



# COUNCIL OF GOVERNORS

## COUNCIL OF GOVERNORS

### PRESENTATION ON THE DEVOLUTION TORCH



# DEVOLUTION TORCH





# WHY THE DEVOLUTION TORCH?

**THE JOURNEY TOWARDS IMPLEMENTATION OF THE DEVOLVED SYSTEM OF GOVERNMENT HAS NOT BEEN EASY. SEVERAL FACTORS HAVE PRESENTED CHALLENGES INCLUDING:**

1. LACK OF KNOWLEDGE ON HOW DEVOLVED SYSTEMS WORK.
2. RESISTANCE TO CHANGE AND BUREAUCRACY.
3. BAD PUBLICITY AND PROPAGANDA.





# PURPOSE OF DEVOLUTION TORCH?

## THE DEVOLUTION TORCH AIMS TO:

- PROVIDE CIVIC EDUCATION ON DEVOLUTION
- FOSTER PEACE
- PLATFORM TO REPORT BACK TO THE CITIZEN
- SHOWCASE SUCCESS STORIES AND COUNTER NEGATIVE NARRATIVES AND
- PROMOTE CO-EXISTENCE AND FOSTER COHESION AS WE APPROACH THE 2017 ELECTIONEERING PERIOD.





# HOW WILL IT BE DONE?

THE TORCH WILL BE HOUSED FOR 5 DAYS WITHIN EACH COUNTY, BEING TAKEN ROUND TO WARDS AND WILL CREATE INTERACTIONS WITH COUNTY RESIDENTS. THE TORCH IS SYMBOLIC AND AIMS TO FOSTER UNITY THROUGH PUBLIC PARTICIPATION.

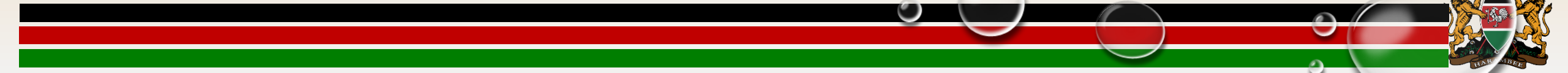
THE TORCH, WILL THEN BE ESCORTED TO COUNTY BORDERS BY THE EXCELLENCY GOVERNOR AND OTHER LEADERS AND RECEIVED BY THE SAME TEAM AT THE BORDER OF THE RECEIVING COUNTY.





# BENEFITS OF DEVOLUTION TORCH

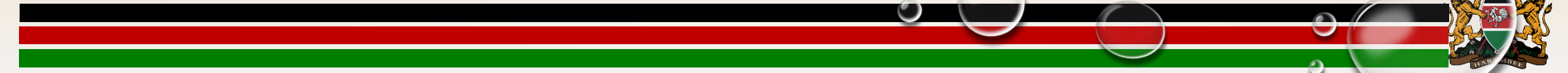
1. OFFERS A PLATFORM TO SET THE TONE AND THE NARRATIVE ON DEVOLUTION .
2. SHOWCASE ACHIEVEMENTS AND PRESENT OPPORTUNITY FOR WANANCHI “WANJIKU” TO CELEBRATE WHAT THE COUNTY GOVERNMENT HAS ACHIEVED AND CHALLENGES TO BE ADDRESSED.





# CONT...

3. A MONITORING AND EVALUATION TOOL THAT FOCUSES ON SUCCESSES, CHALLENGES AND OPPORTUNITIES FOR IMPROVEMENT.
4. SHOWCASE THE CULTURAL DIVERSITY OF KENYA AND MARKET INDIVIDUAL COUNTIES AS TOURIST AND INVESTMENT DESTINATIONS.
5. WILL CULTIVATE INCLUSIVENESS, PEACE AND COHESION WITHIN AND AMONGST COUNTIES AS WE APPROACH THE ELECTIONEERING PERIOD.





## COST IMPLICATIONS

THE TOTAL COST OF THE CAMPAIGN IS 105,000,000KSH.

EACH COUNTY NEEDS TO CONTRIBUTE 2,234,042 KSH.

THIS PROVIDES FOR:

- EDITORIAL SUPPORT TO THE CAMPAIGN, BUYING OF TV SPACE, AIRING OF EACH COUNTY DOCUMENTARY, SOCIAL MEDIA CAMPAIGN, PROMOTIONAL ITEMS, COMMUNICATION AND ADVERTISEMENT.







ONCE THE TORCH IS LAUNCHED TODAY IT WILL JOURNEY THROUGH THE FOLLOWING COUNTIES WHICH HAVE ALREADY PAID.

- 1. MERU COUNTY**
- 2. TURKANA COUNTY**
- 3. TRANS NZOIA COUNTY**

