## THE ANNUAL WOMEN'S RIGHTS CONVENTION 11<sup>th</sup> and 12<sup>th</sup> August 2021

#### A REPORT BY NOELINA ADAGALA EVENTS COORDINATOR







## THE PARTNERS



FOR WOMEN'S HUMAN RIGHTS

Changing You, Transforming All

# THE BACKGROUND

The Community Advocacy and Awareness Trust-CRAWN Trust who are a principal partner in the WVL-K Program leading the networking and alliance building pillar, in collaboration with CARE-Kenya and women's rights advocates and activists came together in partnership to host the Annual Women Rights Convention 2021, a virtual event held on 11<sup>th</sup> and 12<sup>th</sup> August 2021.Partners included:

- FEMNET, OXFAM
- AMWIK
- Badili Africa
- Young Women Leaders Connect
- University of Nairobi WEE Hub
- Hifadhi Hub
- Feminist for Peace Rights and Justice Center
- Coast Association for Persons Living with Disabilities

# THE OBJECTIVES

- 1. Re-energize the women's movement in building an intergenerational solidarity of sisterhood by agreeing on a shared frontier.
- Shape a clear engagement framework for women's political and economic emancipation.
- 3. Harness the different women's voices within the political, social and economic spheres.
- 4. Co-develop a 2021-2032 women's action plan.

#### **OVERALL OBJECTIVE:**

The emergence of a transformative women's **leadership** movement.

# ABOUT THE CONVENTION

#### Aptly themed "Kenyan Women Rising":

- The convention was to bring together women leaders from civil society, women in leadership within the legislatures at both national and county levels, women leaders in business and the corporate sector among others for a national discussion on the state of women's rights in Kenya.
- The main goal of the Annual Women's Rights Convention was to contribute to equitable and transformative leadership in Kenya with the overall objective being the emergence of a transformative women's leadership movement.

# THE DISCUSSIONS

Discuss gendered hierarchies and how this fuels discrimination and exclusion and why it is important for women to understand these dynamics especially as they ascend into male dominated spaces of leadership and decision making.

Discuss what women's voice really is beyond just speaking and why it is crucial to maintain and sustain the spirit of solidarity and sisterhood with the women's rights networks from both the national and grassroots levels that have worked to open up male dominated spaces and to keep those spaces open so as to deliver better outcomes for women.

Reflect on the importance of women learning to work together across the generations and separately in their respective areas of engagement to safeguard women's hard won celebrated constitutional gains and appreciating every aspect of the struggle and why it is important for all women.

# THE TARGET AUDIENCE

The convention's target audience was drawn from a diverse demographic including:

- Women leaders from civil society
- Women leaders from the parliament and county assemblies
- Women business leaders (Captains of Industry)
- > Development partners
- High level speaker(s), expert speakers from the continent who are accomplished women leaders (This will include video recorded messages of solidarity from renown women leaders)
- Grassroots Women leaders
- > Women from the religious sector

# THE TARGET AUDIENCE

- Women Market Traders.
- > Women in academia, university, tertiary, schools and research
- Women in media
- Women in Manufacturing
- Women leading key government institutions
- Women from Executive
- Political Party Leaders

## CONFERENCE POSTER



### THE LANDING PAGE AND REGISTRATION





### THE ANNUAL WOMEN'S RIGHTS CONVENTION SNAPSHOT

- >2 Solidarity messages
- >4 Keynote addresses
- >2 Power Talks
- ≻9 Panels
- ≻9 Moderators
- >27 Panelists

### THE GLOBAL AUDIENCE INCLUDED:



- > Kenya
- > Nigeria
- South Africa
- > Rwanda
- India
- > Uganda
- > Zimbabwe
- > Tanzania
- United Kingdom
- Luxembourg
- > Namibia
- Canada
- > USA
- > Lebanon

# THE OVERALL MODERATOR

# **VERAH OKEYO**



# THE EVENT FLOW-DAY ONE 11<sup>TH</sup> AUG 2021

Time: 9.00 a.m. to 5.00 p.m...

#### The Program:

- > Opening Ceremony: Welcome notes, Solidarity Messages & Keynote Addresses
- > Health Breaks & Power Talk
- Panel Discussions

### **OPENING REMARKS:**

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Daisy Amdany-Executive Director, CRAWN Trust
Hamisa Zaja- Coast
Association for Persons
Living with Disabilities
Bina Maseno-Badili Africa
Editar Ochieng- Feminists
for Peace, Rights and
Justice Centre



## OPENING REMARKS HIGHLIGHTS

- We will discuss how we're going to work together to build a solidarity of sisterhood. we keep saying women are the majority, we have to make those numbers count to ensure that we have maximum women elected in 2022, and that women are also economically empowered because we cannot discuss politics and not discuss the economy for the feminization of poverty must end" Daisy Amdany, Executive Director, CRAWN Trust emphasized.
- Hamisa Zaja of Coast Association for Persons Living with Disabilities invited the delegates to pursue inclusive approaches in support of marginalized groups participation in issues of development, politics and inclusivity and further encouraged women to actively participate so as to amplify the voices of all Kenyan women
- When we gather here, it is to affirm the fact that individualism is not going to take us far, we need to organize" Bina Maseno of Badili Africa rallied.
- Women leadership is a hope of prosperity and development, both locally and globally, we need to demand for effective women representation from young women, women with disability and also senior women" Editar Ochieng of Peace, Rights and Justice Centre concluded.

OPENING CEREMONY: SOLIDARITY MESSAGES

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Amb.Dr.MaryKhimulu, MBS-Chair,Board of Trustees Water Sector Trust Fund Madam Rukaya Mohammed- Deputy Director, UN Women Kenya



## SOLIDARITY MESSAGE HIGHLIGHTS

- "We can succeed though; we must always be aware that male is also half of the population. We must therefore consider them and work with them to achieve that goal of development, social and female inclusion. Let us all be people who make things happen, not the ones who watch things happen or wonder what happened" Amb.Dr.Mary Khimulu
- Life does not always give us what we deserve but rather what we demand, we must continue to push harder than any other person in the room. Women voice must be heard and the movement has to maintain momentum across the divide until women rights become a reality" said Madam Rukaya Mohammed- Deputy Director, UN Women Kenya

## OPENING CEREMONY: KEYNOTE ADDRESSES

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Dr.John.Kitui-Oxfam Kenya Country Director,

Dr.Maureen Miruka-CARE-Kenya Country Director

Mr.David da Silva-Acting Head of Mission, Canadian High Commission, Kenya



# **KEYNOTE ADDRESS HIGHLIGHTS**

- I think the question that comes to mind is, what are we willing to sacrifice to support making the world, a just place for women. At the end of the day it's a very personal question. What am I willing to sacrifice to make sure that women around me realize their full potential?" – Dr John Kitui-OXFAM Kenya Country Director
- Now is the right time for Kenyans and all of us here in this convention to reflect, reimagine and reset priorities, how we can reposition women and the role that the play during these uncertain times, and the upcoming political and governance processes, and to tackle the normalized discrimination against women, especially in governance and leadership" Dr.Maureen Miruka- CARE Kenya Country Director
- We all know that there's a very good reason why when women's voices are heard and I mean truly heard, better decisions are made for everyone. Women's voices can't be heard, unless women are at the decision-making table. This is at the local level, at the community level, at the county level at the regional level at the national level and on a global scale. Be inspirational! Be energetic! Be fierce! because when women's voices are heard and I mean truly heard, better decisions are made for everyone" Mr. David da Silva, Acting Head of Mission, Canadian High Commission Kenya

## **KEYNOTE SPEECH**

# PROFESSOR MARGARET KOBIA,Ph.D, MGH



# KEYNOTE SPEECH HIGHLIGHTS CS MARGARET KOBIA, Ph.D, MGH

She begun by extending a sisterhood hand by noting that the CRAWN Trust supported the 'Common Women Agenda' domiciled in the Ministry of Gender. Further, she posed a challenge to the participants by asking; "What does it take to have a woman appointed as a CJ?"

She highlighted her Ministry role in the areas of policy coordination and promotion of gender equality by addressing the socio-economic empowerment for women, women peace and security. Further, she highlighted the ministry's achievement in the development and implementation of family and property laws that allow women to own and inherit property, development of gender policies to guide National and County Government in gender sensitive program design and implementation. She however noted that a host of laws required amendments to ensure that women rights are fully protected

"I don't want to forget to mention the role the Constitution 2010 has given us in terms of the opportunity to claim women's rights as human rights. Therefore, when it comes to women in leadership, we must ask where we are now, and how we want to move fast as we are looking at the road ahead when it comes to women leadership and adding women"

## HEALTH BREAK 10.20 a.m. to 10.50 a.m.

#### With Wendy Aura

#### **Young Women Leaders Connect**

"Women in leadership continue to contend with societal pressures and expectations which have no bearing on their capacity to serve as leaders. "Women should be allowed to lead without being subjected to societal pressures" one panelist noted.



## POWER TALK 10.50 a.m. to 11.00 a.m.

#### **Presented by Margaret Kimani**

#### Head of Youth and Women banking-SBM bank

"If we do not invest in women now, When shall we? If ourselves, the women in leadership do not actually facilitate this to happen now, then when? and if we don't, who will? The more women take up these leadership positions, the better for Kenya"



# PANEL ONE-11<sup>TH</sup> AUG 2021 11am to 12p.m

Session Moderator: Ruth Oloo-OXFAM Topic: Women's voices in leadership; what does it mean?

#### **Panelists:**

- Patience Nyange-Taita Taveta County
- Dorothy Aseyo-CARE International Kenya
- Lilian Museka AMWIK



# PANEL ONE DISCUSSION HIGHLIGHTS:

#### **Areas of Discussion**

Going from counting women to making women count, women's voices in leadership

#### **Questions to the Panelists**

- What does women's voice in leadership look like?
- What seems to be the real hindrances for the uptake of women's resolutions and issuing of commitments by duty bearers.
- What best practices can women apply in seeking commitments in claiming their rights?

"I'm looking for a future where there'll be no female leaders, but just leaders" – Panelist Quote

# PANEL TWO-11<sup>TH</sup> AUG 2021 12.15 pm to 1.15p.m

Session Moderator: Bina Maseno-Badili Africa

Topic: Challenges and opportunities for women with disabilities and young women in elective and appointive leadership positions

- Nerima Wako
- 🚸 Hamisa Zaja



# PANEL TWO DISCUSSION HIGHLIGHTS:

#### **Areas of Discussion**

- A discussion on the inequalities on inclusion policies and practices among young women and persons with disabilities in political participation. e.g., is no Political party with a braille enabled political manifesto, IEBC capturing PWD voter data in the current COVID-19 scenario?
- Commitments young women and persons with disabilities are pushing for ensuring inclusion e.g., Sign Language as an added advantage for appointment to Public office for inclusivity in service provision.
   Questions to the Panelists:
- What inequalities would you say marginalized groups are experiencing in regards to challenges in political participation.
- What would you say are the practices and policies hindering the inclusion of marginalized groups (young women and persons with disabilities)?
- + How can marginalized groups leverage on their agency to seize opportunities in the political leadership space.

*"It is important to note that young women between the age of 18-35 years account for less than 3% of the elected female representatives in Kenya. How do we encourage more young women to participate in the electoral politics?"* 

## POWER TALK 1.15 p.m.. to 1.25 p.m..

#### Presented by Zuhura Ogada Odhiambo

**New Revenue Solutions Africa** 

"You will all be amazed, we don't wait for the government to do things for us because we've been gifted, we have it. We are natural leaders, that's how we were born, and God knew it. And indeed, it's time for us to rise"



# LUNCH BREAK DISCUSSION-11<sup>TH</sup> AUG 2021 1.25p.m to 2.25p.m

- Wendy Aura-YWLC Conference
- conversations:
- **Topics:**
- Leveraging on technology for cottage industries.
- **Creating safer online spaces to address online**
- harassment & cyber bullying in business and politics.
- (Dealing with online Violence, cyber safety and security for young women leaders/aspirants, traders online).



# LUNCH BREAK DISCUSSION HIGHLIGHTS:

There was need to build the capacities of women interested in political leadership in leveraging productive and responsible use of information and technology tools such as social media to pushback against cyberbullying, sexual harassment and body shaming.

Women in leadership continue to contend with societal pressures and expectations which have no bearing on their capacity to serve as leaders. "Women should be allowed to lead without being subjected to societal pressures" one panelist noted.

 Strict online protection measures should be enforced to curtail rising cases of child grooming, sextortion, and cyber bullying meted on young women leaders.

# PANEL THREE-11<sup>TH</sup> AUG 2021 2.25 p.m. to 3.25 p.m.

Session Moderator: Memory Kachambwa-FEMNET

**Topic: Understanding power and its dynamics** 

Panelists:
Caroline Gaita- Mzalendo
Prof. Maria Nzomo, PHD
Hon. Beatrice Elachi-CAS Public Service & Gender









# PANEL THREE DISCUSSION HIGHLIGHTS:

#### Areas of Discussion

The dynamics of power and how it determines the way men and women are treated by institutions, policies, and laws

#### **Questions to the Panelists**

- Just how far are we from having a united and transformative women leadership in Kenya?
- Taking stock of women's leadership post 2010. Successes, failure, opportunities-An honest look inward.
- How organized are women in relation to the upcoming general elections?

"Even as we bring in the numbers, if we do not come back and have a robust movement, Parliament is going to find itself in a situation where you have the numbers, but you are not achieving much on women issues, you will not achieve twothirds gender rule" noted a panelist

# PANEL FOUR-11<sup>TH</sup> AUG 2021 3.40 p.m. to 4.40p.m

Session Moderator: Winnie Njenga-AfCCA

Topic: What role does religion/faith play in advancing women's political emancipation

#### **Panelists:**

- Fatuma Ali Saman
- Bishop John Warari
- Reverend Jacqueline Othoro
- Very Rev Father Dr Evangelos Thianis







# PANEL FOUR DISCUSSION HIGHLIGHTS:

#### **Areas of Discussion**

Religion's influence in promoting women's rights in Kenya

#### **Questions to the Panelists:**

- What is the role of religion in sifting through the discriminatory cultural norms couched in negating the democratic rights of women?
- What is the role of the church in mitigating violence against women e.g., VAW, GBV?
- What commitments can religious leaders make towards pushing for women's political emancipation?

"We have faith in our women, we believe in them. And when we see our women occupying high offices. The church is obligated to preach more ethical messages as we have seen the shameful ashes of dehumanizing our women. Now, like the eagle or the Phoenix, women are rising from the ashes. We have isolated our weaknesses, and we have sought forgiveness of all injustices in oppression, and atrocities against our women. So in the church, we are cheerleaders, we are telling our women, we are behind you, we will pray for you. And we will stand with you."affirmed a panelist
## DAY ONE ENTERTAINMENT

SPOKEN WORD & GUITAR PERFORMANCE BY SHIKKIEY



# THE EVENT FLOW-DAY TWO 12<sup>TH</sup> AUG 2021

Time: 9a.m to 2.00 p.m...

#### The Program:

- ✤ Recap of Day one
- Videos & Health Breaks
- Panel Discussions
- Srief on the Women Leadership Course-EBU Prof.Julija Andric live from Luxembourg

# PANEL ONE-12<sup>TH</sup> AUG 2021 9.20am to 10.05a.m

Session Moderator: Jackie Malomba-Afri-Women Connect

Topic: The role of grassroots Women in championing Gender equity, Agency & Economic emancipation

#### **Panelists:**

- Hon. Nereah Amondi Oketch-MCA, Homa Bay County Assembly
- Ann Kutswa- Chama Leader
- Mr.Leo Kemboi



## PANEL ONE DISCUSSION HIGHLIGHTS:

#### Areas of Discussion

Harnessing Women's potential for building agency in Leadership from the grassroots.

The effects of COVID 19 on grassroots Women.

Inadequate gender response policies to address the economic needs of Women e.g., Access to Credit, Access local & International markets, Access to Procurement opportunities for Women.

#### **Questions to the Panelists**

- What challenges are women at the grassroots most dealing with?
- What would you say are the major effects that women at the grassroots are having to deal with due to COVID-19 & what has been done to resolve some of the challenges women are facing? Including any COVID- 19 adaptive measures you are currently applying
- How can women better organize at the grassroots in order to create a formidable transformative women's movement?

"Forget about the boardrooms, come back to the village, we have a critical mass of women that we need to raise up"

# PANEL TWO-12<sup>TH</sup> AUG 2021 10.05am to 10.50a.m

- Session Moderator: Dr. Collins Odote, PhD-UON
- **Topic: Post COVID strategies &**
- implementation of progressive Economic
- policy for women's economic
- emancipation
- Panelists:
- Zuhura Ogada-New Revenue SolutionsAfrica
- Elizabeth Adongo-Ministry of Public Service and Gender
- 🏕 Mr.Leo Kemboi











## PANEL TWO DISCUSSION HIGHLIGHTS:

#### Areas of Discussion

COVID 19 Strategies & Resourcing for building back better/Access to credit from Mainstream banks as a major impediment for women. Challenges include high interest rates, requests for collateral, bank charges among others.

Roadmap for implementation of progressive Economic policy that engenders Women's economic growth.

Favourable policies cushioning access to education against the impact of COVID-19 on girls/women's education or education in general e.g., the effect of changes to the academic calendar causing financial constraints.

#### **Questions to panellists**

- How has covid-19 reshaped government's approach to policy and program interventions & what lessons are emerging from the pandemic in regards to vulnerability, equity gaps, skills gap, knowledge gaps and how do we close these gaps?
- What progressive economic policies and commitments are currently being rolled out for promoting women's economic growth?
- What specific policies and progressive strategies have been put in place to ensure attainment of girls' education following the effects of COVID- 19 including any specific policies and progressive strategies that have been put in place to cushion parents amidst financial constraints brought about by the COVID-19 Pandemic?

## HEALTH BREAK 10.50 a.m. to 11.00 a.m.

#### With Wendy Aura Young Women Leaders Connect

"Growing youth unemployment, food demands by growing urban population means engaging youths in agriculture should be top priority in ensuring economic growth

Farming is rarely portrayed as a young person's game. Mainstream and social media can be used to enhance agriculture that has been associated as outdated, unprofitable and a labour burden.

Solidarity and sisterhood is important in ending individualism and promoting collective action of the women agenda and making every voice count."



12<sup>TH</sup> AUG 2021 11.00 am to 11.15a.m Brief on the Women's Leadership Course-EBU by Prof.Julija Andric live from Luxembourg





She begun by informing participants about the EBU scholarship program and the European Business University followed by personal recounts on the different cultures and approaches towards women. She noted:

"I want to take this moment, and to all the young women out there, you can be a small wheel first. If you stick together, you can make the change and the impact. Unfortunately, I had the experience of trying to be a big wheel, and it's very hard, it is difficult especially in the political world"

"Let me tell you one thing. If someone would ask me- what is the most powerful tool a woman or any woman, young, old can have, I would immediately say knowledge, because knowledge is the only thing no one can take away from you. Whatever happens, it's a tool that no one can take away from you. So, investing in your knowledge and in education is absolutely crucial at some point in making a change"

# PANEL THREE-12<sup>TH</sup> AUG 2021 11.15am to 12.00 p.m...

Moderator: Dr. Maureen Miruka CARE-Kenya

**Topic: Commitments from Development Partners** 

 Panelists:
 Janine Cocker- Head of Cooperation, Canadian High Commission



## PANEL THREE DISCUSSION HIGHLIGHTS:

#### Areas of Discussion Commitments to supporting the Women's Agenda 2021-2032

#### **Questions to the Panelists**

Key areas of support

- What are the high-level policies that the development partners are currently giving priority in Kenya?
- What strategies and resourcing plans are the development partners currently rolling out to support Women's Agenda in Kenya including post-COVID recovery?
- Greatest challenges and opportunities being faced while supporting the work in enhancing women's agenda in Kenya?

Madam Cocker submitted that the Canadian Government Country interventions were aligned to vision 2030 and their feminist empowerment policy that informs advocacy and support to Kenya's gender equity programs and interventions. The coordination of the common women agenda is impressive and aligns with the Canadian Feminist policy.

# PANEL FOUR (Session one)-12<sup>TH</sup> AUG 2021 12.15pm to 1.15 p.m...

#### **Moderator: Winnie Maru**

**Topic: Commitments from Political Parties** 

#### **Panelists:**

- Hon. David Ochieng-MDG Party
- Sheila Sifuna- UDA
- Hon. Beth Syengo-ODM
- Anika Jane Steering Board Member Politic Parties Liaison Committee
- Hon. Augostinoh Neto- United Green Movement Party



# PANEL FOUR (session one) DISCUSSION HIGHLIGHTS:

#### Areas of Discussion

Frameworks and guarantees for women's political inclusion including guarantee for compliance to the 2/3rds gender principle

#### **Questions for Panelists:**

- What measures are put in place to make sure women are included in the party structures and not using women as place holders.
- What commitments are there in ensuring the senate bill on the floor of the Senate on the 2/3rds gender rule is passed?

In agreement, political parties in parliament have to expedite the implementation of gender bills currently in parliament.

ODM Women League Chair stated that, 'I'm going to go and speak to Baba to rally his troops to ensure that it passes the

two thirds agenda"

# PANEL FOUR (Session two) 12<sup>TH</sup> AUG 2021 12.45pm to 1.15 p.m...

#### **Session two Moderator: Eunice Oyule**

**Topic: Commitments from Institutions** 

#### **Panelists:**

- Joyce Ekuam- Independent Electoral and Boundaries Commission
- Judy Gathoni-ORPP





# PANEL FOUR (session two)DISCUSSION HIGHLIGHTS:

Areas of Discussion Frameworks and guarantees for women's political inclusion

#### **Panelist Question:**

IEBC has been issued with a court order to reject any party list that is not 2/3<sup>rd</sup> compliant, what commitments does the commission make in making sure every political party list are not more than 2/3rds of the same gender?

"IEBC is committed to complying with court orders advancing gender representation by ensuring that political parties lists comply with the two thirds gender rule and supervising party primaries."

"In furtherance of inclusion and equal representation, ORPP is committed to legal reforms that will streamline enhanced participation including the regulation of political party primaries through the amendment of the Political Parties Act."

## DAY TWO ENTERTAINMENT

"KENYAN WOMEN RISING"
THEME SONG WRITTEN BY MICHAEL BUNDI
ROUTINE DANCE BY
BY WASANII SANAA GROUP FROM KIBERA



### "KENYAN WOMEN RISING" CHARTER OF INCLUSION LAUNCH AUGUST 12<sup>TH</sup> 2021



## THE CHARTER OF INCLUSION LAUNCH:

The Charter of Inclusion in the political sphere, reaffirms the determination of women's rights organizations, youth organizations and organizations working with persons living with disabilities, led by CRAWN Trust, CARE-K, FEMNET, OXFAM, AMWIK, Badili Africa, Young Women Leaders Connect, UoN WEE Hub, Feminist for Peace Rights and Justice Centre, and the Coast Association for Persons Living with Disabilities together with likeminded collaborators to ensure that political engagement and actions in the electoral process in the run up to the 2022 general elections and beyond, are inclusive of women, youth and persons with disabilities.

VOTE OF THANKS Judie Kaberia EXECUTIVE DIRECTOR, AMWIK





"As a journalist, the footprints of professional, bold and committed women are visible from the community to a global level. Our impact speaks for itself"

"I take this opportunity, first to, Crawn Trust, for taking time to put this event together. And as you know CRAWN Trust is one of the principal partners, implementing the women voices and leadership Kenya project, which is a project funded by Global Affairs Canada, and is being delivered by Care, Canada in Kenya, CRAWN Trust, URAIA Trust, the Center For Rights Education and Awareness, CREAW and Urgent Action Fund Africa. The goal of the women's voice and leadership project is to support the capacity and activities of local and national women's organizations and movements seeking to empower women and girls, advance the protection of women and girls rights and achieve gender equality with the ultimate outcome being the increased enjoyment of women and girls, and the enjoyment of gender equality in Kenya.

### GENDER DISAGGREGATION NUMBERS AT A GLANCE



### **AGE DISAGGREGATION NUMBERS AT A GLANCE**



### THE DATA ANALYTICS REPORT

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Total Number of registered users in the Events Management Platform ( Landing Platform)	1330
Validated registered users as at 12/08/2021	1284
YouTube Viewers first day - COB	2500
Registered Viewers who watched through the landing page	1200
All Viewers who watched the event the first day (11/08/2021)	3048
through landing page (Registered and Non Registered)	
All the visitors of the landing platform on 11 <sup>™</sup> , of August 2021 (Inclusive of other pages such as	4759
registration pages, speakers pages etc.	
Number of Chats through the landing page on 11 <sup>th</sup> of August 2021	73
Countries that watched first day: • Kenya • Nigeria • Lebanon • Tanzania • South Africa • USA • India • Canada. • Uganda • Rwanda • Ethiopia • Japan	13
	Total Number of registered users in the Events Management Platform ( Landing Platform)         Validated registered users as at 12/08/2021         YouTube Viewers first day - COB         Registered Viewers who watched through the landing page         All Viewers who watched the event the first day (11/08/2021)         through landing page ( Registered and Non Registered)         All the visitors of the landing platform on 11 <sup>TH</sup> , of August 2021 ( Inclusive of other pages such as registration pages, speakers pages etc.         Number of Chats through the landing page on 11 <sup>th</sup> of August 2021         Countries that watched first day:         • Kenya         • Nigeria         • Lebanon         • Tanzania         • South Africa         • USA         • India         • Canada.         • Uganda         • Rwanda         • Ethiopia

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8.	Cumulative YouTube Viewership on the Second day (12 <sup>th</sup> /08/2021) by COB	1500
9.	Registered Viewers who watched through the landing page	1080
10	All Viewers who watched the event the 2nd day (12/08/2021)	1676
	through landing page (Registered and Non Registered)	
11.	All the visitors of the landing platform on 12 <sup>TH</sup> , of August 2021 (Inclusive of other pages such as	2230
	registration pages, speakers pages etc.	
12	Number of Live Chats on 12 <sup>TH</sup> of August 2021	54
13.	Countries that watched the second day:	10
	• Kenya	
	• Nigeria	
	• Zimbabwe	
	• Tanzania	
	United Kingdom	
	• Luxembourg	
	Namibia	
	• Canada	
	• USA	
	• Lebanon	
14.	Total Cumulative countries that watched in two days	18
15.	Number of appreciation and feedback messages raised through the landing platform:	1305
16.	Cumulative Visits for the two days in the landing page in the event week	7200

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#### MEDIA COVERAGE





#### **Rights Organization hold annual Women's Rights Convention 2021**

By Guest Writer For Citizen Digital Published on: August 13, 2021 17:10 (EAT)

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Onst the backdrop of a global pandemic. Women Rights

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## THE LINKS

#### > THE LANDING PAGE:

https://crawntrust.org/awroc

#### > PROMO VIDEO:

https://www.youtube.com/watch?v=t1Ht91ZsHhA

#### LIVESTREAM OF THE CONVENTION

DAY ONE:

https://www.youtube.com/watch?v=a782V-\_Uki4&t=27741s

DAY TWO;

https://www.youtube.com/watch?v=\_EB1qw4vNuY&t=9s



#### > THE CHARTER OF INCLUSION LAUNCH:

https://youtu.be/yZYOdBv-CIc

#### > MEDIA COVERAGE:

https://citizentv.co.ke/news/rights-organization-hold-annual-womens-rights-convention-2021-13096341/

# BOUQUETS

- Teamwork within Organising Committee comprising various stakeholders
- Quick turnaround in shifting from a hybrid to a virtual event despite numerous challenges
- Positive response from targeted Panelists/Moderators and other participants
- State of the Art Studio set up
- Highly engaging and diverse 2 day virtual program with targeted content
- Support from CRAWN Trust ED and team
- Energetic IT Team from Digital Oasis led by Moses Gitonga

# THE LEARNINGS

- Day one of engagement should be an induction as well as an internal coordination meeting of coordinating team including Event Coordinator IT, Social media team etc.
- Timely budgetary confirmations requested for seamless execution
- Maintain a centralised database of Speakers & Moderators with all contacts for seamless end to end invite management for future events
- Team feedback/comments regarding Convention related documents e.g. Agenda & Concept should be shared in a timely manner to avoid last minute changes to program
- Studio to share running order at least 48 hours pre event or as needed to mitigate any potential challenges and align with host on studio wardrobe requirements

