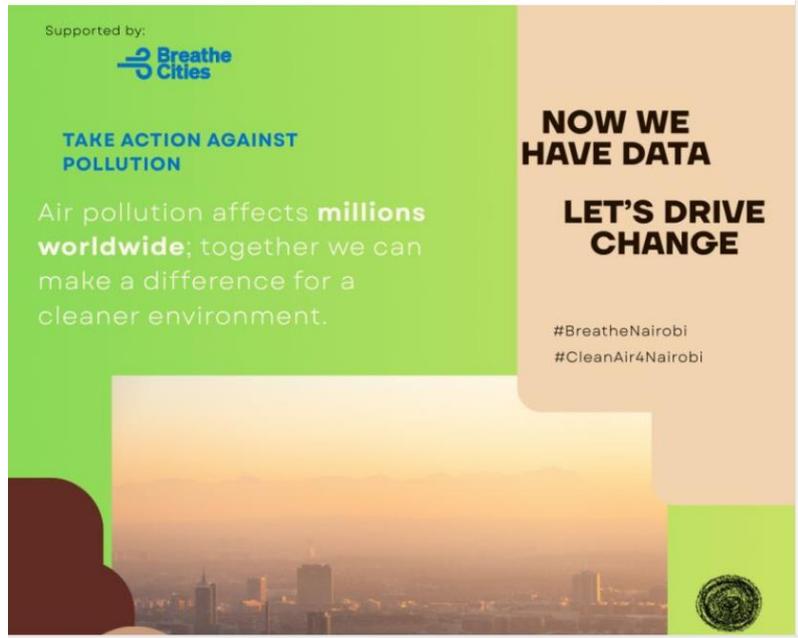
This quarter's **Breathe Cities social media campaign** revealed that audiences connect most with authentic, human-centered storytelling — especially posts featuring real drivers, workshop moments, and short, visually engaging clips. These formats not only boosted engagement but also built trust and relatability around the clean air message. The main challenge lay in sustaining content flow and capturing more high-quality visuals from field activities. Next quarter, NAPTA plans to amplify impact through stronger storytelling, consistent posting, and more interactive content such as behind-the-scenes features, live discussions, and short educational reels to keep the clean air conversation alive and growing.

10.32 Attachments Checklist

Please attach or link to:

- Screenshots of key posts or interactions

Data alone doesn't change the world action does. The evidence on air pollution is clear: we must shift to cleaner choices, reduce emissions, and invest in healthier futures. Let's use knowledge to drive meaningful change. [#CleanAir4Nairobi](#) ...more



#BreatheNairobi #CleanAir4Nairobi
Kusudi Cause Communication Clean Air Fund Jackline Lidubwi, PhD

What do you think contributes MOST to the dirty air in our cities?

You can see how people vote. [Learn more](#)

Vehicular emissions	83%
Factories/industry	0%
Waste burning	17%
Not sure	0%

12 votes • Poll closed

The Hidden Cost of Traffic

It's not just congestion it's pollution, sickness, and lost time.

Problems

- Idling cars release more fumes.
- Emissions build up in congested streets.
- More vehicles ,more pollutants.

Impacts

- Health: asthma, heart disease, fatigue
- Economy: rising healthcare costs
- Society: lost productivity in traffic

Solution

- Carpooling & public transport reduce jams
- EVs and cycling lower emissions
- Smart traffic management ,cleaner air

#BreatheNairobi
#CleanAir4Nairobi

Supported by: with Jackline Lidubwi, PhD and 3 others

Less Traffic. More Life. Choose Cleaner Transport.

NAIROBI CITY COUNTY

10.32.1 Links to top-performing videos or posts

<https://www.linkedin.com/feed/update/urn:li:activity:7375183887850938368>

<https://www.linkedin.com/feed/update/urn:li:activity:7373748739905277952>

<https://www.linkedin.com/feed/update/urn:li:activity:7371515060558614528>

10.32.2 Campaign posters, flyers, or animations used

Now we have data lets drive change
Hidden Cost of Traffic

10.32.3 Sample captions or scripts

“Data alone doesn’t change the world action does. The evidence on air pollution is clear: we must shift to cleaner choices, reduce emissions, and invest in healthier futures. Let’s use knowledge to drive meaningful change.

[hashtag#CleanAir4Nairobi](#)

[hashtag#BreatheNairobi](#) “