THEORY OF CHANGE

If we have an informed and empowered citizenry that is equipped with the relevant knowledge and capabilities that connects to their own issues and guided by values.

Then the citizens will be better positioned to take personal and collective responsibility, to work together, and meaningfully engage with the relevant institutions of the State and continuously demand accountability in service delivery and other public affairs to realise their constitutional aspirations.
OVERALL GOAL: AN EMPOWERED, ENGAGED, AND VALUES-BASED CITIZENRY

Indicators for the Goal
By the end of the fifth year of this Strategic Framework, Uraia and its partners expect to see:

I. A vibrant ecosystem of civic education
II. Increased engagement by citizens in public affairs
III. Enhanced, equitable quality of service delivery by national and county governments
IV. National consensus on and demand for the practice of Utu in the public sphere

Vision:
An informed, empowered, and democratic Kenya.

Values:
Integrity, professionalism, teamwork, equality, equity and non-partisanship.

Mission:
To provide quality civic education & empower citizens to realize their constitutional aspirations.
OUTCOMES

Outcome 1: An effective ecosystem for continuous quality civic education and engagement.

The indicators for this outcome are:
I. Number, quality, and diversity of members/partners in the ecosystem
II. Capacity of the eco-system: internal composition, and combined strength
III. External results and performance (reach and impact) of the ecosystem
IV. Percentage of minority and marginalised citizens that are reached by the ecosystem

Outcome 2: Increased responsiveness and accountability in Kenya’s public spaces.

The indicators for this outcome are:
I. Increased public engagement in accountability issues
II. Increased responsiveness of national and county governments to public engagement

Outcome 3: The foundation for a national culture of Utu established.

The indicators for this outcome are:
I. A national consensus on the culture of Utu in place
II. An established framework on the practice of Utu
III. Increased adherence to a culture of Utu

OUTPUTS

Outcome One: An effective ecosystem for continuous quality civic education and engagement.

Output 1.1 – The Uraia Trust Secretariat is an efficient and effective functional Hub that is innovative, technologically savvy and is driven by internal excellence.

The indicators that will confirm the delivery of this output include:
I. Uraia’s performance as a Secretariat rated as exemplary at all levels:
   - staffing, governance, programs, financial resource base, the advisory council, supported by strong partners and systems that are technologically relevant
II. Evidence that Uraia is a model corporate citizen
III. Uraia approaches are rated as innovative and effective

Output 1.2 – A responsive knowledge management hub in place and recognized as the ‘go-to’ place on civic education and civic engagement.

Indicator for this output includes:
I. A functional, technologically driven and adaptive Resource Centre established

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1. This will include raising resources to initially support part of the activities of the ecosystem which will in turn ensure sustained delivery of quality Civic Education
2. This indicates that Uraia will deliberately focus on inclusion and sensitize the ecosystem on the need to be inclusive.
Output 1.3 – An effective ecosystem for civic education and engagement established

Indicators for this output include:
I. The ecosystem established
II. A three-year strategy for the ecosystem developed and operationalised

Output 1.4 – Strategic, diversified and sustainable resource base in place.

The indicators that will confirm the delivery of this output include:
I. Resource mobilisation strategy developed and operationalised
II. Increased level of financial resource base to fund the strategic framework
III. Diversified sources of resources and income
IV. Reserve fund increased by at least 10% per annum

Output 1.5 – Advocacy on Civic Education in place at the national and county level.

The indicators that will confirm the delivery of this output include:
I. Increased funding and recognition of Civic Education by county and national governments
II. Increased provision of Civic Education by national and county governments
III. Increased demand by citizens for Civic Education

Outcome 2: Increased responsiveness and accountability in public spaces

Output 2.1: Increased constitutionalism and adherence to the rule of law

The indicators that will confirm the delivery of this output include:
I. A diverse set of constituencies engaged on constitutionalism
II. An Uraia Civic Education Toolbox on constitutionalism and the rule of law developed
III. Documentation of results of engagement initiatives by diverse constituencies with regard to constitutionalism
IV. Evidence of strengthened capacity of Implementors in the area of constitutionalism

Output 2.2: Increased accountability in local and national level electoral processes

The indicators that will confirm the delivery of this output include:
I. A diverse set of constituencies engaged on local and national level electoral processes
II. An Uraia Civic Education Toolbox on local and national level electoral processes developed
III. Documentation of results of engagement initiatives by diverse constituencies with regard to local and national level electoral processes
IV. Evidence of strengthened capacity of Implementors in the area of local and national level electoral processes

1. Quality means— ensuring we reach the most vulnerable and that we are responsive to the context, needs etc.
2. Rights, responsibilities and values are all part of it.
3. This will involve recruiting members of the ecosystem and securing buy in.
Output 2.3: Increased citizen engagement in the provision of service delivery at national and county level

The indicators that will confirm the delivery of this output include:
I. A diverse set of constituencies engaged in the provision of service delivery at national and county level
II. An Uraia Civic Education Tool – box on the provision of service delivery at national and county level developed
III. Documentation of results of engagement initiatives by diverse constituencies with regard to the provision of service delivery at national and county level
IV. Evidence of strengthened capacity of Implementors in the area of the provision of service delivery at national and county level

Output 2.4: Increased accountability in public finances

The indicators that will confirm the delivery of this output include:
I. A diverse set of constituencies engaged on increased accountability in public finances
II. An Uraia Civic Education Tool – box on increased accountability in public finances developed
III. Documentation of results of engagement initiatives by diverse constituencies with regard to increased accountability in public finances
IV. Evidence of strengthened capacity of Implementors in the area of increased accountability in public finances

Outcome 3: The foundation for a national culture of Utu established

Output 3.1: A national campaign on Utu sustained

The indicators that will confirm the delivery of this output include:
I. National conversations on the meaning of Utu
II. National consensus on the culture of Utu in place
III. National campaign on Utu in place
Output 3.2: A framework on the practice of Utu established
The indicators that will confirm the delivery of this output include:
I. A Strategy on the practice of Utu developed
II. A Framework on the practice of Utu developed

Output 3.3: Increased demand on the practice of Utu
The indicators that will confirm the delivery of this output include:
I. Increased usage of the concept of Utu in the public discourse
II. Increased demand by citizens on the practice of Utu in public affairs
III. Increased evidence of state responsiveness to demands for utu in the public sphere

Output 3.4: Compliance with Utu values tracked (targeting both duty bearers and citizens)
The indicators that will confirm the delivery of this output include:
I. Tracking indicator on compliance developed
II. Collection of data on the number of civic actions taken targeting non-compliance to Utu values

9. Public finances as opposed to public finance to signify that this is about public resources which includes public money.