

IMPACT REPORT

2024 GIRL UP KENYA
LEADERSHIP SUMMIT



UNLIMITED

Girls

LEAD

SUMMIT

JULY 26-27, 2024 | KICC, NAIROBI



TABLE OF CONTENTS

OVERVIEW

PLENARIES

SIDE EVENTS

INSPIRE SESSIONS

SOCIAL REACH

YOUTH TESTIMONIALS

PARTNERS





OVERVIEW

31 Counties

803 girl participants

480K views across digital platforms

The 2024 Girl Up Kenya Leadership Summit was hosted for the first time in Nairobi, on **July 26-27, 2024**. It brought together over **800 girls** and youth advocates from around the country to harness their power for change! This year's Leadership Summit theme was **Unlimited-Girls Lead** celebrating girls limitless potential, encouraging them to embrace their strength, voice your issues, break barriers, and chase their dreams with confidence and empowerment. **The future is theirs to shape!** The focus was on promoting the balance of mental wellness, celebrating wins in gender equity, voicing our issues, telling our stories of impact, and encouraging further activism in our communities and beyond.

Exciting speakers like:

- **Hon. Sabina Chege**, Nominated MP
- **Hon. Millie Odhiambo**, MP Suba North
- **Hon Njeri Maina**, MP Kirinyaga
- **Elsy C Sainna**, Associate Director for Advocacy and External Relations for Africa, CRR
- **Rita Muyambo**, Program Specialist UN Women
- **Blandina Bobson**, Director of programmes Oxfam International-Kenya
- **Dr. Aruna Varsani**, Director T4B Foundation

The Summit explored leadership & democracy, storytelling, GBV, Mental wellness, financial empowerment, women's health, and more! From the engaging workshops to the thoughtful plenaries that sparked powerful discussions, every moment was a testament to our dedication to creating a better future where ALL people can thrive.



"Thank you, Girl Up, for organizing such a transformative forum. The 2 days have been deeply inspiring and uplifting. This experience has left us energized and motivated, and we are grateful for the opportunity to be part of this journey."

Keziah
SUMMIT ATTENDEE



MENSTRUAL HEALTH/SRHR

Advancing Equity: Addressing the Challenge of Period Poverty

The Center for Reproductive Rights Africa led a side event on Menstrual Hygiene and Adolescent Sexual and Reproductive Health and Rights (ASRHR) with a thematic focus on **'The Policy and Legal Aspects of ASRHR'**. This session provided a platform to educate girls on the legal and policy dimensions of ASRHR, raise awareness on issues such as teen pregnancy and school re-entry policies, and address the lack of access to sexual and reproductive health information and services. The session also shed light on the intersections between ASRHR issues and education, health, economic advancement, social empowerment, and leadership of young girls. By engaging girls with their peers, we facilitated a dynamic environment where they could share their perspectives, be inspired, and learn from one another. The enthusiasm and engagement witnessed at the summit reaffirms their commitment to fostering a future where young women and girls are empowered to lead and advocate for their rights.

Girl Effect and the **Malkia Initiative** also not only provided fun and educational games and dance challenges but also offered valuable insights into menstrual hygiene. **Could You** facilitators demonstrated how to properly insert, remove, and clean menstrual cups, emphasizing their benefits for both personal health and environmental sustainability. Girls were guided through step-by-step instructions and given the opportunity to ask questions and practice in a supportive setting. This hands-on education aimed to empower girls with knowledge about menstrual cups as a viable and eco-friendly alternative, enhancing their menstrual hygiene management and promoting confidence in handling their own health.

Together for Better Foundation played a key role in empowering girls in Sexual and Reproductive Health (SRH) and leadership. They organized DIY sanitary pad kit training sessions for 100 girls, equipping them with essential skills for sustainable menstrual health management. The CEO, Dr. Aruna, participated in panel discussions, sharing insights on girls' empowerment, and further supported the cause by donating 250 reusable pad kits to the attendees.

These sessions marked a significant step toward breaking down barriers to education and leadership, providing young girls with the resources and knowledge they need to succeed.

"Addressing period poverty helps us ensure that women achieve the basic standard of living that every individual deserves."

**-Kendi
Summit delegate**



GENDER-BASED VIOLENCE

Sponsored by UN Women & Oxfam-Kenya

This side event brought together a diverse group of advocates, survivors, and experts to address pressing issues and propose solutions. The event highlighted the alarming prevalence of GBV in Kenya and the broader region, emphasizing its impact on girls' and women's physical and mental well-being.

Key discussions included the need for comprehensive legal frameworks to protect survivors, the importance of educational programs to challenge harmful norms, and the role of community involvement in supporting victims and preventing violence. Speakers shared personal stories and case studies, showcasing successful interventions and the ongoing challenges faced in eradicating GBV.

Participants also engaged in discussions on how to develop actionable strategies, such as improving access to support services, strengthening reporting mechanisms, and fostering collaboration between government, NGOs, and local communities.



Thank you UN Women and Oxfam Kenya for this lifechanging experience. With my own journey as a survivor, I am now more than ever dedicated to fighting against gender-based violence and advocating for the rights of survivors. I understand the unique privilege of being able to engage with fellow changemakers and policy makers to address and rectify injustices I have faced. Not everyone has this opportunity, so it is our duty to fully leverage it.

Naomi
Gender Activist-CARE International



SPORTS FOR SOCIAL GOOD

SPONSORED BY: GIRLS WHO GOLF NAIROBI

Girls Who Golf NBO provided an enriching golfing experience for the young female attendees. The event featured expert coaching, engaging on-course activities through a dummy set, and skill-building sessions designed to enhance their golfing abilities. Participants benefited from personalized instruction while learning about the game's techniques and sportsmanship. This initiative was a key highlight of the summit, promoting not only the sport but also leadership, confidence, and camaraderie among the girls.



LEADERSHIP

Feminizing Political Spaces

SPONSORED BY: UN WOMEN & BADILI AFRICA

At this side event, young women from diverse backgrounds came together to explore and develop their leadership skills. Interactive sessions were led by young women moderators from Badili Africa, with Hon. Millie Odhiambo and Hon. Njeri Maina offering valuable insights on achieving leadership roles. The event included activities focused on building confidence, strategic thinking, and effective communication. It also provided networking opportunities for participants to connect with role models and peers. By the end, the attendees left feeling empowered and inspired to advance their leadership goals.





PROFESSIONAL MAKEUP ARTIST COMPETITION

SPONSORED BY: MAKE-UP BY ROSE

Youth leaders with interested in the beauty economy were presented with an opportunity to pitch to win a 1 month long professional make up training. Aimed at empowering girls and young women, by providing advanced makeup techniques, mentorship and industry insights to enhance participants' skills for potential career opportunities. The training will not only build their confidence but also equipped them with the skills to pursue financially independent careers in the beauty industry. A panel of judges from Girl Up Kenya and Make Up by Rose selected 5 winners from over 212 submissions.

WINNERS

- NAFUNA NAMISOO
- AHADI MUENI
- REHEMA
- BERNADETTE OMAILO
- GRACE KENDI





KEYNOTE SPEAKERS:



"Take up your space: Its your time"
Hon. Millie Odhiambo *aka Bad Girl Milly*

"Embrace your dreams and see where they lead you. The only limits are those you set in your own mind."

Hon. Sabina Chege,



"If you think you are too small, try a mosquito"
Elsy C. Sainna, CRR

"Be the change you want to see."
Hon. Njeri Maina, MP Kirinyaga



"We are creating safe spaces for girls to grow and advocate for their rights. Speak your truths boldly"

Rita Muyambo, UN Women



"I have told you my story to inspire you to never give up"
Blandina Bobson, Oxfam International-Kenya



"Menstrual periods are not dirty, they are natural"
Dr. Aruna Varsani, T4B Foundation



"Identify your dream and go for it like your life depends on it"
Rose Ntong'onde, Makeup by Rose



INSPIRE SESSIONS



At the Summit, Girl Up Kenya created a dedicated space for girls to intentionally share their activism stories. Five girl speakers led their own "Inspire Sessions," crafting self-directed, interactive discussions on topics related to gender justice, mental health or their personal advocacy experiences. Attendees participated in these short, peer-to-peer learning sessions, exploring various advocacy strategies and methods for fostering responsible activism. Many youth highlighted this as one of their favorite part of the event, appreciating the opportunity to collaborate with peers and be inspired to take action through shared experiences.

- **Seeking Leadership: Shaping the Future Together**
- **Trailblazing Together: Igniting Passion and Leading with Purpose**
- **Maximizing Impact: Smart Fundraising and Resource Use**
- **Revitalize and Renew Your Girl Up Club**
- **I am a dreamer**





ALL THINGS WOMEN ECONOMIC EMPOWERMENT

SPONSORED BY: CRAWN TRUST

The Economic Empowerment Side Event, sponsored by **CRAWN Trust**, featured a dynamic panel discussion with accomplished women sharing their real-life success stories. The panelists offered inspiring insights into overcoming challenges and achieving financial independence, covering topics such as entrepreneurship, career growth, and financial management. Attendees benefited from practical advice and engaged in an interactive Q&A session, fostering a rich exchange of ideas. The session highlighted CRAWN Trust's dedication to advancing women's economic empowerment and provided participants with valuable tools and motivation to pursue their own economic goals.



ALL THINGS STEM

SPONSORED BY: GIRL CODE

The STEM Side Event empowered girls by providing hands-on training in coding and IT robotics. Participants engaged in interactive workshops where they developed coding skills and worked with robots, gaining practical experience and confidence in technology. Guided by industry experts from **Girl Code**, the sessions covered fundamental programming and robotics, inspiring attendees to pursue further education and careers in STEM fields. This initiative aimed to bridge the gender gap in technology, equipping girls with essential skills and motivating them to explore and excel in the tech industry. ***"Their CODE, Their Life"***





DAY OF ACTION:

SPONSORED BY: **YOUTH ALIVE KENYA**

Girl Up Kenya and Youth Alive Kenya joined forces to create an avenue for Kenya Leadership Summit attendees to address the pressing issues of period poverty and care economy in Kenya. The event, tailored for attendees of the Summit, sought to discuss ways in which we can end period poverty in Kenya while utilizing existing and allocated resources and the importance of care economy. Central to the day's activities were discussions with girls, whose insights will drive future policy changes. These contributions are expected to influence amendments to existing laws or the creation of new legislation concerning menstrual health and care economy. Additionally, the care economy was thoroughly examined, with participants providing valuable opinions on its role in alleviating period poverty. A technical team is set to be established to further develop these insights into actionable policies. This collaborative effort underscores a commitment to leveraging both grassroots and policy-level interventions to ensure comprehensive support for menstrual health and care economy across Kenya.

SOME OF THE VIEWS SHARED ON:

MENSTRUAL HEALTH

- Eliminate taxes on period products.
- NGOs to supply a range of period products, including reusable items and menstrual cups.
- Establish centers where girls can access pads at no cost.
- Develop policies addressing both mental health and menstrual health.
- Collaborate with stakeholders to ensure men understand period poverty extends beyond just a lack of pads.
- Educate the community that period poverty is a human rights issue, not just a women's issue.
- Focus on amplifying accessibility, sustainability, and inclusivity.

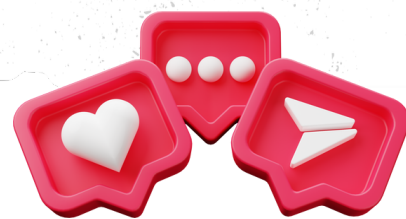
CARE ECONOMY

- Establish mentorship programs for girls in care work.
- Implement policies to improve pay for all care workers.
- Shift focus from imports to increasing local production.
- Advocate for effective policy implementation and collaboration.
- Strengthen the Kenyan economy to create opportunities for growth.
- Recognize and appreciate the work of women and girls in care roles, including fast-tracking ILO initiatives, investing in labor infrastructure, and supporting day care centers.





SOCIAL IMPACT



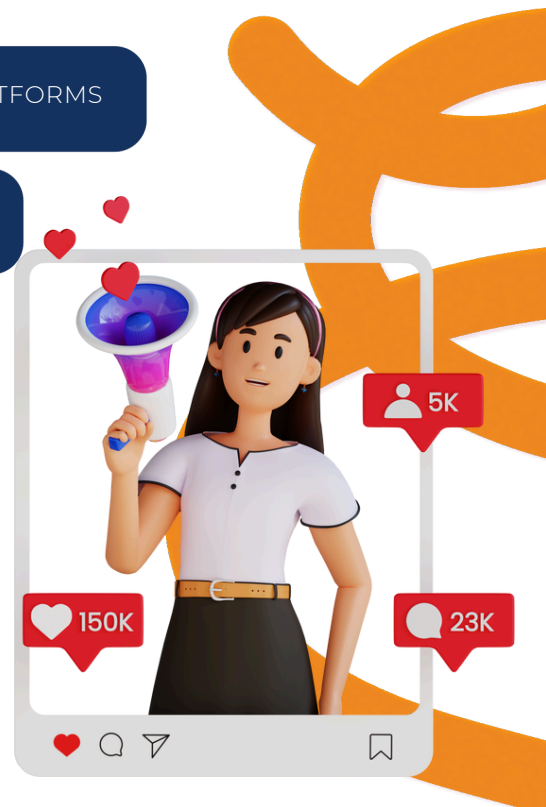
635,853 IMPRESSIONS/REACH ACROSS SOCIAL MEDIA PLATFORMS

480,838 VIDEO VIEWS ACROSS SOCIAL MEDIA PLATFORMS

1,677 UNIQUE EMAIL CLICKS

8,136 POST ENGAGEMENTS

#1 Trending on X for 30+ mins



Out of 48 posts about the 2024 Girl Up Kenya Leadership Summit, **#UnlimitedGirlsLead** was used in 36 posts – including ones from Attendees, speakers and partners.

A 30 second video from the summit featuring, Hon. Millie Odhiambo, Hon. Njeri Maina, UN Women’s Rita Muyambo dancing during the Leadership side event got over 1.2 million views and over 42 shares across all social media platforms.



YOUTH TESTIMONIALS

“

I LEARNED ABOUT SO MANY ISSUES AND SKILLS

The leadership summit was incredible; I gained insights into numerous issues and skills from a range of inspiring and diverse women.

Linda

“

OPENED MY EYES TO THE INCREDIBLE MULTITUDE OF INDIVIDUALS

The summit helped me foster new connections and opened my eyes to the incredible multitude of individuals that are capable and ready to take action about their passions. I look forward to the next one!"

Hawi

“

MEETING MY ROLE MODELS WAS A DREAM COME TRUE

I am so great ful to have met Hon. Millie Odhiambo, one of the women I look up to. She's such an inspiration to me. Thank you Girl Up and UN Women for making this possible.

Wambui

“

THE WHOLE EXPERIENCE WAS ONE THAT WAS VERY PERSONAL

It was so wonderful to be able to be amongst people in the Girl Up community in person! I have mostly been online, so I truly valued my time connecting in person. The whole experience was one that was very personal and I enjoyed it so much.

Maryanne

“

COMPLETELY SHIFTED MY MINDSET CONCERINGN REPRODUCTIE RIGHTS

A truly inspiring and eye-opening conference to the ways that we can fight for our reproductive health rights. There is a place for everybody at this conference, and the community is extremely welcoming.

Nancy

“

A LIFE CHANGING EXPERIENCE

It was a life changing and empowering experience. I will now be a more informed change maker, bolder and ready to voice my truth.

Chebet

“

NEW SKILLS, NEW ME

I learned how to make reusable pads. This is such an important skill that I will use in my community to ensure no girls misses school due to lack of pads.

Naisula



THANK YOU TO OUR EVENT SPONSORS

CENTER *for* REPRODUCTIVE RIGHTS



THANK YOU!

**2024 GIRL UP KENYA
LEADERSHIP SUMMIT**

