1. Objective and relevance (the world around us)

* **What is the main purpose with the intervention, including challenges that need to be addressed?** 
  + **If the intervention is an extension of a previous intervention, please describe: what results have been achieved so far? What are (still) the major challenges? To what extent does this intervention include new objectives, a new strategic approach or new target groups?**

The project achieved.

1. The project conducted a needs assessment. The main purpose of the needs assessment was to assess the knowledge, attitude, and practices of the target population (widows). It was understood that the assessment would document the knowledge levels and attitudinal issues that affect access to and utilization of services and characterize the broader capacity situation of widows in Kibera that can influence small scale enterprises. The project also utilized the results of the needs assessment to recruit its beneficiaries. It was evident from the needs assessment that the widows live in squalor conditions and struggle to feed their families, Knowledge on entrepreneurship was low and all the target population saw training as an important support for them.
2. 30 widows were trained comprehensively on the Entrepreneurship and business skills for business startup. During this time, they were tasked to do practical’s on how to operate a business. Many participants did well on the practical and the few that had mistaken were assisted to understand the sections they had not done well. Then they cascaded the training to 60 other widows who were tasked to pass and mentor one other widow. Due to Covid-19 restriction only the first 30 widows managed to mentor another widow because they were better equipped. This resulted to 120 benefiting directly from the project. The project also trained the beneficiaries on rights and entitlements as widows’ and disadvantaged groups. The training significantly increased knowledge and awareness levels on the rights of widows and their children.

The project gathered different ideas that the women had through needs assessment which included tailoring, sewing mats, making jewelry, basket making, production of washing detergents among many other ideas. As much as the women were not prepared for much, they were ready to openly share their ideas. The group agreed on the soap making projects as most suitable. This project will be implemented on the basis that it was easy to acquire the materials locally at an affordable price and the soap production process was easy and not time consuming. Less labor skill is required in implementation of the project which makes it easy and gives the women to concentrate on taking care of the children by working in shifts. There is a high demand for soap products among individual consumers and institutions such as schools, hotels, clubs, hospitals, and government offices. Widows will be targeting to sell to all these groups. They will also be targeting bulk buyers such as cleaning companies, which need the products for their day-to-day operations.

The widows want to diversify the soap such as, bar soaps, washing powder after they gain experience and developed a market for the shop. On the initial stage they focus on liquid soap. To start the project, the following materials are required Chemicals for the liquid soap large basins large mixing stick and jugs.

The project is designed to contribute to achievement of SDG 1: No poverty, SDG 2: Zero hunger, SDG 3: Good health and well-being, SDG 8: Decent work and economic growth, SDG 10: Reduced inequalities, SDG 16: Peace, Justice and strong institutions and SDG 17: partnership for the goals. The main objective for this project is “Widows become economic empowered and attain their right to protection, development and participation in the society freely.”

**Objective**

To Increase the financial abilities of widows in Kibera Slums to enable them purchase food for their families, educate their children (girl child focus), Afford better health, clothing and shelter for their children and Reduce poverty and attain improved standards of living through soap making business.

The Projects immediate objective Within the above development objective, the project’s immediate objective is: “By end of 2022, widows supported by the project achieve a secure and enhanced income and effectively participate and contribute to decision-making process in domestic and public spheres”. Indicators:

* Sustainable increase by at least 20% in average household income for 120 poor women who are members of collective groups supported by project.
* At least 120 women supported by the project report an enhanced role in decision-making within households, SHGs/ CBOs, other groups, leadership positions and Elected Bodies.
* All beneficiaries trained on soap making
* **Describe the context of the intervention:**

Empowerment and accountability are critical factors in creating bottom-up solutions to development challenges. AWE seeks to reframe Widows from passive “beneficiaries” to “active citizens” and “change agents” taking control of their own destinies. Where traditional projects have an extractive process whereby stakeholders provide answers to questions posed by outside experts, AWE engage and support widows to take control of the project. AWE has given selected Widows the skills to identify their own businesses. Likewise, creating sustainable income, reduction of the grinding poverty and hopelessness. Furthermore, with the novel Coronavirus pandemic these women and slum dwellers generally are the most vulnerable in terms of lack of access to food, healthcare, water and even affording the recommended health guidelines such as social distancing because of one roomed structure they live in. Covid-19 promises to be devastating to people who live in the slums with poor infrastructure and lack of basic social amenities. It is, further, exacerbated by lack of daily chores which they depend on for survival.

The project will support widow businesses in various ways, including:

* Funding the starting up of soap making business
* Supporting groups to access commercial finance to sustain and expand their businesses.
* Quality control to assist with improving production and service, and
* Supporting access to markets by supporting businesses in increasing their exposure and expanding their distribution networks, integrating, or moving up local value chains, and accessing new distribution channels.

This project is built from grassroots and is formulated to benefit the community from women who form most of the marginalized population in the region. The empowerment of a core group will ensure that the entire community owns the project. This intervention has a self-protecting mechanism in dealing with conflict situations. Apart from the agencies’ presence in the project area and the goodwill of communities it works with, our project will seek the endorsement of religious leaders and relevant government authorities in that area. AWE has facilitated the registration of the beneficiary women into a Community Based Organizations (CBOs) to steer the project. They will then be fully charged with the management of the CBO and will be supported by AWE. This will create a sense of ownership and sustainability of all the activities conducted. The CBO members will generate their own resources through offering their services and products to continue sustaining itself.

* + **Describe the conditions that apply in the area where the intervention will take place, and which are expected to influence the intervention (e.g. social, economic or political conditions, or other projects or activities in the area that can supplement the intervention).**

Kenya is a lower middle-income country with a growth rate of 5.7% per annum. However, major disparities in economic and social mobility exist within the gender divide. The country’s gender inequality index is at 0.549 ranking Kenya at 137 out of 160 countries globally as of 2018 showing that women are underrepresented in both political and economic spheres despite being the majority at 51% of the population. The project will target widows in Kibera in Nairobi County. Most of Kibera slum residents live in extreme poverty, earning less than $1.00 per day. Unemployment rates are high. Persons living with HIV in the slum are many, as are AIDS cases. A great majority living in the slum lack access to basic services, including electricity, running water, and medical care.

* + **Describe whether the intervention takes place in a stable or fragile context. If the intervention takes place in a fragile context, you can find inspiration on CISUs website about** **[nexus](http://www.cisu.dk/nexus).**

Kibera is one of the largest slums in Africa with an average population of approximately more than nine hundred thousand people (Umande Trust, 2010). The slum stands on 2.5 square kilometers and is roughly five kilometers away from the city center. In 1912, Kibera was a settlement in a forest outside Nairobi; as a result of World War I, it became a resettlement area for Nubian soldiers returning from service. The colonial government then, allowed settlements to grow and opened gates to other tribes from across the country.

Kibera settlement is located on Nairobi divisional administrative areas; Lang’ata divisions. The slum is divided into villages - Kianda, Olympic, Soweto West, Gatwekera, Raila, Karanja, Kisumu Ndogo, Makina, Kambi Muru, Mashimoni, Lindi, Laini Saba, Silanga and Soweto East.

Kibera informal settlements suffer from a host of challenges. The residents live under mass poverty leading to a collection of sustainability challenges. Access to clean water, improved sanitation, good housing, solid waste management, proper health care, security and energy are some of the most fundamental challenges faced by slums dwellers. Together with this is the lack of enough schools and educational centers and a huge deficiency of other urban infrastructure (Guy, Marvin & Moss, 2001). In addition, Kibera is heavily polluted by human refuse, garbage, soot, dust, and other wastes. The slum is contaminated with human and animal feces and all sorts of wastes which are worsened by open sewages and lack of drainage systems (Hardoy, Mitlin & Satterthwaite, 2003; Hodson & Marvin, 2009). Poverty, lack of improved sanitation combined with poor nutrition among residents’ accounts for many illnesses and diseases in slums (Heynen, Kaika & Swyngedouw, 2006; Kumar, Shigeo & Harada, 2003).

* **Describe how this intervention will strengthen civil society organising – including active citizenship, volunteering, and public engagement – that contribute to social justice (realisation of people’s rights, reducing inequality and fighting poverty, participation in decision-making processes, equal access to resources, and just institutions).**

The strategic shifts to the success of project model will involve key players i.e. market administrators, local leaders, women representatives that will support community level action and engagement to spur the women’s demands to share the market revenue. The interventions will include supporting women for also dubbed as mother care model. The care group model supports task shifting, task sharing, dialogues with other like-minded entrepreneur’s that have occupied spaces before. This model of mentorship will address the key challenges faced in the community that deter economic growth for women.

Involving market managers as part of co-opted members of the implementation team will support quarterly planning and review meetings with robust interactive groups in the entrepreneurship space. The communication system for the project implementation team will ensure that the deliverable for honest feedback, critical analysis, conducive and safe decision making between the stakeholders and the widows who are the direct beneficiaries of the project.

Promote networking, collective strength and greater visibility of women in public spheres including representation in mainstream institutions and decision-making bodies: The care groups in the project areas will be consolidated at the community level and taken through a visioning exercise. This is to identify their purpose, role and specific activities that they can take up to provide additional support to the targeted communities. Initial focus will be at the community level for widows to engage with the community members and seek the benefits from ongoing schemes as well as bring to their attention the specific needs in a village.

Sensitize the communities including men to improve the lives of widows and their children in the community: To create a broad social consensus among the community, men and women on issues that previously have been marginalized as only of importance to widows, mobilize resources and institutions controlled by men, resulting in a net gain in resources available to meet the needs of widows and their children; contribute to raising the next generation children in a framework of gender equity.

Enhance local organizational capacity through social mobilization and evolution of representative leadership within their ranks: In order to facilitate the formation and strengthening of alternative institutional frameworks to provide the space and opportunity for marginalized widows to collectively gain strength to address the key areas of their subordination; To make interventions into mainstream institutions including those of governance at local levels, markets and financial institutions; To access technology and capacity building opportunities; and to dialogue with the state and its representative departments and institutions etc.)

Strengthen leadership and negotiating power and agency of women, especially belonging to the marginalized groups: Facilitate consolidation of SHGs into cluster level groups to provide larger social identity and, with time, social acceptance of widows in the new role and space that is gradually redefined by them. SHG leaders (some of whom would graduate as cluster leaders) would have larger arena to practice and experience mobility, decision making, thus giving them opportunities to mobilize members for collective action on issues affecting anyone or many of them.

**Approaches**

**Rights and empowerment:** This strategy involves enhancing knowledge and technical capacity of both rights holders and duty bearers on human rights, the right to constructive civic participation and the concepts of accountability and social accountability. It also entails enhancing the capacity of public service providers to put in place accountability tools such as service charters and complaints re-address mechanism.

**Participation through Voice:** This strategy entails articulating citizens’, and beneficiaries’ voices through consultation in design, implementation, monitoring, and evaluation the project interventions by ensuring informed two-way engagement between duty bearers and rights holders.

**Promote strategic accountable leadership for women at county government levels:** In this strategy the project will improve on the leadership and governance systems for governance in relation to inclusivity and justice. In addition, this strategy shall involve multi-sectoral leadership that include service providers to monitor and demand accountability for performance. This is anticipated toenable citizens demand responsiveness from duty bearers regarding quality of services, human rights violations and put in place systems and procedures to handle and respond to complaints and grievances from citizens.

* **What climate- and environmental conditions do the partnership and/or the intervention need to respond to? And how have the partners responded to it? This could be in relation to the conditions of the target groups, the number of flights or the activities of the intervention, and how these affect the environment or climate in the area.**

To cushion against the impacts of climate change, the intervention has identified sectoral adaptation and mitigation needs. In addition, the intervention will recommend procedures contained in Kenya government Action Plan detailing the specific sectoral actions, implementation timeframe, key implementing or lead agencies and the indicative costs.

The Strategy is complementary and consistent with existing development and economic plans, principally the Kenya Vision 2030. These recommendations will be supported by a well-defined implementation, monitoring and evaluation framework.

The partnership/collaborators (our starting point)

* **Describe the experiences, capacities and resources of participant partners (including the Danish organisation) as well as other actors (e.g. their experiences with the subject matter concerned, knowledge of the context in which the intervention will take place, networks and relationships).**

AWE Centre Nairobi (Association for World Education and Humanity) was registered in 2003 and has over 15 years of work experience focusing on rescue, re-socialisation rehabilitates and reintegration of street/poor children to the community, schools and Economic Empowerment for widows especially those affected by HIV/AIDS through micro loans. AWE has been enriching the lives of 30 children. We are deeply rooted in the belief that education and humanity are the most useful tools for enhancing individual’s capacity and the possibility to overcome poverty through self-reliance. AWE has 7 active dedicated members who are committed to its visions and goals. AWE take advantage of its donor’s knowledge sharing, learning tools and the strength of Danish transparency and accountability policies. We pride in our values of equality, accountability and zero corruption work ethics.

NEPHAk will lead on project implementation, supervision of staff, coordination of local partners/associates, financial and progress reporting, lead in the development of business manuals, together with beneficiaries and responsible for tracking and ensuring delivery of the project outcomes through monitoring and evaluation and Continuous quality improvement. NEPHAK will help in Advance gender equality, equity and the empowerment of women, ensuring elimination of all kinds of violence against widows and their children through full participation in social, economic and political spectra at all levels

and bringing women into the mainstream of development.

* **Describe any previous acquaintance or cooperation between the partners, and how these experiences have fed into the development of the proposed intervention.**

AWE has had a widow’s capacity building and partnership strengthening with NEPHAK. NEPHAK took lead in implementation, management, Identification, mobilization of the beneficiaries and lobbying/ advocacy of gender related issues. Together AWE and NEPHAK developed the criterial of the beneficiaries, virtual partnered in needs assessment, training of the beneficiaries, support capacity building, communication, and social mobilization of widows. Together we developed training manuals and tools, provided oversight to the community volunteers, report on the assigned activities and project planning, monitoring, and evaluation. Sharing our past experiences AWE shared its strength of reporting, transparency, and accountability to the partnership, where NEPHAK shared its strength of field work mobilization, allies, and resources such us people office. Jointly with experience and capacity the partnership is capable to partnering on the follow up of the mention project to create sustainable solution for the target group.

* **Describe the contributions, roles, and responsibilities of the partners and other actors.**

AWE (Association for World Education and Humanity), is the main Contact to CISU, will do project administration in Denmark and will be responsible for partner monitoring and supervision of finances. This also the overall leadership and management oversight. NEPHAK will be responsible for mobilization of target groups, project administration lead implementer and local finance reporting. NEPHAK will also be responsible progress of data Collation for reporting, supervision of local staff, consultants, and coordination of local stakeholders/associates. Jointly developed the proposal, work-plan and budget with NEPHAK. Further, jointly develop training based on the needs assessment, develop training manuals, together with beneficiaries develop novel small businesses and responsible for tracking and ensuring delivery of the project outcomes through monitoring and evaluation and Continuous quality improvement.

AWE and NEPHAK jointly will aalso collaborate with both county and national governments to support the beneficiaries achieve the expected outcome. Jointly will advocate and support advancing of gender equality, equity and empowerment of women.

The partnership of the project will be guided by a Memorandum of Understanding (MOU). The project will use existing structures of project management within the two organizations. The county governments of Nairobi who have provided technical support to the widows to enable the formation and registration of the Self-Help Group (SHG), training of the SHG, will facilitate the linkages between the SHG and other stakeholders through a multi-sectoral platform consisting of community, local, cultural and other relevant stakeholders. We will also support the process of co-creation with the SHG to identify relevant, context specific business areas. Finally, we will conduct the monitoring and evaluation for the project to ensure it is on track to achieve set targets and programmatic milestones. AWE will also ensure accountability, transparency, value for money and adherence to donor regulation.

* **Describe how the intervention will contribute to developing the relationship and collaboration between the partners.**

There will be on the one hand a stable framework, and on the other hand a certain degree of flexibility to allow for all the necessary (and immediate) changes and adaptations. In addition, there will be a strong communication, among the partners – so that there is maximum transparency both within and outside of the partnership.

* Target groups, objectives, and expected results (our intervention)

Describe the composition of the target groups: specify approximate number of people in primary *(the persons who will participate in the activities of the intervention)* and secondary *(persons who will be affected by the activities of the intervention without having participated in them)* target groups disaggregated by e.g. gender, social groups or other relevant factors.

The group of widows targeted for this intervention consists of 36 widows trained by the project on entrepreneurship with an average of 5 members per family and this will be organized into a self-help group with a leadership structure and accounting mechanism to improve accountability, transparency and sustainability. This provides the group with the opportunity to grow and eventually become self-sustaining.

Describe how the target groups will participate in- and benefit from the intervention.

The group of widows targeted for this intervention consists of 120 widows’ and with an average of 5 members per household, the secondary beneficiaries will be (4 X 120) 480. This will be organized into a self-help group with a leadership structure and accounting mechanism to improve accountability, transparency and sustainability. This provides the group with the opportunity to grow and eventually become self-sustaining.

Collectively, the group – comprising of 120 women through 8 registered widow groups will make liquid soaps which will be sold at a friendly price. The project will not only train the women in soap making but it also will enable them to develop business plans, buy equipment & materials which will still be used in the after the end of project by the beneficiaries to continue generating income and marketing ideas, soap will be sold to local community, hospitals, schools, bus stop and shops.

The women will establish a small store within Kibera where they plan, make and sell the soap, in addition to door-to-door sales and product placement in shops.

The soap which the women sell from door to door will make the product to be easily accessible to people and the enhanced accessibility and affordability of soap in the community will increasing the frequent cleaning of hands with soap among many households in the slum area. The Project will make woman difference in the community whilst generating income to sustain their livelihoods by supporting access to markets which will increasing their exposure and expanding their distribution networks, integrating or moving up local value chains, and accessing new distribution channels.

* Describe the objectives and expected results.

|  |  |
| --- | --- |
| Objective - Economic Empowerment Capabilities enhanced and economic enterprises of women established and/or strengthened for enhanced household income. | * 2 registered widow’s groups Provided with seed funding and start soap making business * Of the groups supported by the project regularly access financial services from formal institution * Households are able to generate income to sustain their livelihoods * Widows trained on soap making |

* What is the strategy of the intervention? Describe the planned activities and how these will lead to the desired outputs and achievement of the objectives.

Strategy

The project is proposed to run for 1 year and designed within an overarching objective of women’s empowerment. This is in view of the prevailing socio-economic and leadership conditions in Kenya and to bring about a positive change in their position within both the household and community. According to AWE, gender equality cannot come only through changes in women’s condition alone i.e. in terms of their health, income and education. It also requires transformation of the structures and systems, which lie at the root of inequality to bring about a change in their position.

This will be done through the following activities.

* **Purchase the required Equipments and materials such as:** Scale, thermometer, Immersion Blender (Stick Blender), Containers for Measuring & Mixing Lye, Containers for Mixing the Soap Batter, Heavy Duty Plastic or Silicone Spoons & Spatulas and Gloves & Goggles.

The raw material will include fats (oil, grease or butter), alkaline, water and secondary products (salt, additive colors, scents etc.).

* **Dialogue with local leaders and also holding action days**. -this will be on a quarterly basis. Community support organizations will hold dialogue with the community leadership through the local administration. Action days will be held targeting linkages that will great increase sales for the products within the community and also with high volume consumers.
* **Establishment of a project implementation team that will oversee and somehow be an accountability partners for the women.** The PIT will hold sensitization meetings with local administration, local leaders, women representatives and youth representatives at the community level to inform learning and contribute realigning social structures.
* **Develop care group model for the mothers to support mentorship to spur the gains.** women forums will be held jointly to encourage sharing of experiences, support inbuilt learning on best approaches for the widows to avert social, economic and health problems
* and build support systems and social structures to protect and prevent concerns and challenges facing the group.
* [**Work on Packaging and Brand**](https://www.profitableventure.com/develop-brand-strategy-tips/)**.** This will help them to build a concise brand personality, attract new customers and keep loyal customers. A consistent brand image will help them establish their credibility and will initially spark interest from consumers.
* **Training women on Liquid Soap Making Skills**. Making soap can be challenging, and getting consistent, quality results batch after batch is even more of a challenge. Previous experience or education in soap making techniques will be helpful and can help to soften the learning curve when starting a soap making business.
* **Pay for Business Licenses and Permits**. Obtaining a business permit as a legal requirement for businesses to operate seamlessly in Kenya not only will prove the legality and credibility of their business, it also help local authorities collect their taxes to improve their service delivery to the locals.
* **Marketing research and promotion:** The women will be supported in doing market research to find out which parts to sale their soap this will be done through door-to-door promotion that will come in a form of selling. The regions sales will be a good indictor on where to target more in promotion to improve sales.
* **Promotions of small enterprises:** Through partnerships with financial providers, we will be in a position of conducting comprehensive analysis of the existing markets and potential sub-sectors. Some of the promising sub sectors include small scale-business.
* **Promote access to government schemes, institutional credit and microfinance institutions:** The project will focus to increase awareness among women on the different sources of funds such as SHG credit and subsidies available through government schemes and financial institutions such as rural banks and microfinance institutions.

Sustainability: The potential for sustainability will increase if the project succeeds in strengthening counties and communities’ technical and business skills and capacity to plan, implement, and manage interventions to diversify benefit flows. Global and national experience shows that when producers form POs and Savings and Credit Cooperatives (SACCOs) and improve market access, they take up higher value-adding activities, capitalize on other growth opportunities in the rural economy, generate additional cash that enables them to seek advisory services, and forge links to the private sector. Stronger farmer networks will enable Widows to buy inputs at more reasonable prices, access output markets, and obtain credit to sustain their investments. When people are empowered, they are equipped with skills and knowledge with which they will be able to earn a living. In this way, they will both be able start up a business and earn an income. Earning income is the first step towards poverty eradication.

Intervention-related information work in Denmark

The funds will be used for auding and for SoMe because WE uses social media as communication platform for information sharing. This project activities will be used to showcase how sports can be used as development tool, encourage more engagement financial support in Denmark. We hope to get more volunteers and sports clubs like AGf Aarhus to donate some football kits to our target group. The social media activities will be a good place to encourage Danish youth to support by saving their used and unwanted football clothes that are in good condition to our target groups. It is through social media that AGF Aarhus has donated all season sports kits to our children. Updating our social media showing CISU support automatically helps AWE attract more donor to our cause.