



CHANGE AMBASSADORS SOCCER TOURNAMENTS

**An Electoral Process
Awareness Campaign
Project**

A CASE STUDY-2017

**Swedish Mission Council
Children's Mission**

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TERMINOLOGY

SMC	Swedish Mission Council
CMA	Children's Mission Africa
EPTF	Economic Projects Transformational Facility
CAST	Change Ambassadors Soccer Tourneys
ERC	Eldoret Resource Centre
PMP	Project Monitoring Plan
LFA	Logical Framework Analysis
NSC	National Steering Committee (on Peace Building)
PEV	Post-Election Violence
IEBC	Independent Electoral and Boundaries Commission
DCC	Deputy County Commissioner
NARA	National Accord and Reconciliation Act
FGD	Focused Group Discussions
Soccer	Association Football



1.0 INTRODUCTION

The Change Ambassadors Soccer Tourneys (CAST) is an electoral process awareness campaign initiative that targeted the youth, women and community influencers. The overall project objective was to **enhance the active participation of the youth in promoting a transparent, credible and peaceful electoral process**. The project was implemented in Nakuru and Uasin Gishu Counties as the two have communities that were heavily affected by the wave of Post-Election Violence (PEV) of 2007/8. The PEV led to the deaths of over 1000 people, displacement of over 500,000 people and an economy that suffered losses amounting to over 200 Billion Kenyan Shillings.

Towards a lasting empowerment solution for the nation's youth, the Economic Projects Transformational Facility (EPTF) worked with youth, women and community influencers in Nakuru (Kaptembwo and Rhonda wards) and Eldoret (Langas, Kipkaren and Kimumu wards) between the months of July and December 2017 to build grassroots movements that would lead communities to choose peace.

The project utilized soccer given the worldwide support that the sport garners as a tool to mobilize the youth. Through various trainings, EPTF used the soccer tournaments initiative as a tool of conflict prevention and peace promotion to unify communities and quell the social toxicity around the electioneering season. This project can attest to national Peace and tolerance in the impacted regions during the 2017 elections. The climax of the tournaments was held on the 9th of September 2017 in Wareng High School, Uasin Gishu county where teams from both Nakuru and Uasin Gishu to share peace and compete for various prizes.

After the finals, participants shared that the games had created the right environment in offering communities an opportunity to: **work towards the same goal, show mutual respect for one another, and identify resources that will offer development**. All these aspects are crucial to peace building in the nation. The participants attested to an enhancement of trust and tolerance of members within their communities from different ethnic backgrounds as well as a willingness to work together on projects that would benefit their community.

"EPTF ni smart sana. Through training ya entrepreneurship, tuliorganize ...tuanzishe biashara ya sabuni, kutengeneza halafu tusave pamoja tukiua." EPTF is good. Through the entrepreneurship training, we have decided to start a business group, save together and sell soap at a profit."
- Salma Nur, Nakuru CAST football player and participant

A key testament to the success of the intervention was the increase in participants deciding to vote, a savings and investment group formed,ⁱ and widespread community peace and voter awareness through participating youth.ⁱⁱ

At the close of the project, participants reported significant impact. Through CAST, participants: ***nurtured their football skills; realized the importance of peace, love and unity in enabling communities to grow; were exposed to and interacted with other players to learn from them; grew in their knowledge of politics through interactions with campaign manifestos and finally reported strong personal and spiritual growth through the program. Participants also reported a reduction in the crime rate as the youth were engaged in activities that meted out idleness and its subsequent effects such as peer pressure and drug abuse.ⁱⁱⁱ*** All in all, the use of soccer tournaments to mobilize and equip the youth to be ambassadors for peace in their communities had a positive outcome during Kenya's 2017 electioneering period.

Through the CAST Initiative, youth, women and community influencers have been engaged in trainings and community outreaches, empowering them to transform their lives, communities and the country at large, effectively achieving the EPTF vision of ***Empowered Kingdom-minded Entrepreneurs Transforming Communities***.

2.0 CONTEXT

Sports cuts across educational, financial and ethnic divides. The sport of soccer has been used to help youth overcome political uncertainty and cool down tensions that arise during the electioneering period. In West Africa for example, the Ivory Coast team led by world-renown striker Didier Drogba, was able to change that nation's history by pleading for the two main warring parties at the time to enter discussions towards elections after the Ivory Coast qualified for their first World Cup. Discussions were held and many attribute the halt of the Civil War to the courage demonstrated through the sport of football (soccer).^{iv}



Fig. 1- Ivory Coast 2005 National Soccer Team

"Football played a catalytic role in bringing about a ceasefire in the Ivory Coast for the sake of the people and for peace, rather than taking centre stage. It also aimed for a permanent solution, not mere short-term halts in the civil war. Identifying football as one of the only unifying forces in the Ivory Coast, Drogba helped transform the love of the nation into a political coup."^v

The sport has been able to enmesh societal ties and bonds of trust amongst people from different and often-times conflicting communities.

Soccer is played, watched and followed keenly by the prevailing generation of Kenya. The EPTF Change Ambassadors Soccer Tourneys initiative brought together youth from within Nakuru and Eldoret for workshops and trainings on peaceful and productive co-existence. The youth engaged in both counties played and socialized as they shared experiences from their respective communities. They also interacted with lessons from their trainings on **civic education, gender equality and use of non-aggressive language during the electioneering period.**

Project success was evidenced by **over 200 youth actively engaging in soccer tournaments, civic education and conflict resolution trainings, over 2000 members pledging peace through various peace awareness campaigns, and the subsequent reported peace in both regions.**

- Participants- Youth

The sport of soccer provided a natural, neutral and attractive convening point for youth from different tribes and an opportunity to teach them valuable life skills. According to the 2017 Kenya's Demographics Profile, youth aged between 18 – 25yrs make up almost 60% of the country's population^{vi}. Young people were the main stakeholders of the CAST intervention given the high levels of susceptibility they are exposed to as perpetrators of violence owing to their prevalent state of **idleness** and **unemployment**, a malaise that poses a high challenge to the Kenyan economy.

- Participants- Key Actors

To achieve success in the intervention, EPTF was able to work in close partnership with: the *Football Kenya Federation, Mercy Corps, the National Steering Committee on Peace- Building (NSC), Walawi Records - the Debe show, media houses* and earn the support of the *local government (the DCC and chiefs of the wards)* and many more actors. The youth (both men and women) engaged during the intervention were

able to amalgamate and showcase their soccer talent, while generating dialogues on political and ethnic tolerance and appreciation.

2.1 Context- The nature of politics in Kenya during electioneering period

The Republic of Kenya is a Democratic nation. Since 2010, the nation has been guided by a constitution that provides guidelines relating to a devolved regime in which 47 counties, whose leadership is elected every 5 years from 290 constituencies, are run separately from the country's national government. There are 6 positions that Kenyans vote for in a general election, namely: a County Electoral Ward-Member of National Assembly, a County Governor, a County Woman Member of National Assembly, a County Senator, a Constituency Member of National Assembly, and the national President^{vii}. The constitution provides guidelines for the smooth running of elections including who is to preside over them known as the Independent Electoral and Boundaries Commission (IEBC), and what is to take place in the case of a disputed election. However, a look into the nation's history reveals the troubled nature of politics in Kenya during the electioneering period.

2.2 Context- Kenya's Political History

Kenya's political history reads like a tale of two family ethnicities. Since the nation's independence in 1963, a single-party system dominated the elections led by the nation's first president Jomo Kenyatta. In 1966, a fall-out with Kenyatta's vice president Oginga Odinga (the father of the Kenya's current opposition leader Raila Odinga) led to by-elections which saw Odinga Senior win the votes but lose the seats^{viii}. Since then, a silent division between the two represented ethnicities Dholuo (represented by Oginga Odinga) and Kikuyu (represented by Jomo Kenyatta) took place. In 1992, the then president Daniel Arap Moi allowed a multi-party system despite his own heavy-hand in suppressing electoral diversity. He ruled authoritatively for 27 years, fighting any opposition and even exiling Raila Odinga. In 2002, opposition leader Mwai Kibaki worked with Raila Odinga to defeat the transiting president Moi's pick of Uhuru Kenyatta, but Odinga fell out with Kibaki after the elections in which Kibaki emerged the winner. In the following elections, Odinga ran against Kibaki but mysteriously lost in what was the nation's most disputed and violent election of 2007/8. The post election conflicts, primarily ethnic-based, called for external intervention and the creation of the National Accord and Reconciliation Act (NARA) through which Odinga became the country's first Prime Minister in 2002 under Kibaki.

The significance of the 2017 elections would be based on this history of unresolved election losses for the supporters of Raila Odinga, who mounted a last-pitch campaign and received great wide-spread support from other political leaders. It should be noted that the representatives supporting Raila Odinga were of ethnic tribes different from the tribes of the president (Kikuyu) and his deputy (Kalenjin). Elections were held on the 8th of August, and Uhuru Kenyatta emerged the victor. However, the opposition led and won a court battle to contest the elections, claiming irregularities in the Independent Electoral and Boundaries Committee (IEBC), which was presiding the elections. The court ruled in the opposition's favour, requiring a re-election within 60 days of the ruling. There were still contentions against the IEBC, and despite high voter discontent and apathy, the elections were held. Uhuru Kenyatta emerged the winner of the second voting exercise.

On the 28th of November, Uhuru Kenyatta was sworn in for his second 5-year term as the President of Kenya. Initiatives such as the CAST will be important to ensure that peace is maintained despite the fact that some citizens still do not feel like their grievances have been heard (among them the issue of a single-ethnicity being in power for four consecutive electoral terms). EPTF realizes the issues frustrating peaceful elections run much deeper, with high poverty levels and unemployment topping the list. In previous times of conflict, the

youth have made up greater part of participants in the violence many paid by politicians to attack members of other groups or destroy property, or frustrated by the lack of opportunities in a country where youth do not have regular employment and are involved in drug and substance abuse.

Kenya's violence in 2007/8 demonstrated that the youth have a capacity for destruction, yet with over half the nation's population being under the age of 25years^{ix}, this same calibre has the ability to shape the future. Especially in transitional environments, which is where a majority of the youth live. Here, they are often either being recruited into violent activities, or helping their communities build back after violent conflict.

2.3 Context- The Counties where interventions were made^x

As highlighted in the introduction, the two counties that hosted the C.A.S.T Intervention were **Uasin Gishu and Nakuru Counties** both in Kenya's Rift Valley region, and both heavily affected by the 2007/08 Post Election Violence (PEV). According to the National Cohesion and Integration Commission (NCIC), Nakuru and Eldoret were ranked among the top towns and cities most likely to experience violence in the 2017 National Elections. It was recorded that the Rift Valley Province (including current Nakuru and Eldoret Towns in Nakuru and Uasin Gishu Counties respectively) recorded the highest numbers of internally displaced individuals standing at over 167,630 people, followed by Western (26,555) and Nyanza (2,698). It was therefore the conviction of EPTF that these traditional electoral violence flashpoints of Nakuru and Uasin Gishu Counties needed intervention to ensure peaceful co-existence among the various communities.^{xi}

2.4 Context- Map of Kenya indicating traditional hot spots

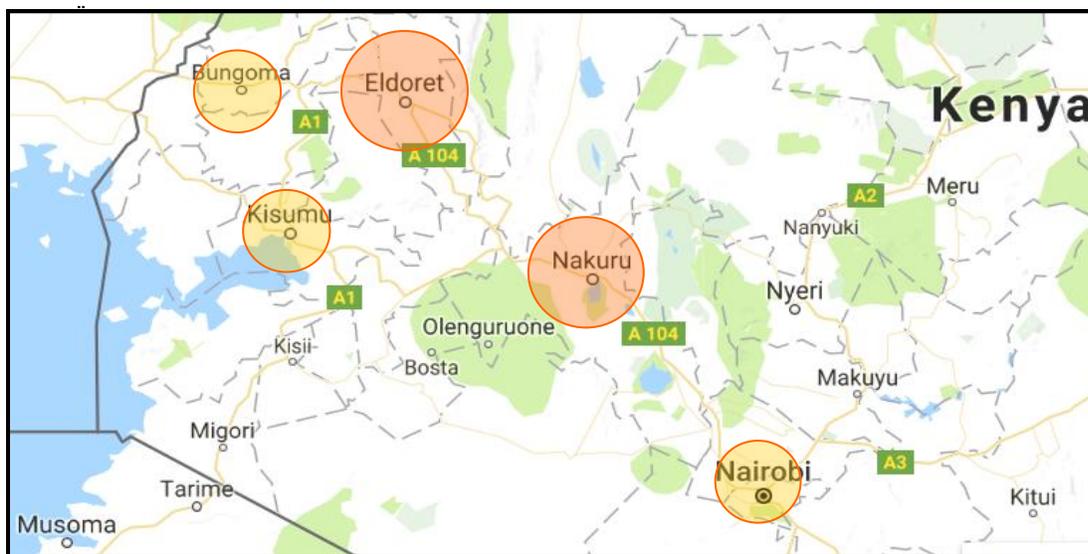


Fig. 2- Former "Rift Valley Province" including current Uasin Gishu and Nakuru Counties combined recorded the highest number of violent "hotspot towns" and internally displaced persons^{xiii} after 2007/2008 Post Election Clashes. Eldoret and Nakuru are among these towns^{xiv}.

2.5 Context- Uasin Gishu County

Uasin Gishu County is in the Rift Valley and borders Nandi, Trans Nzoia, Elgeyo Marakwet, Bungoma and Kericho counties. It occupies 3,345 square kilometers with a population of approximately 894,179 people (KNBS, 2009). Eldoret is its main and largest town as well as the main commercial centre. The county's

population comprises mainly of members of the Kalenjin (Nandi, Kipsigis, Keiyos and Marakwets) community. Other communities in the area include the Luhya, Kikuyu, Kisii and Luo who reside mainly in the outskirts of Eldoret town. Uasin Gishu has both a rural and urban population, with a number of important towns namely Eldoret, Moi's Bridge, Matunda, Burnt Forest, Jua Kali and Turbo. Currently the county has six constituencies: Turbo, Soy, Moiben, Ainabkoi, Kasses and Kapsaret.

Uasin Gishu County was one of the most affected regions during the 2007/8 Post-Election Violence. The majority Kalenjin community ganged up with other communities and to fight the Kikuyu community. The net effect was a decline in the economy of Eldoret, the county's capital and headquarters, as well as mass migration by members of other tribes to their ancestral land/home. Fortunately, all that transpired ten years ago was not witnessed in 2017 as the county experienced peace with members of the community embracing each other and fostering peace and unity.

2.6 Context- Nakuru County

Nakuru County is situated on the floor of the Rift Valley and shares borders with Baringo, Laikipia, Nyandarua, Narok, Bomet, Kiambu and Kajiado Counties. In 2012, the county had six constituencies: Naivasha, Nakuru Town, Molo, Kuresoi, Subukia and Rongai. The county, among the largest in the country, occupies 7,495 square kilometers, with a population of approximately 1,603,325 (KNBS, 2009). It is cosmopolitan with inhabitants from the Kalenjin community, Maasai, Kikuyu^{xv}, Kisii, Luo and Luhya settled there. The urban population is found in important towns such as Nakuru, Naivasha, Molo, Gilgil, Njoro, Maai Mahiu, Subukia and Dundori, among many others.

Politically, Nakuru County is significant. Whenever tribal animosities arise in Kenya, the county is usually the epicenter and the PEV followed that trend with devastating results. Historically, elections have been viewed in Kenya as a competition between communities or different ethnic groups. This trend merits monitoring and a comprehensive early warning and mitigation system.

Nakuru County suffers serious historical, physical and psychological security problems. Some of these are rooted in contested land claims, which are partly based on the fear that other communities would take over all the land in the county. The other possible trigger for security concerns is the high number of unemployed youth who are useful to factional fighting as they can very easily be mobilized as foot soldiers (CRECO, 2012).

Situated about 150 Kilometers as one drives to the western side of the country from Nairobi, Nakuru is the biggest town in the Rift Valley. It was the epicentre of the 2007/008 anarchy that erupted after the flawed 2007 General Election (GE). For over 2 months after the declaration of Mwai Kibaki as the winner of the polls and the spontaneous eruption of violence, furious mobs ruled the streets, burning homes, brutalizing people and expelling anyone not in their ethnic group. Nakuru was a scene of mass migration with the Luos moving to west of Kenya and Kikuyus headed to the East. The trigger was the disputed elections but the causes had been the historic grievance over land and deep-seated ethnic tensions, with many ethnic groups resenting the Kikuyu.

3.0 LOGICAL FRAMEWORK ANALYSIS (LFA)

The following section expounds on the objectives of the project and the detailed implementation plan designed in a logical Framework analysis developed at the start of the project's implementation.

3.1 LFA- The objective and aim of the project.

The overall goal of this project was *to undertake methodology development in working with the youth to entrench democratization and sound governance in Kenya*. The project sought to enhance the active participation of the youth in promoting a transparent, credible and peaceful electoral process. The specific objectives under which the intervention will be undertaken were:

- A. *Sensitize and increase the capacity of 200 youth in peace building and conflict prevention.*
- B. *Educate 200 youth on their rights and responsibilities to fully participate in the democratic governance process.*
- C. *Documenting all effective methods and processes and disseminating them for adoption and scale up by other regions*

The Change Ambassadors Soccer Tournaments [CAST] enabled EPTF to work with the youth in participating communities to promote an informed and peaceful electioneering process and thus provided a conducive environment for the implementation of SMC 16:005.

3.2 LFA- Activities carried out to achieve the objective

CAST integrated various activities that were implemented to achieve the main objective of entrenching democratization and sound governance in Kenya. The following activities attracted and spurred youth, women and community influencers into action towards the development of an environment that would culminate in sound governance in the Nation.

a. Designing, Production and Distribution of Voter Awareness and Educational Materials:

Materials promoting issue-based, non-violent campaigns were produced and distributed. The materials included: **Wrist Bands, T-shirts and Civic Education Booklets**. Team and community members were issued with a number of items to distribute and share with the communities with a Peace pledge signup sheet. *Each of these items had messages of peace, that would remind community members of the pledges they were making in order to promote and enhance the peace and sound governance in their communities.* A Total of 2204 individuals were reached in this exercise. They addressed the voting process, use of non-aggressive language and gender equality in decision making and voting.



Fig. 3- Youth were trained on the importance of women being involved in national decision-making and their rights to vote

b. Mobilization, Recruitment and Training of youth and youth groups

A total of 223 (119 men and 104 ladies) were recruited and trained in: ***conflict resolution and mediation, civic education and use of non-aggressive language***. In both Uasin Gishu and Nakuru counties, EPTF targeted youth that played football as the training integrated soccer tournaments. Many ladies registered and stayed through the entire empowerment process, with some even starting a football team and engaging to gain the maximum benefits of the CAST program.

Here are some stories of transformation taken during the Focus Group Discussions:

"Through CAST I stopped a fight"

A Success Story

In one of the cosmopolitan towns in the intervention areas (the narrator requested area remain unpublished), one of the CAST ladies noticed her cousin and sister were about to fight physically over a political disagreement. The CAST player spoke to the two ladies using the skills she acquired at the CAST peace-keeping workshops, eventually stopping the fight. She said that she taught them that while they kept their views rigid and firm, these did not need to result in violence.

"Voting kept me from trouble"

A Success Story

One of the CAST youth told of their plans to meet with friends and physically beat someone who they didn't like in their community due to the person's words. The youth confessed that had they been idle that day, there would have been in a serious fight with the target, themselves or both ending up pretty injured. However, that weekend CAST took up all the player's time and the plans dissipated with the followers dispersing and not following up with the planned attack. The CAST youth credits this avoidance of violence to the program.

"I gave my wrist band to a guy who was a core leader in starting a conflict"

A Success Story

A youth who has been part of the CAST initiative gave his wrist bands acquired during the peace awareness campaigns, to other youth, notorious for starting conflicts in one of the areas that were most affected by the 2008 post-election violence. The CAST youth joyfully shared he is convinced the message on the wrist band will make the recipient think twice before engaging in a fight. Wristbands had the message "Preach Peace Kenya" on them.

"Neighbour's wife restored"

A Success Story

One CAST youth who had shared with her mother about keeping peace before, during and after the elections, told of a day when her mother restored a fighting family in an effort to continue preaching the peace as she had discussed with her daughter. A neighbour's husband had forced his wife out of their home because she voted when he had decided to abscond the elections. After the youth's mother reached out to the man, the man's anger subsided and he agreed to let his wife back into the family home. The CAST youth shared the lessons learnt on peace-keeping with her mother who was the chief heroin in saving the neighbour's marriage.



Fig. 4- Girls received equal soccer playing opportunities while learning the value of unity and team-work

c. Organization of Soccer Tournaments in the Counties

Two soccer tournaments were planned and implemented in each county (one per county), culminating in a final tournament. The tournaments were initially held at ward-levels in the two respective counties and brought together youth to compete for a slot in the County Finals held in Eldoret, Uasin Gishu. The final tournament included a total of 8 teams (4 male and 4 female) from the two counties which contested for significant prizes that would support their teams in the future. The final also formed a locus for the youthful footballers to share experiences with each other.

A Ball and a Trophy Uniting a community

A Success Story

The youth leaders from Kaptembwo Youth Leadership Foundation organised a follow-up tournament for youth after the CAST Final Tournament. This time the tournament was organized by themselves in their very own Kaptembwo Ward in Nakuru. The youth leaders organized this tournament to bring together other youth in the community in an effort to preach peace through soccer. The leaders decided to use the tournament as a means of presenting the trophy and soccer balls won in Eldoret during the CAST Final Tournament to the community. Indeed, the drive to use a cup, trophy and soccer balls as tools of uniting the youth and the community into fostering peace testifies to success of the CAST and the power of empowered youth bringing people together through soccer.

d. Meetings and Debates with Political Leaders

CAST also provided a platform for the youth, community members and political aspirants to engage each other in constructive discussions on various issues before the Elections. Political aspirants were made aware of the challenges that community members face. They were also heard solutions and changes expected of them from

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community members if elected into office. The community members received unique chances to hear and assess the plans and manifestos in detail from the political aspirants. This kind of interaction was a first in Kenya, as major elections are normally held and run without much interaction with the promises of political aspirants. The exercises also provided opportunities for political aspirants and participants to intentionally engage and pledge to be ambassadors of peace.

e. Awareness Campaigns

Awareness campaigns with youths spearheading the agenda were held in Eldoret and Nakuru. As mentioned in the introduction, Kenya has been known for political divisions along tribal lines. This sort of division has meant that certain areas of major towns are segregated by tribe. The CAST initiative involved partnerships to hold Peace walks around Eldoret town in areas that were termed as the "strong-hold" of different aspirants. This brought the individuals from different alliances and parties together in preaching against the use of aggressive language during campaigns, and on gender equality and women representation in making national decisions. This also promoted reasoning, love and unity between the supporters from different areas in town.

A Community Once Divided, United through Soccer

A Success Story

The skirmishes witnessed in the 2007/8 Post Election Violence had condensed relations between Kaptembwo and Ronda Ward residents to nothing but occasional glances and momentary greetings. Suspicion amongst community members residing in the area is a consequence of what transpired 10 years ago something that always rears its ugly head each electioneering period. This year however there was a slight difference to the norm with soccer utilized as a vehicle of bringing together youth from both the wards. Key youth community mobilizers bought the vision of the CAST Intervention and rallied to bring together youthful men and women from the community to immerse their energies in playing a sport that is loved world-wide. The youth (both male and females) were able to compete amongst themselves for community pride and an opportunity to travel to Uasin Gishu to compete with fellow youth in that county. From suspicion to amicability, the CAST intervention was indeed able to amalgamate the spirits of these youth to seeing that indeed peace and unity can help in quelling fear and suspicion.

f. Advocacy Campaigns for a Favourable Voting Environment for Women.

Gender equality has been a challenge in Kenyan Elections as husbands, fathers and the male gender in general tend to make decisions for the women on who to vote for. The story of a restored wife earlier cited, shows the vulnerability of women, even of those married in families during Kenyan Elections. The Post Election Violence saw cases of rape and abuse of women during the turmoil that befell the nation in 2007. This in turn saw a steep decline in women voting for fear of their safety. It is in view of these facts that EPTF through CAST identified the need to advocate for a favourable voting environment for women to encourage a big turnout during voting and capture the voice of many women who would otherwise not be heard. The issues addressed during the advocacy campaigns included discussions around: 1) the safe measures that the IEBC had set to encourage ladies to vote, 2) what the county government can improve in their security for women during the election period and 3) how women should be involved in making their own decisions when it comes to

choosing their leader. Women were grateful for the presence of an "emergency hotline" that meant they could call for help during elections at any point in time.

g. Focused Group Discussions to Collect Feedback and Point out Areas of Improvement.

EPTF called participating youth and community members together to assess how the CAST initiative had impacted them. This evaluation tool was implemented to measure if the objective of CAST was achieved. A good feedback was received with youth who had been part of this being very excited and even looking forward to another initiative addressing other community challenges they are experiencing. They also pointed some improvement that the team considered implementing as an improvement to the initiative. Some of the notable points brought out included the following. Teams noted that the things they appreciated from the CAST initiative included:

- A. The love between players of different teams from different ethnic and regional backgrounds. The CAST allowed for teams to interact well and even engage each other on the challenges they share as footballers.
- B. Fairness in teams and management. No team was considered more special than another, all team representatives were invited to trainings and meetings before, during and after the core initiative.
- C. Considering discipline and other factors for winning team awards. Teams were grateful that EPTF considered the best disciplined team in fair play, sharing peace messages, team maintenance and their commitment in signing peace pledge sheets with community members.

The following are things that made the CAST initiative stand out from other programs according to the Players, Captains, and CAST Community Leaders:

- A. CAST has involving trainings on civic education, conflict prevention and aggressive use of language before and after games.
- B. CAST started meetings with a message from the Bible and Prayers which brought unity and peace.
- C. The initiative has continuous engagements and follow-ups with team players such as entrepreneurship trainings well after the main activities were through, ensuring continued community participation
- D. CAST offers no monetary benefits after meetings, this opens the minds of participants to understand there is more that one can gain apart from expecting cash.
- E. There are work assignments given to each team member to do in their communities.
- F. CAST provided supplementary trainings for the people who have finished school (i.e.: Entrepreneurship).
- G. Involvement of other team members not only the captains and coaches in meetings. This is unique as most official leagues only communicate with coaches and captains. CAST involved all team members in empowerment campaigns and initiatives.
- H. CAST also offered a good interaction between EPTF and team members.
- I. Youth had to gain courage and communication skills explain to community on what they are doing on good governance, civic education and peace, and what the initiative was all about.
- J. CAST Involved the communities in participating to promote and share the peace message.
- K. Providing materials that promote peace such as t-shirts, civic education materials and wristbands.
- L. A highlight was that the CAST initiative provides lunch and refreshments unlike other tournaments.
- M. CAST is different since they delivered in fulfilling what they promised.

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- N. Quality awards were given and EPTF even awarded teams based on discipline and being the most active peace ambassadors.
- O. FGD participants acknowledged that the reading of the history of teams during the finals was very unique.
- P. Having teams from other regions play together in finals between Nakuru and Eldoret.
- Q. CAST uniquely addressed many issues at once: peace, training and guidance, and voter civic education
- R. Finally, CAST was unique in its provision of a community peace pledge signing sheet which ensured players spoke to community members and spread the message of peace.

h. Publishing and Sharing of Lessons Learned in Media and Online Platforms.

Dissemination on what was learned was an activity to make sure that even other counties get to learn what is CAST and enhance the peace message in the country.



Fig. 5- Awards including Jerseys, Medals, Trophies, and Balls were presented by the EPTF CEO at the end of the Final Tournament.

3.3 LFA- Resources and Input Required through the Project.

All projects require resources for successful implementation. CAST, as an electoral process awareness campaign project needed the following resources for it to be successfully implemented in the two counties.

- a. Financial resources - one of the core components of a project is a budget. A budget was formulated and total funds required were cumulated. This is for the payment of service providers and purchase of materials needed to undertake the activities.
- b. Human Resources – one of the characters of a project is to integrate people with work, for CAST, much human resources was needed; session facilitators, management team, players, community members and other. Each had a role to play in the project.
- c. Training Material- CAST was involved in training and encouraging youths to be peace ambassadors, in this regard training manuals and curriculum were needed to enhance the training sessions. Including civic education training materials.
- d. Soccer Facilities and Awards – to make the soccer interactive and challenging between the participants, awarding categories were introduced to appreciate the first place, second place and the most active peace ambassadors team. In addition, training materials for soccer clinics were important

to conduct the trainings. Soccer materials needed included; footballs, trophies, jerseys, medals, cones, soccer bibs, whistles and fields or playing grounds.

- e. Awareness Material - These resources were used to spread the word on peace and provide knowledge on civic education. They included t-shirts, wristbands, banners and civic education booklets that were widely shared out.

3.4 LFA- Risk to Project Success

Projects have risks that could bring a negative impact to the success of the project. Some of the risks and problems that could hinder the achievement of the project's goal included; -

- **Lack of commitment from youths and community members.** The projects main target was youth and women of the community. It took time before getting the youth to adapt to the trainings and have them fully commit to it especially considering the fact that EPTF does not give hand- outs. In addition, the concentration span for the youth was a bit challenged and thus some of them would not pay attention for the entire periods of the trainings.
- **Stakeholder management.** Due to limited time in beginning and implementing the project, there was a failure to do proper stakeholder mapping and analysis and this resulted to the team working with stakeholders who had little impact in the project implementation.
- **Lack of enough local support from the administration.** Due to time constraints, it was a challenge to engage with the county governments fully on short notice and considering that we were nearing an electioneering period, and even if they gave in their inputs and were involved in various ways, they could still do more if engaged early in advance.
- **Inadequate time span to implement all the activities as election was in two months.** The project began when the elections were only two months away and in as much as significant results were experienced within that short period of time, a lot more could have been done had the project began a while earlier
- **Stakeholders previous reliance on hand-outs.** Many Non-Governmental Organizations have inculcated a "hand-out" mindset among the less fortunate in society. This required firmness in refusal to pay trainees to attend trainings and drive home the mindset of individuals working through their empowerment with gratitude for the sake of their communities.

3.5 LFA- Measuring the progress and ultimate success of the project

Evaluating the success of a project is an important step to ensure that the objective or goal of the project is achieved and sustainable. Due to this, EPTF formed a Participatory Monitoring and Evaluation (PME) unit inclusive of the project implementation team. EPTF staff did follow-ups with the youths through inviting them for meetings alongside soccer technical skills training of team captains.

In Measuring the progress and success of the project, a Project Monitoring and Planning (PMP) tool at a youth forum and several Focused Group Discussions (FGD) were used. Nakuru had two sets while Uasin Gishu held 3 sets of FGDs. The discussions centered on the following topics to get the feedback of the project:

- a. How they have been part of the CAST initiative

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- b. The difference between the CAST initiative and any similar other program
- c. Some of the things / sessions they liked and learned in the program and how they applied them.
- d. Areas of improvement and how to improve.

Financial reports and updated PMPs were also used to measure the progress of the project. PMP determined if the project is within (Behind or ahead) the schedule and Financial reports whether the project is under or over the budget.

The ultimate measure of progress was the peace that the county experienced as a peaceful period before, during and after the elections. In the Nakuru intervention, Kaptembwo and Ronda Wards experienced calmness and serenity before and after the general elections. The citizens in the county were able to go on with their respective businesses continuing to work together to foster unity and growth towards the economy. All the political leaders who had been engaged in the elections had signed a peace accord to say that they would maintain peace and this reality was seen when even after the announcement of the results, the leaders shook hands and vowed to continue working together for the betterment of the county respective of whether they won or lost.

In Uasin Gishu, engagements with political aspirants, community members and local or grass root leaders through constructive discussions, forums and debates played a huge role and largely contributed to the peaceful political climate witnessed before, during and after the elections.



Fig. 6- The men's finals saw Nakuru and Eldoret Teams face-off and interact while wearing jerseys with the message "Cheza Ball for Peace" meaning "Play Ball for Peace."

4.0 STRATEGIES AND METHODOLOGIES (S&M)

Projects have an arrangement of processes and procedures to undertake the activities. The CAST team had a strategic plan on how to arrange their activities to achieve the project goal.

S&M- Integrating soccer tournaments with peace building and conflict prevention:

The main purpose of the objective was to adequately inform and prepare the youths to play their role in contributing to a peaceful democratic society. Soccer tournament were used as a way of mobilizing the youths and also making the initiative more interacting as football provides an interactive environment for the youths. Peace buildings and conflict preventions also served as a tool through training the youth to be peace ambassadors. The activities that incorporated to achievement of the objective included;

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- a. Mobilizing and recruiting the youth and youth's groups through visiting teams at their training field and having meetings with their coaches.
- b. Designing training materials for the peace building and conflict prevention and mediation,
- c. Conduct training clinics integrating soccer and the message of peace co-existence,
- d. Organising two soccer tournaments in the counties (1 per county) and having a final for both winning teams from each county play together and interact.
- e. Design, produce and distribute t-shirts, wristbands, banners and voter educational materials promoting awareness on peace and civic education,
- f. Advocating favour of use of non-aggressive language in campaign and against use of youths to cause conflict in the community.
- g. Hold meeting and present statement of commitment to the political leaders to uphold peaceful campaigns.

Due to the above activities, the following were the outputs:

- 223 youths (71 from Nakuru and 152 From Eldoret) were sensitized and equipped to be peace ambassadors back in their community.
- 2034 community members (960 women and 1,485 men) were reached and pledged to uphold peace before during and after election both in Nakuru and Eldoret.
- Political leaders were committed to conducting a peaceful campaign and not making any inflammatory remarks. This was observed during the peace walk that brought supporters of all aspirants together in Eldoret Town.
- T-shirts, wristbands, civic education materials and banners were produced and distributed to community members to create awareness on maintaining a peaceful community. 2204 awareness materials were distributed.
- Football soccer tournaments were held bringing more than 300 youths together and forming a lovely and polite environment to train them on being peace ambassadors.
- Youths took the challenge in applying what they learned to solve conflicts between their families and even neighbours
- 8 meetings both in Nakuru and Uasin Gishu were held with political leaders presenting the statement of commitment to uphold peace campaigns.



Fig. 7- CAST Participants led the Peace Walk through the Streets of Eldoret town, receiving local peace pledges in the form of community member signatures on the main banner.

Through the following activities and outputs, the management team, youth and community members learnt many lessons. The lessons include; -

- Peace is the backbone to community development, as it promotes unity, love and harmony creating a conducive environment for the community members to work together.
- Peace can be shared through messages written on materials such as T-Shirts and Jerseys.

Unique Ball-Girls: "Our T-Shirts Started People talking about Peace"

A Success Story

One of the participating CAST teams had young players from St. Elizabeth Ball Girls, an all-girls' school. After the peace awareness campaigns, they received their T-Shirts which had the words "I am a Peace Ambassador." Unlike the other participants of CAST, the girls decided to put their T-Shirts to use, and proudly displayed them as they were accorded the honour of being Ball-Girls at a top-level men's football match after the CAST Finals. The uniqueness of their role during the match (Ball-Girls are not common), alongside their very clear messages of peace written across their T-Shirts accorded them time on National Television as well as a chance to speak to fans and observers about the importance of upholding peace in the community.

CAST Winners Spread Peace in other Tournaments through their Jerseys

A Success Story

The CAST Final Tournament winners won Jersey sets that were unique in both style and the message. Carrying the bold words "Cheza Ball for Peace," Langas FC and Falcons FC both won

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Jerseys that would be seen again at other major sporting events. The two winning team, male and female, frequently play other teams in their region, and thus were spotted severally with the "Cheza Ball for Peace" message on their backs. One particularly clear instance was when the Langas FC team won another large sporting competition in Uasin Gishu, leading to live televised screening of their captain speaking. He was wearing the EPTF- CAST Jerseys with the message "Cheza Ball for Peace" in plain sight of the cameras. This led many to ask questions and most importantly think through the importance of peace during the elections and beyond.

- Youth can be used to promote community development rather than causing conflict. Through airing their challenges to political leaders and participating in a peaceful election campaigns without use of aggressive language.
- Sports creates conducive environment for trainings being peace ambassadors as a football team consists of players from different background but for them to win they should function as a team. This also reflected on how a community should live and work together for development no matter the ethnicity or political party that each member belongs to.
- Political leaders should lead as an example to promote peace in their campaigns; this can be done through use of non-aggressive language during campaign period.'
- Assessments are ongoing assessment for viable businesses that can support youth in both engaging their talent as well as earning a living. EPTF seeks to craft an ongoing project with continued empowerment to benefit the youth in question.
- Connection to the SMC Project as a Value Addition:

The CAST intervention was a value added project to the SMC 16005 Ubuntu project that seeks to have entrepreneurs transforming their communities through groups. Ubuntu is a South African term whose premise is that for an individual to prosper there needs to be a collaborative effort with fellow members of the community. A community is a collection of individuals who if can work together can achieve greatness together through unity of purpose. The CAST intervention was at the heart of the Ubuntu project seeking to collectively unite communities, ensuring that peace is maintained during the 2017 electioneering year. The youth in both Uasin Gishu and Nakuru county were a primary target given that their energies are prone to cause havoc when used and corrupted by selfish individuals who seek political mileage at all means.

In addition to the various trainings in conflict resolution, civic education, women leaders and aggressive use of language, two groups of extra-committed youth totalling 19 from Nakuru (11) and Eldoret (8) especially chosen from the CAST intervention, were taken through the Enterprise Development Program under the SMC Ubuntu Project. They were chosen as representatives of their teams, to be able to disseminate what they learnt with others that did not attend the training. The program offered the youth an opportunity to acquire knowledge and skills in entrepreneurship which they would be able to utilize so as to address the issue of unemployment that many of them face. The youth were also given artisan skills in the following: soap making, making of petroleum jelly and baking. To date some of them have been able to apply the skills gained to make ends meet.

The CAST intervention offered the youth an opportunity to learn about the importance of peace and unity in the community. Through this knowledge the youth understood that their new businesses could only thrive if there was peace, which offers a conducive environment for economic

growth. The youth came together with many even joining community groups such as the Kaptembwo Youth Leadership Foundation (KYLf) in Nakuru, which offers youth an opportunity to contribute to the social, economic and political growth of their communities.

The CAST initiative also enabled EPTF to meet a host of partners who aptly commended the creative effort of promoting peace through sports. The partners were also encouraged to learn that the Ubuntu Project was having an impact among the youth and women especially in helping them gain knowledge and skills on how to run sustainable business enterprises. Such was the impact of CAST that EPTF was able to partner with international organisations such as Mercy Corps who collaborated in using sports as an avenue of peace promotion. Such partners highlighted that when the youth are actively engaged in the nation-building process, then the nation building process becomes relatively straightforward.

4.1 S&M- Create awareness among the youth on rights and responsibilities to participate in determining governance

The main purpose of this objective was to educate the youth on their rights and responsibilities to participate in democratic governance so that they can be able to engage those contesting for office on ethical issues, political ideas and party manifestos. This objective provided a platform for the youths and community members to interact with their aspirants and air their challenges and ideas to them. The political leaders also got the chance to expound on their manifestos and wishes to the youths and other community members.

Activities that were implemented to ensure the achievement of this objective included; -

- a. Preparation of civic training materials that included charts and Kenyan constitution,
- b. Convening workshops and forums for the youths and community leaders,
- c. Holding meetings with party representatives interrogating the party manifestos,
- d. Hosting debates for bringing together youths and political aspirants
- e. Hold awareness campaign on gender equality and women representation in decision making,
- f. Advocacy campaigns for a favourable voting environment for women at every polling station to encourage large turnout on the election -day.

The above activities contributed to; -

- Training the 223 youths on civic education which provided them with the knowledge on their rights and responsibilities to participate on a general election, this also involved taking them through what was expected of them during the actual election day.
- Youths were able to participate in debates and engage politician with political ideas. The youths aired their challenges and what they expect from the political leaders.
- Women actively participated in election process as a voter and also contestant and making their own decision on whom to vote for.
- The political leaders had the opportunity to air their manifesto and also expound on the reason why they want to be elected,
- Emergency numbers for women were introduced to them protecting them for discrimination in their rights during voting,
- Through the women advocacy, insecurity cases were brought up leading to a peaceful voting day with neighbours looking out for each other.

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Lessons learnt from this included;

- Youths learned that it was their right to take part in general election. From the Focus Group Discussions and other surveys, there was an increase in youth willingness to vote and cited it as a result of the sensitization received during the CAST initiative;
- Youths have the right to hold their political leaders to account if they do not deliver or perform as mandated; some youth created their own platforms to address their leadership on accomplishing their manifestos; youth followed up with promises made after the elections and during public participation forums. In Eldoret, youth that participated in the CAST initiative attended a County Integrated Development Plan (CIDP) Public Participation Forum, in which they spoke up, engaging their leaders on things they had promised the youth. Youths realized their mandate to uphold their rights as citizens by voting in order to transform their community;

Women carrying out an Anti-Jigger Campaign in Kidiwa, Eldoret- A Success Story

An EPTF Alumna Sheila Chemwor, in partnership with EPTF and the CAST women empowerment initiative, conducted a baseline survey on Anti-jigger campaigns and waste management in Kidiwa Village. The Alumna and her team wore the Peace Shirts with the message "I am a Peace Ambassador"- effectively sharing the message of peace. Sheila also supported the CAST initiative by being a key leader in the women's awareness campaign forum on the creation of a safe environment for women during the elections. She has been pushing for a partnership with the county to help her Community-Based Organization in carry out an anti-jigger campaign. EPTF seeks to help by partnering with the County and its alumni in community initiatives to help in development. EPTF plans to also recruit youth and community members in the region for entrepreneurship training or engage them through programs like the CAST initiative.

- Community members also learned about the voting process and procedure of the voting day;
- Leaders had the chance to learn on areas that they should focus to help them improve the economy in their region of governance;
- Women have rights that protect them during election period;
- Women also have the right to participate in general election either as a voter or contestant and they have the right to make their own decision.
- There was synergy of partners working together with the people on the ground, such as the Debe Show in Eldoret for instance, which allowed the youth to channel their voices and be posted online.
- On one particular youth awareness forum, CAST was trending on Twitter. This brought a wider audience into the picture, with other Kenyans hearing the message of peace and interacting with the CAST program and materials so far.

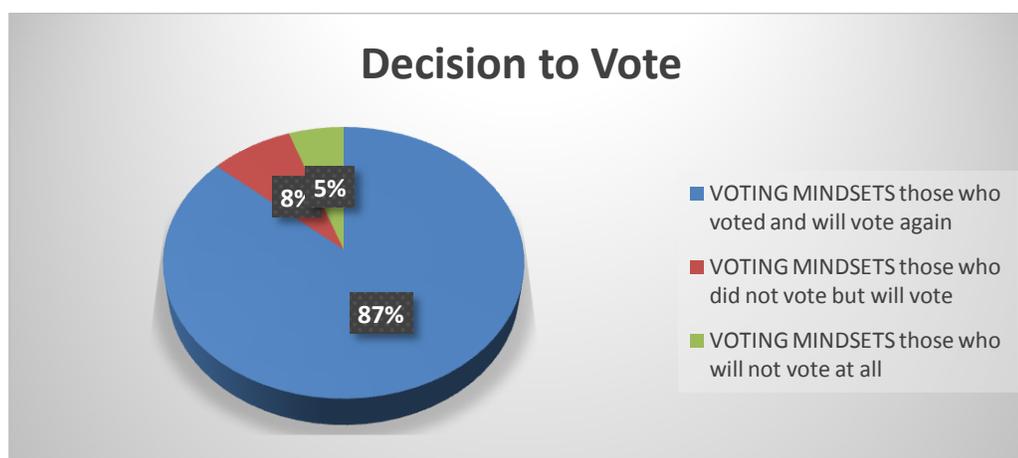


Fig. 8- Despite being a larger percent of the population, only 46% of youth voted in the 2013 Elections^{xvi}. This Graph shows that on August 2017, an overwhelming number of youth voted (87% of youth respondents surveyed) and a number even chose to vote once more in the run-off presidential elections.

4.2 S&M - Documentation and dissemination of the learning points

The main purpose of this objective was to record and document all the effective methods, processes and activities that were undertaken and spreading them for use or future reference if another project similar to this is implemented. Feedback on the effects of the intervention was received through Focus Group Discussions, post-tournament meetings, and follow-up entrepreneurship and soccer skills empowerment trainings. The learning points and improvements to be made are also documented for sharing.

Documentation and dissemination of the lessons included activities such as; -

- Holding a Focused Group Discussions for the participating youths to collect feedback and point out areas of improvements,
- Convening a best practice forum for each of the counties,
- Publish a case study on the use of sports in mobilizing the youth in democratization and governance of developing democracy,
- Convening a stakeholder forum for sharing the findings of the study,
- Finding a suitable media house to share lessons learned,
- Widely publish the findings on online platforms,
- Writing a success story on how the youths have implemented what they have learned.

From the above activities the following has been achieved; -

- a. Youths who participated along the project have given their feedbacks on how they have participated in CAST, what they have learned, how they have applied it and areas of improvement with how we can improve,
- b. Some of the debate videos and clips are published on YouTube for easy access of those who didn't make it to the debate.

Lessons learnt through the documentation and dissemination of activities and outputs included; -

- CAST was well implemented and its goal well achieved,

- Focusing on the youths was a good idea in community development,
- Feedback from the participants was necessary in pointing out the areas of improvement.

5.0 MONITORING AND EVALUATION (M&E)

This is a process and activity that helps improve the performance and measures if the projects achieved its objectives. The CAST used the Project Monitoring Plan (PMP) to evaluate and later reconcile with a Participatory Monitoring and Evaluation (PME) unit for each county enabling the project participants to keep track of the activities and outputs against the set project target. A reference to this PMP is appended to this document.

Follow-ups activities are ongoing to ensure that the youths are still applying what they learned and assess the impact of the initiative to community development.

6.0 STAKEHOLDER BENEFITS

The main and primary stakeholder of CAST consisted of the youth, community, government and women. Stakeholder Benefits- The Youth

The CAST project matches the need to improve the living conditions by increasing the domestic economy and enhancing opportunities for the youths such as those in Kaptembwo and Rhonda areas. The project has so far proved successful and consistent with the needs of the area as through the trainings held, the youth have started a youth foundation and investment dubbed the Kaptembwo Youth Leadership Foundation which has the youth thinking of ways to curb issues of unemployment and drug and substance abuse which are some of the things that have been ailing this communities.

Speaking with the community co-ordinator Mr. John Onyango, the CAST project has enabled them as a community and particularly the youth to see the untapped opportunities that are there and different ways in which they can work together to find solutions and plans that are sustainable to their development.

On the benefits of CAST, Salma Nur praised EPTF for the opportunity to discover gifts she did not think she had, to interact with other ladies who shared similar skills, meet new people and foster skills. She had the following to say in Sheng (a locally spoken mix of English, Swahili and Vernacular among the youth) about the CAST initiative:

"Ilikuwa poa sana hatukuwa tuna lipwa but tuliendelea kwa trainings. Nili paticipate kwa peace training na Tulichambuliwa katiba na vitu zingine kadha. Kawaida Kaptembwo kume kuwa kume gawanyika. Watu wa Ronda hawaendangi kwa village ingine- but vile tulikuwa tuna mingle kwa trainings, nilionlelea ilikuwa poa. Ata saa hii niko Kaptembwo. Kawaida kuna tention lakini hakuku kuwa na vurugu, Kaptembwa. Program ilireduce violence. Though siku attend training ya entrepreneurship, naona ilisaidia wengi kwa sababu kwa wale walienda, tuliorganize wanifunze na tuanzishe biashara ya sabuni, kutengeneza halafu tusave pamoja tukiuzua. EPTF it is good. Ni smart sana."

TRANSLATION: *The training was good, though we were not paid (*note: other programs pay beneficiaries to attend their trainings) I participated in the peace trainings and I learnt about the Constitution and other important matters. Normally, Kaptembwo ward is divided. People from Ronda never go into the other village and vice versa. However, thanks to the intermingling during the trainings, I saw this was great. Even now, I am visiting in Kaptembwo. Normally, there are tensions, but there were none this time around. The program reduced violence. While I didn't attend the final entrepreneurship training, I see it helped others because we got together with them and organized for them to teach me on the soap business they learnt. We decided to work on it, and save together as we sell it. EPTF is good. It is very nice.*

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Key benefits recorded from the youth players and officials included the following:

- A realization on the importance of peace, love and unity.
 - CAST players are used to the confrontation usually associated with Competitive sports. Their witnessing of peace, love and unity even among opponents through the CAST initiative left a mark on many.
- Nurturing of their football skills
 - CAST players were taken through an inclusive curriculum that included: Fitness, Ball Control, Shooting and Passing all alongside lessons on Leadership, Training Planning Team-work.
- Exposure to and interactions with other players to learn from them
 - The lessons learnt by players travelling almost 200 km to play against and interact with players from different regions and ethnicities cannot be quantified. Some had never left Nakuru before, and were grateful for that chance.
- Growth in knowledge of politics through interactions with campaign manifestos
 - The chance to interact with upcoming politicians was as unique as the CAST program. CAST players engaged in question-asking sessions with candidates for office, giving them the needed skills to continue engaging their leaders on keeping promises made.
- Personal and Spiritual growth
 - Alongside their trainings, EPTF provided a safe-place for players from all backgrounds to learn what the Bible has to say about the issues they face. Many appreciated the aspect of Spiritual support as they were eager to lay down their troubles and speak to listening support teams as many youth confessed to struggling with varied personal issues.
- Knowledge on preaching peace to the community
 - In order to continue within the project, it was clear that participants would need to engage their communities. CAST players learnt the much-needed communication skills when sharing about peace that would lead them to better peer-communication and conflict resolution in the future.
- Keeping away from idleness and drug abuse
 - Youth long to be engaged in productive work that they enjoy. The CAST initiative provided both, as the soccer tournaments enabled them to enjoy their favourite sport while the trainings engaged their minds for a brighter future.
- Understanding and practicing conflict resolution techniques
 - Like the ability to preach to one's community, these techniques proved vital in the resolution of conflict among the youth. The success stories in this document attest to this.
- A change of mindset and an open future
 - Hope is one of the best tools a youth can be given. While many were previously destitute, the CAST initiative provided them with the chance to air their dreams for

the future. It also provided the first stepping stones in them doing so especially through programs like the Entrepreneurship Training.

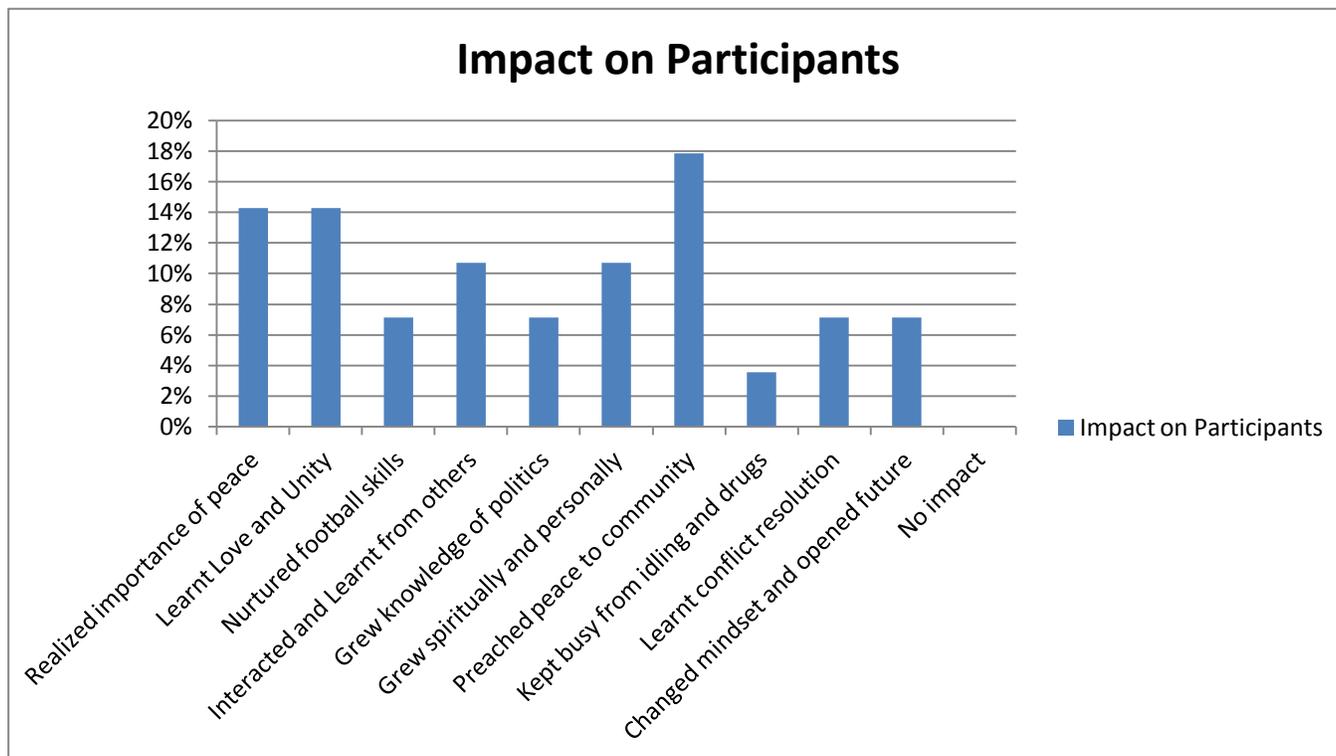


Fig. 9- Youth reported experiencing a variety of personal and community points of impact through the Change Ambassadors Soccer Tourneys (CAST) Initiative.

6.1 Stakeholder benefits- The Community

Community Transformation is at the heart of all EPTF activities. In training the youth therefore, a secondary impact on the community is a key target. CAST also had the goal of training youths to be peace ambassadors so as to contribute to community development. Community members such as leaders, influencers and members also had a major stake to the CAST project. They both affected the projected and they were also influenced by the initiative.

The community leaders and influencers were mainly used for mobilization of youths and also help them during spreading the peace community signing sheets. Village elders and other community members also participated in meetings and the soccer tournaments.

CAST affected community in different ways. The Initiative:

- a. Promoted gender equality during decision making regarding to election process, as it also motivated women to take part in the voting process as contestants or voters. They learnt and were reminded that it their right and responsibility to do so
- b. Promoted peaceful elections ,the spread of love and unity within the communities
- c. The peaceful elections foster continued unity and cohesion within community members to work together and protect their respective businesses from destruction.

6.2 Stakeholder benefits- The Government

The government bodies also benefited from the CAST project. An approval from the government to implement the project was necessary to make sure that a neutral ground is established and the project is mutual to all parties. They provided civic education materials, security and first aid services during the tournament. Administration leaders such as chiefs and inspector police also participated during the women advocacy to certain the providence of security and emergency numbers to call in-case of emergencies.

CAST therefore supported government efforts in different ways which included:

- a. Providing a platform for youths to air challenges to political leaders,
- b. Educating youths on their responsibilities in leadership, governance and democracy which improved the turnout during the voting day
- c. During the advocacy meeting, the administration leaders present learnt of cases of insecurity and even how to improve it during election period providing a favourable voting environment for everyone.

7.0 CONCLUSION AND WAY FORWARD

Change Ambassador Soccer Tourneys (CAST) is a project that was implemented by the Economic Project Transformational Facility (EPTF) in Nakuru and Uasin Gishu counties, with its main objective being to seek and develop an effective practice for enhancing the involvement of the youth in monitoring their welfare politically, socially and economically through trainings and workshops, making them aware of the different roles each of them can play in election-time peace keeping towards sustainable community transformation.

CAST took place before and during the General Election period between July and December 2017. While a re-election was called for in October of 2017, the CAST programs continued with peace-efforts vamped up to ensure peace before, during and after the presidential re-elections. CAST integrated peace buildings, conflict resolution and mediation trainings, workshops, and forums with soccer tournaments through the project implementation months. Youths were recruited and then trained on how be a peace ambassador, meetings with political leaders were conducted with leaders committing with uphold peace during campaigns.

Maximize on the use of sport and talent development in youth empowerment:

Sports is indeed a valuable tool that can unite the community. With such high numbers of youth voluntarily engaging in sports and talent-development every week, this is an opportunity for EPTF to create future agents of change in their communities.

- a. Increase Sport Variety. In the future, the project can incorporate the use of other sports to capture the interests of other youth who might not be solely interested in soccer such as volleyball, athletics, and rugby, etc. Youth expressed interest in the above-mentioned, as athletics having a large following and practice in the North Rift communities (including Uasin Gishu County) and with Volleyball having a large following and practice among low-end communities (such as the Nakuru beneficiaries in Kaptembwo and Ronda) due to the ease of set-up and maintenance.

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- b. Increase Talent Variety. A future project would do well to incorporate other talent development support such as dance, drama, music, fine art, oration, poetry, youth debates, and more to engage any youth beyond what current schools offer. This would create a niche for the program beyond what they are able to find in a formal education setting, meaning an increase in interest and passion to engage with the program and material therein.



Fig. 10- Youth led community dialogues in Nakuru on the streets and online with the Hashtag "I am a Peace Ambassador, what about you?"

Continue Civic Education

There is need to further educate the youth and members in the community on matters civic education especially on the current Kenyan Constitutional dispensation. Not many of the youth and members of the community are utterly conversant with the 2010 Kenyan constitution hence they were previously unable to fully hold their leaders accountable to developmental projects and their role in advocating for change in their respective communities.

- c. Engage Schools: St. Elizabeth's school in Uasin Gishu held their school elections. The participating youth and community mobilizer engaged the entire school in elections following the national example in order to sensitize students on proper peaceful voting procedures. This had a positive outcome on the students' understanding of the electoral procedures.
- d. Engage Community Savings Groups: Kaptembwo Youth Leadership Foundation (KYLFF) was developed as a result of exposure to empowerment trainings through EPTF. The group is ongoing and is able to implement continued Civic Education for their increasing members who save small amounts per week for the increase their investment opportunities and start businesses.

Peace building should be advocated on a day to day basis.

The team suggests that the project should be extensively implemented over the years leading to and after an election given that most interventions on peace are heightened during the particular electioneering year. This we believe will help mitigate tensions that build up around that particular year.

Support main Entrepreneurship Program

- A more holistic intervention including ongoing assessments for viable businesses (An ongoing project with continued empowerment) would help the youth engage regardless of their education background, towards supporting career aspirations.
- EPTF will consider including other thematic points beyond peace, still revolving around the realm of good governance and a conducive business environment.

Women Engagement.

Women ought to be engaged more on their rights and encouraged to participate in the electioneering process as there was manifestation of violence against them during the electioneering period. The project should continue to work on addressing Gender Violence against Women and Girls as it is a need that is present in the community.



Fig. 11- Women engaged in discussions on the importance of the female vote, security measures during the elections and engaging in entrepreneurship as a source of livelihood for their families after the elections

The Change Ambassadors Soccer Tournaments (CAST) was an electoral process awareness campaign initiative that lasted between the months of July and December 2017. The Initiative targeted youth, women and community members from the Counties of Nakuru and Uasin Gishu. Not only was the overall project objective of **enhancing the active participation of the youth in promoting a transparent, credible and peaceful electoral process** met, a myriad of other by-products and positive outcomes were also experienced as seen in the Study above.

Youth were effectively sensitized in peace building and conflict prevention and educated on their rights and responsibilities to fully participate in the democratic governance process. All these methods and processes were effectively documented in this document.

EPTF is certain that the CAST initiative effectively transformed youth, women and community influencers across the nation towards the achievement of the organization vision: **Empowered Kingdom-minded Entrepreneurs Transforming Communities.**

8.0 PROJECT MONITORING PERFORMANCE CHART

OBJECTIVE 1: Sensitize and build the capacity of 200 youth in peace building and conflict prevention				
Activity		Target	Total Achieved	Percentage
1.1.1a	Design Training Materials	1	1	100%
1.1.1b	Mobilize and Recruit the youth and youth groups	200	223	112%
1.1.2a	Conduct training clinics integrating soccer	1	1	100%
1.1.2b	Hold soccer tourneys in the two counties of Nakuru and Uasin Gishu	2	2	100%
1.2.1a	Design and produce voter awareness campaign materials	2000	2204	110% Materials were produced in different forms, i.e. t-shirts, wristbands, brochures and booklets which were distributed in different communities.
1.2.1b	sensitization against use of aggressive language in campaigns	4	4	100%
1.3.1a	Hold meetings with political leaders		8	No Target due to the nature of politics
1.3.1b	Drive for the signing of statements of commitment to uphold peaceful campaigns	2000	2034 (960F, 1485M)	102%
OBJECTIVE 2: Preparation of the civic education training manuals				
Activity		Target	Total Achieved	Comment
2.1.1a	Convene civic education workshops and seminars for the youths and community leaders	2	6	300%. These were conducted through forums and during the tournaments that brought youths and political leaders - the forums and gatherings provided a good platform to share on the roles and responsibilities.
2.1.1b	Hold meetings for interrogating the party manifestos		8	No Target
2.2.1a	Live debates bringing together youths and politicians.		8	No Target
2.2.1b	Hold awareness campaigns on gender equity and women representation in decision making.	2	3	150% During the political meetings, the women political aspirants also hold awareness campaigns on gender equality
2.3.1a	Advocacy meetings for a favourable voting environment for women	2	2	100%
OBJECTIVE 3: Documenting all effective methods and processes and disseminating them for adoption and scale up				
Activity		Target	Total Achieved	Comment
3.1.1a	Convene awareness campaign forums in which the youth spearhead the agenda	2	6	300%. Youth in Nakuru took the initiative to hold more awareness campaigns under the association formed during the CAST initiative - Kaptembwo Youth Association
3.1.1b	Hold a FGD for the participating youth to collect feedback and point out areas of improvement	4	5	125%
3.2.1a	Convene a best practice forum in each of the counties	2	2	100%
3.2.1b	Publish a case study on the use of sports in mobilizing the youth in the democratization and governance of developing democracies	1	1	100%- Media-sharing ongoing
3.3a	Convene a stakeholders forum for sharing the findings of the study	2	2	100%
3.3b	Work suitable media houses to share lessons learned	1	1	Online and Radio Shows
3.3c	Widely publish the findings on the online platform	1	1	Political debates videos on YouTube, FB has links to other media

9.0 PICTURE SPEAK



The children also had their say in spreading the message of peace.



Some of the CAST footballers holding a placard signifying that they are peace ambassadors

Change Ambassadors Soccer Tourneys: An Electoral Process Awareness Campaign Project



The Deputy County Commissioner Mr. Elmi Shaffi (at the centre) together with other EPTF partners during the soccer tourneys in Kaptembwo.



EPTF Partners from right: Mr. Joseph Sang(NSC), Mr. Peter Kairu (CPC) and Mr. Elliakim Mbalilwa (Radio Amani) spreading the message of peace.

Change Ambassadors Soccer Tournaments: An Electoral Process Awareness Campaign Project



Parliamentary aspirants for Nakuru Town West during their debate before the August 8th general polls



Trophies, jerseys, balls and medals were awarded for wins, as well as discipline, and passing on Messages of Peace during the final tournament and awarding ceremony held on the 9th of September.

10.0 REFERENCES

- CAST Log-frame
 - SMC 17393 – Change Ambassador Soccer Tourneys Proposal
 - SMC 17393- Project Monitoring Plan
 - SMC 17393 – CAST Soccer tournament Reports
 - SMC 17393 – CAST Women Advocacy Reports
 - SMC 17393 – CAST FGD Reports
 - SMC 17393 – CAST Monthly Status Reports
 - SMC 17393- CAST Entrepreneurship and Soccer Training Program
 - SMC 17393- CAST Soccer Clinics Report
- Annexes of the day the CAST was TRENDING on Twitter-including screenshots*

ⁱ CAST Peace Pledge Sign-Up Sheets.

ⁱⁱ Kaptembwo Youth Leadership Foundation (KYLf) Constitution

ⁱⁱⁱ "Impact on Participants." SMC 17393- CAST Eldoret Questionnaire Analysis

^{iv} Picture of Ivory Coast Team. http://i.dailymail.co.uk/i/pix/2012/12/27/article-0-04BD66750000044D-776_634x379.jpg

^v Ivory Coast Team and Peace. <http://www.worldsoccer.com/blogs/football-as-peacemaker-in-ivory-coast-it-might-just-work-339960#tKXjGx5bk4ZSd9uZ.99>

^{vi} Kenya's Demographics profile: https://www.indexmundi.com/kenya/demographics_profile.html

^{vii} IEBC, Handbook on Elective Positions in Kenya

^{viii} A Look at Kenya's Elections History since independence in 1964 <http://www.africanews.com/2017/10/25/a-look-at-kenya-s-elections-history-since-independence-in-1964/>

^{ix} Kenya's Demographics profile. https://www.indexmundi.com/kenya/demographics_profile.html

^x List of towns and cities in former Rift-Valley Province. https://reliefweb.int/sites/reliefweb.int/files/resources/29F4FE160515414F852573C900570D5B-unepl_CFL_ken080105.pdf

^{xi} Counties with potential for violence in 2017. <https://www.tuko.co.ke/122250-list-18-counties-that-could-have-violence-in-2017-general-election-ncic.html>

^{xii} Map of Historical Background of Kenyan Election Violence. <https://www.google.com/maps/>

^{xiii} On Internally Displaced Persons. <http://www.ogiek.org/election-war/44.jpg>

^{xiv} Cities most likely to experience violence during elections (NCIC report). [https://www.cohesion.or.ke/-](https://www.cohesion.or.ke/)

^{xv} Nakuru Tribes- Kikuyu and Kalenjin. <http://www.nakuru.co.ke/nakuru-county-about-nakuru-county/nakuru-county-about-people>

^{xvi} Youth that Voted in 2013. http://aceproject.org/ace-en/topics/em/elections-and-youth/the-case-of-kenya/mobile_browsing