



BECOME A SUSTAINABLE DEVELOPMENT GOALS AMBASSADOR



Bringing hearts and minds
together for children



UKaid
from the British people

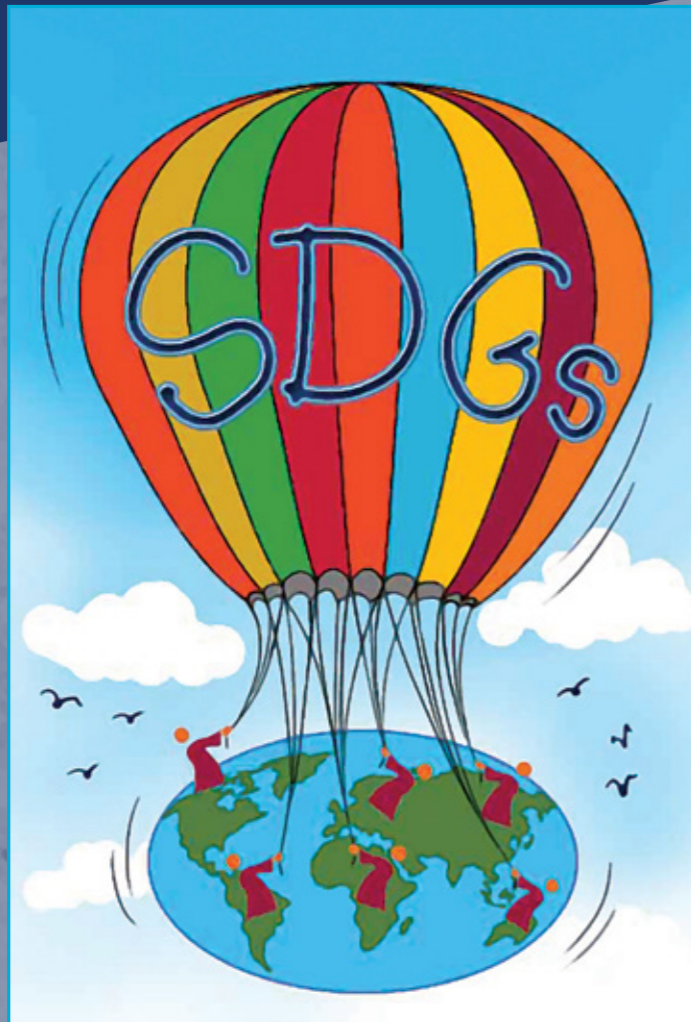
For Children and Youth



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SUSTAINABLE DEVELOPMENT GOALS



Dear Reader,

Have you heard about the Sustainable Development Goals, in short SDGs? Would you like to help Kenya and the rest of the world improve the quality of life for all people? If so, this is just the booklet for you!

To get you started in this learning journey, here is a glance into the journey to SDGs:

On 25th September 2015, member countries of the United Nations came up with 17 goals that can alleviate poverty and achieve a fairer and happier world for all by 2030. These are called the Sustainable Development Goals.

This was not the first time such goals had been made. In 2000, member countries of the United Nations came up with what are called Millennium Development Goals (MDGs). The goals were to:

- Eradicate extreme hunger and poverty.
- Achieve universal primary education.
- Promote gender equality and empower women.
- Reduce child mortality.
- Improve maternal health .
- Combat HIV/AIDS, malaria and other diseases.
- Ensure environmental sustainability.

- Develop global partnership for development.

The aim was to achieve these goals by the year 2015. Great progress was made in achieving the eight MDGs, however, poverty still persists. SDGs, also known as global goals, picked up from where MDGs had left.

In this booklet, you will learn:

- What the 17 SDGs are.
- What Kenya's government is doing to achieve the goals.
- What you can do to help achieve the goals.
- How you can help create awareness about SDGs to your family, friends, schoolmates, leaders and elders.
- How you can keep government accountable in achieving these goals.
- How you can champion SDGs implementation in your home, school, neighbourhood, county and country.
- Some exciting activities, challenges, tips and facts.

By the end of this booklet we hope you will be excited to practice what you have learnt. Be sure to stand up and be counted as an SDGs ambassador. We are leaving no one behind.

**Yours Sincerely,
Plan International, Kenya.**



END POVERTY IN ALL ITS FORMS EVERYWHERE

Poverty is having little or no income for our daily needs.

People are said to be in poverty when they:

- Lack food
- Have poor nutrition
- Have little or no education
- Lack basic social services
- Are discriminated against
- Are not able to participate in making decisions

Facts:

- 836 million people around the world live in extreme poverty.
- Poverty has reduced drastically since the year 2000, but it still continues to affect many around the world.
- One out of every five people in developing areas earns less than 1.25 dollars a day. This is equals to approximately KES 125.
- Around the world 18,000 children die of poverty every day.
- Majority of the poor who live on an

income of under 1.25 dollars a day come from Sub Sahara Africa and Southern Asia.

- Youth make up majority of the working poor.

Ending poverty is the first global goal because the effects of poverty prevent people achieving all other global goals. By **eradicating poverty, we can ensure better quality of life for all.** This is the only way we can be able to achieve sustainable development.

To end extreme poverty, countries have committed to achieving this global goal by ensuring that the extremely poor:

- Are protected against unemployment.
- Have access to health care facilities.
- Have access to clean water and sanitation.
- Have access to education.
- Have access to resources such as finances, land and technology, to be able to start businesses.



Three generations of the Furaha family live on a Farm.

Grandfather is a farmer. He rears cattle and grows wheat and maize.

Grandmother is also a farmer. She keeps chicken and has a vegetable garden.

At the Furaha Farm, there are employees who help tend to the crops and animals.

The Furaha's get their food from the animals and crops produced at the farm.

The surplus farm produce is sold to provide the family with income.

This income has helped provide for the family's basic and secondary needs.

Father works at a bank in the town center.

Mother is doctor. She treats patients at the county hospital.

Joy and Timothy go to County Primary school. They enjoy their life at Furaha Farm.

The picture above shows an ideal setting of a family free from poverty. Just like the Furaha family, we should all strive to end poverty, so that we can have a good quality of life. A world free from poverty is a thriving world.

Start Thinking

1. Look around your community. What signs of poverty do you notice?
2. In what ways can you as a youth help in ending this poverty?

#ENOUGH4ALL



END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION AND PROMOTE SUSTAINABLE AGRICULTURE

The food that comes from our land and water should be enough for everyone. However, that is not the case. **Hunger** means not having enough to eat. Did you know that about 790 million people around the world do not have enough food to eat? Did you also know that poor nutrition causes nearly half of the deaths of children under the age of five? In Kenya, one out of every four people goes to bed hungry.

The aim of **Zero Hunger** is to make sure that every person on earth has **enough, safe and nutritious food** to eat by the year **2030**. It is important to end hunger because; when children and youth are hungry they may suffer from:

- Malnutrition
- Lack of concentration
- Weakness
- Sickness
- Death

Some of the reasons why there is not enough food for everybody include:

- **Poverty:** Not having enough money to buy food causes hunger.



- **Climate Change:** Change of weather patterns causes droughts and floods which affect our growing food.
- **Over Population:** This means that the land that should be used for farming is mostly used to build houses.
- **Rural to Urban Migration:** Most people have now settled in urban areas, leaving fewer people to work on farms.

Eating well is important because it helps us to:

- Grow
- Be alert
- Be energetic
- Be healthy
- Be happy

WHAT CAN BE DONE?

To be able to end hunger around the world, we need to:

- Increase our farming activities.
- Improve the methods we use to grow food.
- Provide income through loans, which can help people farm.
- Encourage fair distribution of land among all people.

TIP: YOU DO NOT NEED A LOT OF LAND TO GROW VEGETABLES. YOU CAN USE A SACK, POT OR BOX TO GROW VEGETABLES WITHIN YOUR HOME.

TAKE ACTION:

1. With the help of your parents, find a suitable container in your home and grow your favourite vegetable.

START ENDING HUNGER:

- Look around your community? Can you identify some of the practices that may be contributing to hunger?

Please list them below.

1. _____
2. _____
3. _____

- You have just learnt four methods, which can help end hunger. Which of the four activities listed can you participate in within your community?

- What three other activities can you carry out within your community to help end hunger? Please list them below.

1. _____
2. _____
3. _____

#FightHunger

ACROSS

2 Lack of food causes
3 The practice of growing crops and rearing animals
4 We eat it to stay alive

DOWN

1 Is caused by lack of proper nutrition
2 Is result of eating nutritious food



Fact: Agriculture is the largest employer in the world. It provides income for 40 per cent of the world's population.

#LET'S FIGHT HUNGER



ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES

Healthy people make a healthy country. Being healthy and well means that your body and mind are free from disease. Our health is important because it affects how we perform in school, college and work.

Children and youth represent Kenya's future as they contribute to Kenya's development. Did you know that they make half of Kenya's

population? It is therefore important to ensure that they are healthy and well.

Some of the common diseases that affect Kenya's health and well-being include:

- Malaria
- Tuberculosis
- HIV/Aids.

Here are some ways to promote good health:

- Eating a balanced diet
- Good hygiene
- Drinking clean water
- Immunization
- Exercising
- Access to good medical care
- Regular health check ups



Sammy and Sally are good friends. They go to University of Kenya. They are enjoying a good jog with Sally's dog Bahati out in the sun. Jogging helps them feel good. It also helps them concentrate better in class. Jogging is a form of exercise . It helps them keep physically fit and healthy.

#HEALTHISWEALTH

CHAMPION GOOD HEALTH

- Prevention is better than cure. What are some of the ways diseases such as malaria, tuberculosis and HIV/AIDS can be prevented?

Malaria: _____

Tuberculosis: _____

HIV/AIDS: _____

- Identify five other ways that can promote good health and well being in your community?

1. _____
2. _____
3. _____
4. _____
5. _____

GET MOVING

Do you exercise?

Please find a route in your neighbourhood where you can jog. Ask two or three of your friends to join you in jogging three times a week after school.

1. _____
2. _____
3. _____

Fact: Children born into poverty are almost twice as likely to die before the age of five as those from wealthier families.



ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL

Education is the process through which we receive knowledge and skills from schools, colleges and universities. Good education is one of the pillars towards a better life. Every child has a right to quality education.

The goal of this SDG is to ensure that there is equal access to quality education for children, youth, men and women in: nursery, primary, secondary, college and university.

Kenya is working on providing quality education.

THIS IS HOW:

- In 2003, the Government started providing free primary education for all. This is an important milestone because many children, who could not afford to go to school, now have the opportunity to get education.
- The Constitution of Kenya states that children have a right to basic education.
- The Government has put in place the Digital Literacy Program, aimed at adding digital technology in teaching and learning. This will help children and youth improve their computer skills.

- Through Kenya's Vision 2030 goals, the government is improving education by improving the quality of: schools, curriculum, and teacher training.

QUALITY EDUCATION:

- Provides you with the tools and training to become what you aspire to be when you grow up.
- Is necessary for a country to grow its economy.
- Equips children and youth with the tools to help Kenya implement the SDGs by 2030.
- Helps reduce poverty by increasing income.

DO YOU KNOW?



Kimani Maruge holds the Guinness World Record for being the oldest pupil to join class one. He was 84 years old at the time of enrolling in school.

The Government has already taken GIANT steps in ensuring that you receive quality education. Support your Government in achieving this goal. Be a champion of quality education by working hard in school!

Dad: Congratulations on your graduation. Your mother and I are very proud of you!

Mum: You are now a doctor. How do you feel?

Loise: Thank you, mum and dad. I am so excited. I have always wanted to be a doctor.

Mum: That is true Loise. I remember that as a child you enjoyed playing doctor – patient games.

Loise: In high school I enjoyed subjects like biology and chemistry. Once I joined medical school, I knew for sure I had found the right career. I hope that one day I will help find the cure for HIV/AIDS.



LET'S CHAT ABOUT EDUCATION

- Together with a friend discuss the importance of school.
- Present the findings to your classmates.



TAKE ACTION:

- What would you wish to become when you grow up?
- List down the training you will need to achieve this dream.
- How can you begin to work towards achieving this dream?
- With the help of your teacher, please chart your future career map on the space provided below.

#EDUCATIONISPOWER



ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

Gender equality means providing equal opportunities to girls and boys, as well as women and men. This is important because women and girls form about half the population of Kenya.



THE PROBLEM

- For a long time, girls were not given priority when it came to education.
- Women did not have access to leadership opportunities.
- Many challenges affected girls and women because of their gender.
- Girls and women suffered in silence because their issues were not talked about.

CHANGE IS COMING!!

A lot has been done in Kenya to promote gender equality.

HOW?

- The Constitution of Kenya 2010, requires that women must hold at least one third of elected or appointed public office roles. This has created opportunity for more women to take up leadership positions.
- Through providing free basic education for all, the Government of Kenya has also given girls an equal opportunity to education.
- Parents can be charged with a criminal offense if they fail to take their children to school.
- Female Genital Mutilation (FGM) is illegal in Kenya. Fewer girls now

- undergo this cruel and health-endangering practice.
- Early marriage of girls is against the law. This means that more girls can now further their education without interruption.
- Creation of Uwezo Fund and Women Enterprise Fund, which enable women to access money to start businesses.

SOME OF KENYA'S GENDER PIONEERS

- Mekatilili wa Menza was a Giriama woman who is considered the first female freedom fighter in Kenya. She led a rebellion against the British colonialist in 1914.
- Elizabeth Marami is Kenya's first marine pilot.
- Wangari Maathai was the first African woman to win the Nobel Peace Prize in 2004.
- Grace Onyango became Kenya's first female member of parliament of Kisumu in 1969.
- In 1994, Tegla Loroupe became the first woman in Africa to win the New York City Marathon. She won the same Marathon again in 1995.

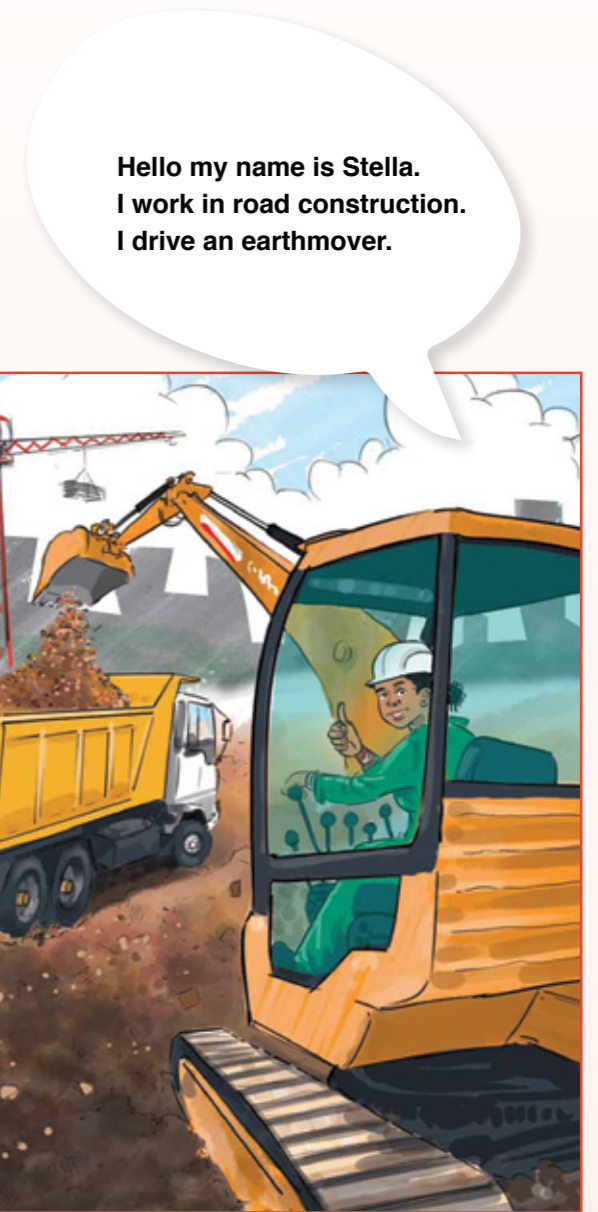
YOU CAN DO IT!!

- Mekatilili wa Menza, Elizabeth Marami, Wangari Maathai, Grace Onyango and Tegla Loroupe are just a few of Kenya's women pioneers. If they can beat the odds, you can do it too!
- Take a moment and think about how you can help Kenya make more strides and leaps in achieving gender equality.

Share your thoughts here:

CLASS ACTIVITY

- In groups of four, please discuss some of the cultural ways that women and girls have been discriminated against.
- What is the Government doing to stop gender discrimination?
- Ask your teacher to organise a field trip to visit your County's Women's Representative.
- Request your County's Women Representative to share some of the programmes your County has put in place to promote gender equality.
- List down some of these activities.
- How are these activities, helping achieve the goal of gender equality?
- What other activities can your county carry out to promote gender equality?



While most gender inequality affects girls and women, boys and men are also at risk of experiencing gender discrimination. We should therefore ensure that the opportunities provided are equal and fair to all!

#GIRLSANDBOYSAREEQUAL



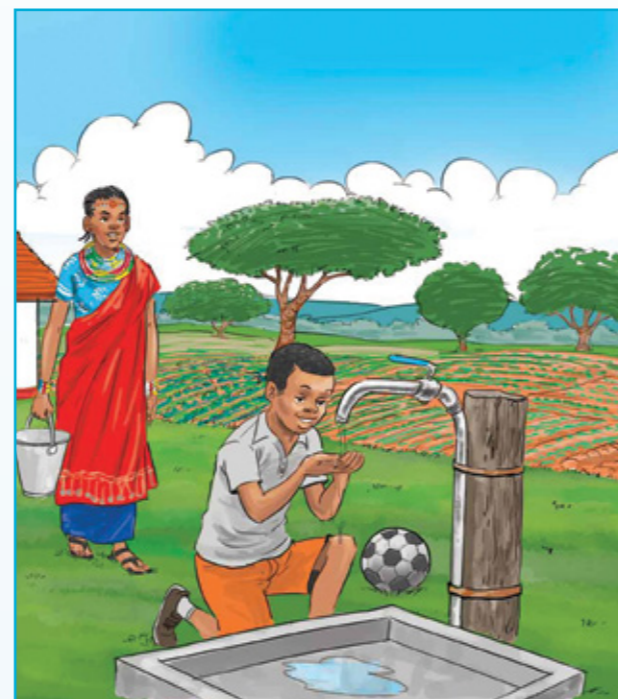
ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL

Water (H₂O) is life. Do you know that two thirds of the earth's surface is covered by water?

Sanitation refers to availability of clean water for all and the proper disposal of wastewater.

Do you know that...

- Although majority of the earth is covered by water, only three percent can be used for drinking.
- Majority of the earth's water is not available to mankind because:
 - Of overpopulation
 - It is salty
 - It cannot be reached
 - It is polluted
- Nearly 1,000 children die daily due to preventable water borne and sanitation-related diseases.
- Diarrhoea, typhoid, cholera and amoeba are some of common waterborne diseases in Kenya.
- 2.4 billion people around the world lack toilets and latrines.
- In Kenya, most people who lack clean water and sanitation live in informal settlements and rural areas.
- Towns also suffer from water shortage. Only 53% of Kenyans who live in towns have access to clean water.



We use water for:

■ Drinking	■ Cleaning
■ Cooking	■ Farming

List down three other uses of water below:

i.

ii.

iii.

YOUR WATER SOURCES:

1. Have you noticed any pollution of water sources in your area?
2. Describe ways in which you can keep water from getting polluted.
3. Ask your family and friends to set aside one Saturday a month to go clean up the water points in your community.

SPOT THE ACTIVITIES

Please list down the activities you can identify in the picture below.

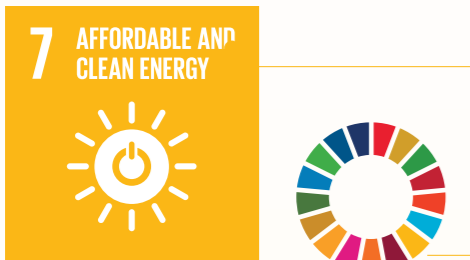


Fact: All living things require water to live. This is why clean water and sanitation for all is important.

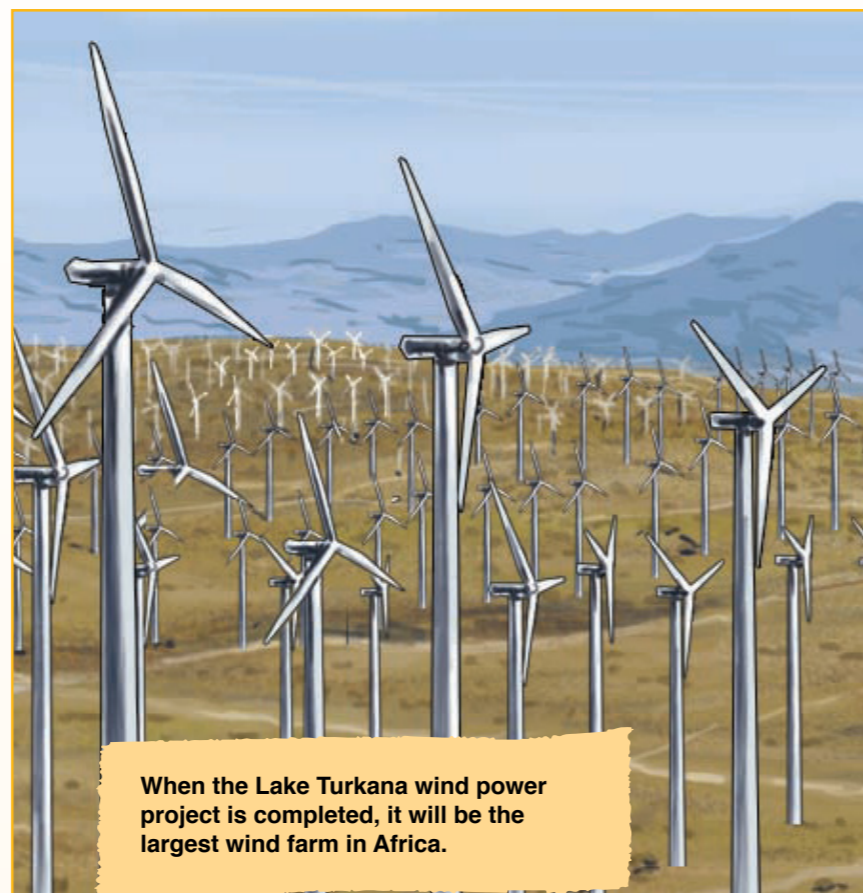
LET'S TALK ABOUT WATER SHORTAGE

1. Does your neighbourhood experience water shortage?
2. List three problems caused by the water shortage in your household?
 - i.
 - ii.
 - iii.
3. How do you store water in your home?
4. What are some of the ways your county deals with water shortages?
5. List three ways you can help conserve water within your home.
 - i.
 - ii.
 - iii.

#WATERISLIFE



ENSURE ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE AND MODERN ENERGY FOR ALL



When the Lake Turkana wind power project is completed, it will be the largest wind farm in Africa.

Energy is the ability to do work. The world needs access to affordable and clean energy, to achieve all the SDGs by the year 2030.

We require energy to carry out most of our daily activities such as:

- For lighting
- Cooking
- To power machines

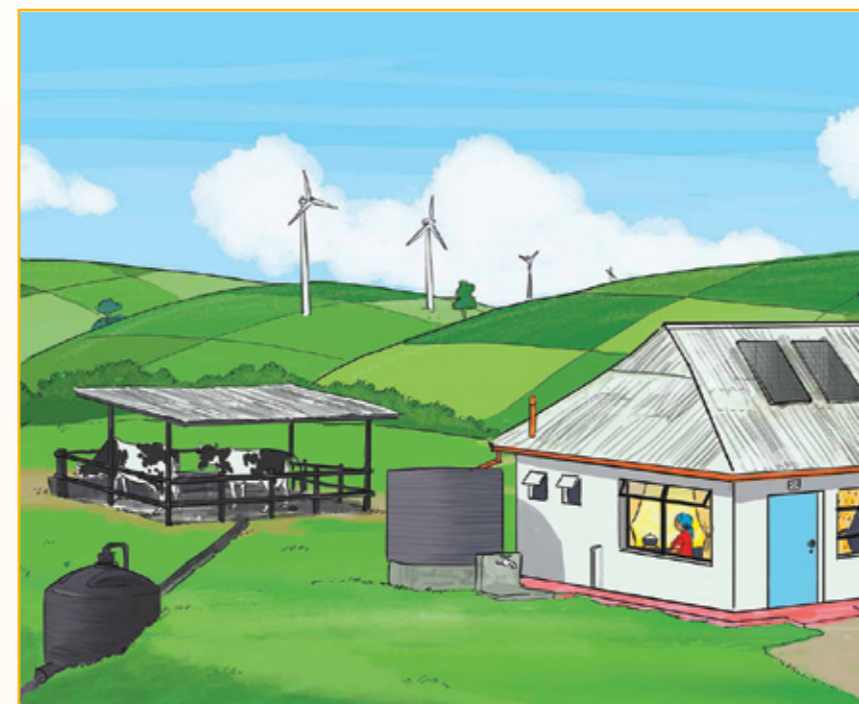
More about Energy:

- The common sources of the energy we use come from: electricity, wood, water, wind, and petroleum.
- One out of every five people around the world lacks access to electricity.
- For energy to be accessible to all, it must be affordable.

- Three billion people around the world rely on wood, coal, charcoal or animal waste for cooking.
- Some sources of energy especially wood fuel are not sustainable. They increase deforestation and destroy water catchment areas leading to lower rains.
- Some sources of energy such petroleum, charcoal and wood are harmful to our environment because of their carbon emissions.
- Clean and renewable energy is important because, its source can neither be depleted nor can it damage our environment.

SUPPORT KENYA IN GENERATING AFFORDABLE RENEWABLE ENERGY!

- a) Collection of biogas
- b) Light from solar panels
- c) Power from wind turbines
- d) Water harvesting and storage



■ Baraka and his family live on a farm. They are conscious about using renewable sources of energy. From the picture of Baraka's homestead, draw a line to connect each form of renewable energy used with the corresponding description listed above the picture.

- Which one out of the four activities listed above, can be carried out to help achieve the goal of another SDG you have learnt?
- Name that SDG.

POP QUIZ

- What are some of the harmful sources of energy in our county?

- What can happen to a country if its energy needs are not met?

- Name the county in Kenya where oil was discovered?

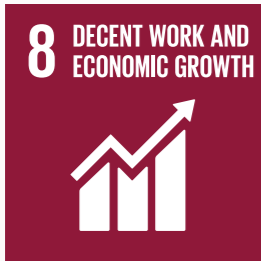
- List ways within your homestead/community/school/college you can use new and renewable sources of energy.

- Ask your teacher to plan a field trip to your county headquarters. Find out what activities your county is engaged in to ensure the residents can access affordable and clean energy.

Facts:

1. Kenya is a champion in the production of clean, affordable and renewable energy in Africa.
2. We are the first and largest producer of geothermal energy in Africa.

#POWERUP



PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL

THE PICTURE:

Work refers to those activities we carry out to earn income. These activities contribute to the economic growth of our country. Did you know that approximately half of the world's population lives on an income of under two dollars a day?

This translates to less than 200 Kenya Shillings per day.

This is not a sufficient amount of money to take care of our families' daily needs.

It means that our economy cannot grow positively.

Economic growth can only happen when there are decent and gainful work opportunities for youth and adults.

A THRIVING ECONOMY

Some of the marks of a thriving economy include:

- Decent employment opportunities for all including: youth, men, women and people with disabilities.
- Safe places of work.
- Environmentally friendly work atmospheres.
- Fair income for all.
- Opportunities for training and career growth.



Mama Asha is a shopkeeper. She runs a grocery shop. She is able to support her family with the income from her shop. She enjoys interacting with her customers as she sells to them.

- Access to funding to establish businesses.

SPOT CHECK

- Take a walk around your neighbourhood with your friends. What work activities do you see taking place? Please list them down.

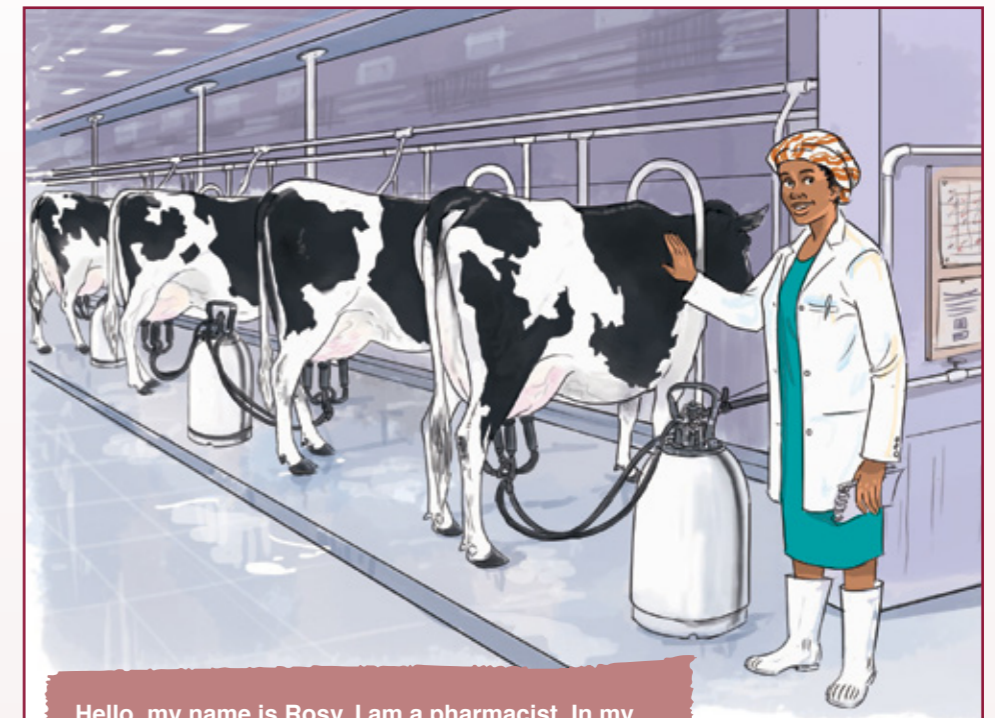
- What are some other opportunities that can be created within your neighbourhood?

In a thriving economy, the rights of children are upheld. Children are expected to attend school and must not be forced to work.

GET TO WORK

Just like Rosy, you too can help Kenya achieve this goal!

Do you know that as a youth, you can create decent and positive work opportunities for you and your friends by turning your hobbies into decent work opportunities?



Hello, my name is Rosy. I am a pharmacist. In my free time I work at my farm. Farming is my hobby. I have 5 cows. They produce milk and other milk products such as cheese for sale.

- Do you have any hobbies or talents? Please list them down.

1. _____
2. _____
3. _____

- How can you turn any of these hobbies or talents into a gainful income generating activity?

Fact: Kenya's Uwezo Fund, Youth Enterprise Development Fund and Women Enterprise Fund, help youth, women and people with disabilities access money to start businesses. .

#WORK2GROW



BUILD RESILIENT INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALISATION AND FOSTER INNOVATION

IMAGINE:

Close your eyes for a minute. Imagine a world where there are no roads, vehicles, telephones, or the Internet. That would be like going back to Stone Age!

Industry, Innovation and Infrastructure are three important Ingredients in growing a country's economy.

GET TO KNOW THE 3 I's

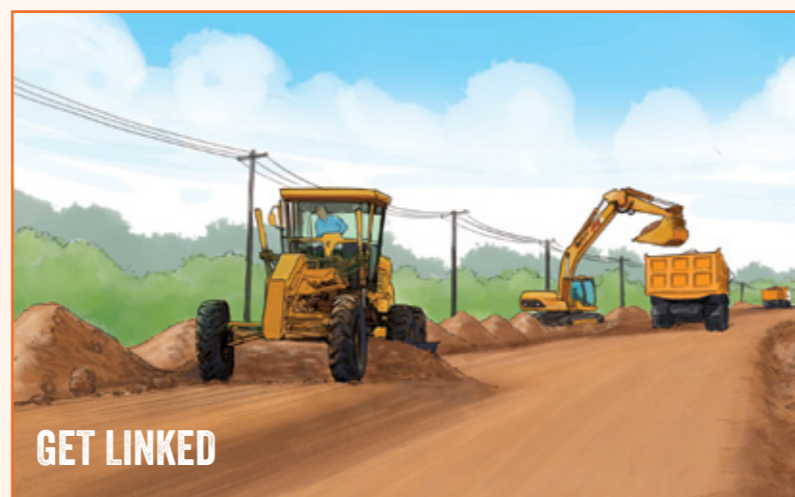
Industry: This is the processing of raw materials into goods. By growing a country's manufacturing industry, more jobs are created and also more goods are produced for consumption.

Innovation: To innovate is to create new ideas, methods and products. Innovation helps us improve the way we do things.

Infrastructure: These are the structures and facilities needed for a society to function e.g. buildings, roads, power cables etc. Infrastructure helps us

access goods and services and helps us move from one place to another.

Kenya has made giant steps in growing its Industrialisation, Innovation and Infrastructure. This has been done through ways such as building of roads and railway networks, creation of industries and adoption of technology. Despite the country's progress, there are many people still left out of this growth. For the country's economy to flourish, the Government, private sector and individuals need to continue investing in **Industry, Innovation and Infrastructure**.



GET LINKED

BECOME AN INNOVATOR

Innovation is key to growing Kenya's economy. Did you know that over half of Kenya's population is made up of youth and they make up approximately 65% - 80% of Kenya's unemployed!



This is Juma. He works in a bottling factory. The manufacturing industry creates more than half a billion jobs worldwide.

- Team up with a friend or two. Look around your community. How is business conducted? Is there anything missing? Are there any challenges you notice in the way people work, communicate, do business, travel, etc? Is there any idea, service or product you can introduce in your community to make things better? Write down your idea in a notebook.
- Did you know that you can turn your idea into an income generating activity? There are many organisations ready to support and turn the ideas of youth into solutions that can grow Kenya's economy. This is through offering funding or training. Four examples of such organisations include: Uwezo Fund, Youth Enterprise Development Fund, The iHub and nailab. Together with your team mates,

research more organisations in your County or in Kenya that can support you to grow your idea. List them down in your notebook.

- Write down a short proposal of your idea. Your proposal should have four sections. 1) Introduce yourself, 2) Explain the problem you have noticed in your community, 3) Give your proposed solution to the problem 4) Estimate the cost it would take to turn your idea into a solution.
- With the help of your parents or teachers, approach the organisations you listed in question 2 above and share your proposal.

Fact: Inadequate infrastructure leads to a lack of access to electricity, water, markets, jobs, education, health care, and information. This creates a major barrier to doing business.

#INNOVATE



REDUCE INEQUALITIES WITHIN AND AMONG COUNTRIES

All people are equal regardless of their age, gender, tribe, race, ability, religion, origin or income. The aim of this goal is to increase social, economic and political opportunities for all regardless of their background. When we all receive equal opportunities, our economy can thrive with no person left behind.

THE GAP IS WIDE

Around the world, the gap between the rich and the poor continues to widen. To raise the standard of living globally, we must bridge the economic gap between countries and within countries.

GLOBALLY

Half of the world's wealth is held by 1% of the population. To reduce inequalities around the world, we must put policies in place that favor developing countries, to create more trade and export opportunities for those countries.

IN KENYA

- Kenya's population is 43.1 million.
- Out of these 46% of the population lives on less than KES 172 a day.
- A few super wealthy people control two thirds of Kenya's economy.

NATIONALLY

Some steps Kenya has taken to remedy this gap is through:

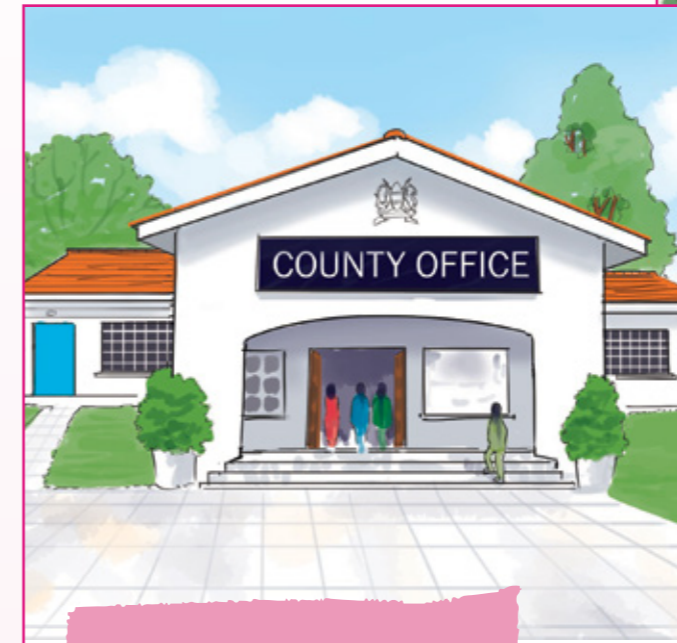
- *The Constitution of Kenya 2010* provides for the economic, social and political equality of disadvantaged people such as the disabled, women, youth, etc.
- Devolution, which is one of the pillars of the



LEND A HAND:

Become a champion for fairness for all! Do you know that you play an important role in reducing inequality by lending a hand to a marginalised family member, friend or member of your community? A small act of love can make a big difference to their lives.

- Constitution, brings economic resources closer to the people.
- Huduma Kenya Centers bring government services closer to the people.
- Many laws have been set that protect the rights of the disadvantaged.
- Forming organisations such as Uwezo Fund, Women Enterprise Fund and Youth Enterprise Development Fund through which women, youth and the disabled can access financial and business support.
- The National Youth Service 5 Point Vision, which aims to increase employment among youth, build capacity and support them to become entrepreneurs.
- Access to Government Procurement Opportunities (AGPO) is a program that gives 10% of government contracts to businesses owned by youth, women and disadvantaged people.
- The National Constituency Development Fund, through which socially empowering projects are established at the constituency level.

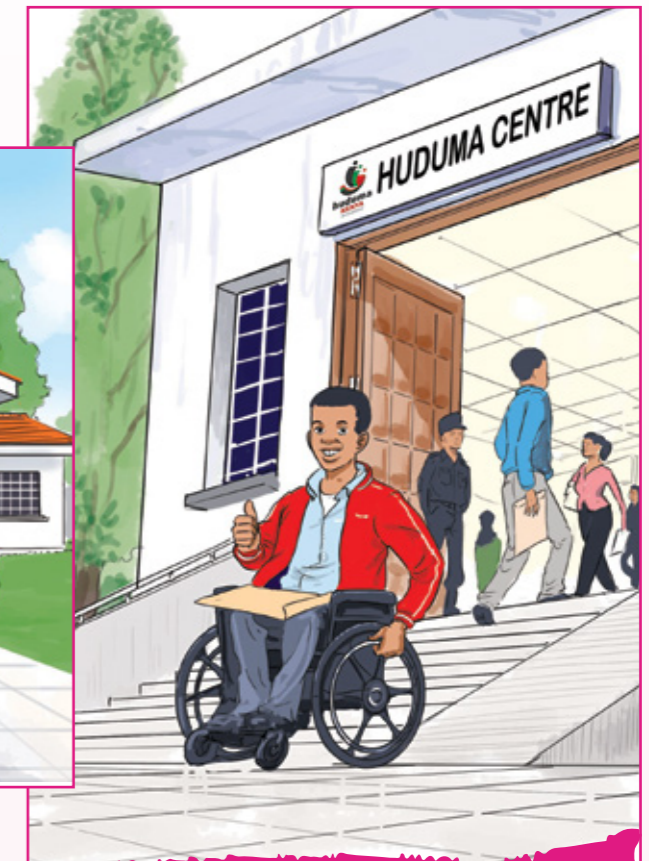


DEVOLUTION

Bringing Government services and economic resources closer to the citizens.

LOCALLY

- Your local county office plays an important role in bridging the gap between the advantaged and disadvantaged. Together with your classmates, request your teacher to organise a trip to your county headquarters.
- Inquire from your county office, what policies and programmes they have put in place to ensure that there is equality in your County.



YOUTH EMPOWERMENT

David is 18 years old. He is excited! He has just come from registering a youth group at his local Huduma Centre. Together with seven friends, he is applying for the Agrivijana Loan through the Youth Enterprise Development Fund. Through the programme, they will receive finances, tools and training to put up a greenhouse. They will be able to earn money from the crops they will grow, as well as learn new and modern ways of farming.

CHAMPION EQUALITY

- How can you as a young person benefit from the national or local steps being taken to reduce equality?
- What can you do to help bridge the gap between those who have and those who don't?

Fact: Devolution is helping reduce inequality in Kenya by bringing resources closer to the people.

#WEARE=



MAKE CITIES INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

1. What City or Town do you live in ?

2. Close your eyes for a moment and think about the city or town you live in. What 3 things do you like about it?

1. _____

2. _____

3. _____

3. What 3 things would you like to see changed in your city or town to make it better?

1. _____

2. _____

3. _____

CITY LIVING

Cities are large settlements of people, where vibrant ideas, trade, creativity, education and work take place to bring social, political and economic growth. More than half of the world's people live in cities and this numbers are growing day by day. As more people migrate to cities, stress is put on the facilities available.

Challenges that cities experience due to rural to urban migration include:

- Overcrowding
- Pollution
- Insecurity
- Insufficient amenities such as electricity and water
- Inadequate housing
- Development of slums

A thriving City = A thriving economy.

For your city to be sustainable it needs to be:

- Safe
- Clean
- Have adequate access to basic amenities
- Have adequate and affordable housing
- Have upgraded slums



THE CITY I WISH TO LIVE IN

After taking a moment to ponder about the city or town you live in, and learning about what makes cities thrive, write a letter to your Governor highlighting the things you would like to see done to make your city prosper. Deliver this letter to your county headquarters.



A picture is worth a thousand words. What elements do you notice from this city, which makes it thriving?

NOTE PAD



Charity begins at home. Together with your family, friends and neighbours, make your city thrive by cleaning up your neighbourhood. Set aside one day a month when you pick up litter from the streets.

#THRIVINGCITIES



ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

Responsible consumption and production is being mindful of how we make and use things. It means avoiding wastefulness and being careful of the methods we use to produce.

WHY NOT TO WASTE

Look around your home today? Is there water being wasted? Are the lights on when no one is using the room? Have you ever thrown away rotting food?

Every year, one third of the world's food, goes to waste in the bins of producers, sellers or consumers. This is approximately 1.3 billion tonnes of food. This equals to one trillion dollars.

As a country, we need to use our resources wisely so as to

- Not deplete our resources
- Have enough for everyone
- Grow our economy

REDUCE, REUSE AND RECYCLE

Being responsible producers and consumers requires that we:

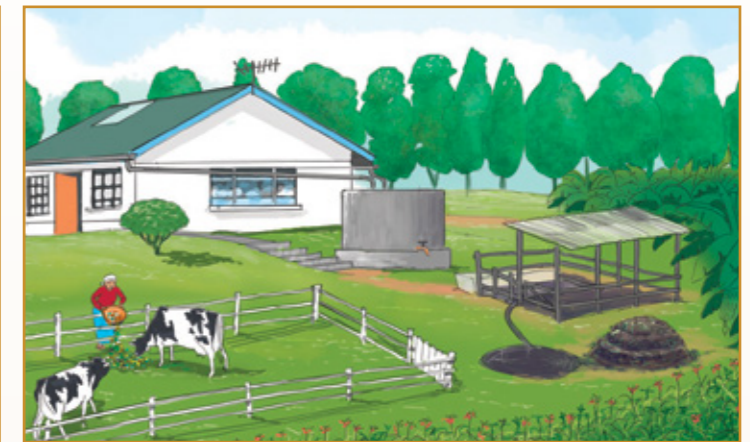
- Do not overuse our natural resources in harmful ways such as by: overgrazing, overfishing, deforestation, overcultivation, etc.
- Producing enough to satisfy our domestic and commercial needs.
- Use environmentally friendly methods in production.
- Reduce the use of the things we do not need.
- Reducing the use of things that harm our environment.
- Reuse those things that last long.
- Store surplus food well to avoid wastage.
- Turn our waste into usable items for example, by recycling water, plastic and paper.

#NOWASTE

GREEN FARMING



Sarah and Kambo have teamed up to start a recycling project in their school. They have asked their parents to donate bins, which they use to collect and separate paper, plastics and food-waste. Many students have joined them in this exercise. They have formed a club called #NoWaste. The club takes the plastics and paper they collect to recycling plants. They use the money they earn to buy seedlings, which they plant alongside trees in their school farm. The food waste they collect is used as manure in the farm. Just like Sarah and Kambo, you too can start a recycling project in your school, generate income from it and use the income for responsible production.



Musa has a farm. He practices responsible production and consumption in his farming activities. In addition to grass, he feeds his cattle with remains from the harvest of crops and peels from fruits and vegetables. He uses the rainwater he collects and stores in a tank. He collects cow dung in a compost pit and uses it as manure in his maize farm. In Musa's farm, there is hardly any waste.

CHAMPION RECYCLING

1. Team up with a group of friends and share your recycling idea. Approach a teacher who can patron your club and begin encouraging recycling in your school.
2. Pioneer the idea of recycling in your neighborhood.

TURN WASTE YOUR WASTE INTO INCOME

Just like Musa, Kambo and Sarah, you too can practice responsible consumption and production in your daily life. These SDGs ambassadors also show you that you can earn an income from responsible consumption and production. Look around your home, school and community. What can you do to stop wastage? How can these activities generate income? Please list your ideas.

Fact: People pollute water faster than nature can recycle and purify water in rivers and lakes.



TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS

HAVE YOU HEARD OF GLOBAL WARMING?

Climate change refers to the changing weather patterns over the years. This has been brought about by an increase of carbon dioxide emissions in our atmosphere.

Some of the effects of climate change include:

- Rise in sea level
- Extreme weather events
- Increase in temperature
- Pollution
- Food scarcity due to reduced yield
- Increase in poverty
- Displacement

GOOD WEATHER

When the carbon dioxide levels in our environment are reduced, we are safe and protected from the negative effects of climate change. We can then enjoy:

1. Cooler temperatures
2. Better crop yield
3. Reduction in poverty
4. Increase in life expectancy

PRACTICE BEING ECO-FRIENDLY



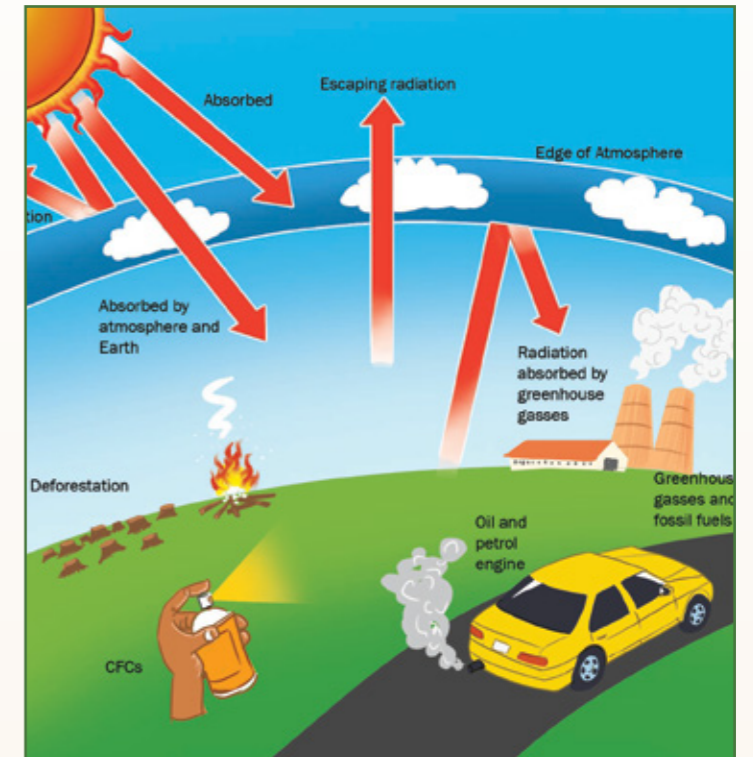
Lola likes to ride her bicycle. Unlike motor vehicles, a bicycle does not require any fuel to run. By riding her bicycle, she is reducing the carbon emissions that pollute our environment, while also exercising.

Join Lola in championing this goal. What can be done in your daily living to reduce the emission of gases that harm the environment?

1. _____
2. _____
3. _____

THE CYCLE

Our collective daily activities affect our environment. This in turn has an effect on the climate. Look at the picture on your right. Identify and list the activities that are harmful to our environment in the table below. Write down some solutions to end each harmful activity.



CHALLENGE

1. What is green house gas emission?

2. What are some of the ways our country is contributing to this?

HARMFUL ENVIRONMENTAL HAZARDS	SOLUTIONS
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

Facts:

1. Vehicles emit carbon dioxide, which contributes towards the depletion of the ozone layer.
2. Climate change is a global problem. It is not a respecter of national borders. Emissions anywhere affect people everywhere. It is an issue that requires urgent solutions. These solutions need to be coordinated at the international level to help developing countries move toward a low-carbon economy.

#STOPGLOBALWARMING



CONSERVE AND SUSTAINABLY USE THE OCEANS, SEAS AND MARINE RESOURCES

OUR SEAS AND OCEANS

Oceans, seas and other water bodies support human life.

FACTS

- Our world is one big ecosystem in which water supports human life.
- Oceans influence rainfall patterns.
- Three quarters of the earth's surface is made up of water.
- This is 99% of the earth's living space.
- More than three billion people depend on oceans and seas to earn a living.
- Water bodies are a crucial medium of transport especially for international trade.
- 40% of aqua life is affected when there is:
 - Pollution
 - Overfishing

WATER LIFE

- Life below water represents all the living things that are found under water. This includes both plants and animals.
- Life below water is essential to our human, social and economic well-being.
- We therefore must protect our seas and oceans.

We can protect our water ecosystem through the below ways:

- Stopping water pollution
- Regulating fishing
- Encouraging ocean conservation



As you have learnt, seas and oceans are an irreplaceable part of our ecosystem. Only by protecting our water life can we responsibly consume its benefits.



WATER POLLUTION

List down other ways our water life is polluted.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Ali and Halima are brother and sister. They wake up early every day to fish. They run a small fish mongering business. Lately, they have been finding it hard to catch fish. When they started their business, it was easier to catch fish. Today, they are forced to go further, for their daily catch. Sometimes they find a layer of oil on the water's surface. The spills of oil come from ships that bring goods to and from the port. They often reminisce of a time when the fish was plenty. What can their county do to bring things back to normal?

#AQUALIFE



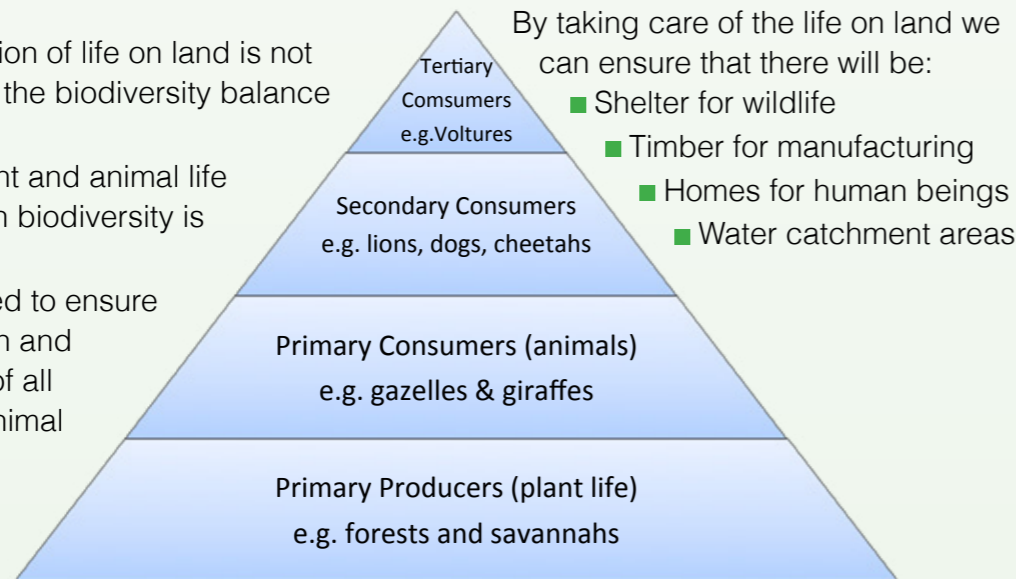
SUSTAINABLY MANAGE FORESTS, COMBAT DESERTIFICATION, HALT AND REVERSE LAND DEGRADATION, HALT BIODIVERSITY LOSS

Life on land means the living things we can see on the ground. They include human beings, plants and animals.

BIODIVERSITY IN ACTION

Biodiversity is the balanced coexistence of plants and animals in the same space.

- 80% percent of animals and plants call forests home.
- 1.6 billion human beings depend on forests.
- If consumption of life on land is not responsible the biodiversity balance is affected.
- Human, plant and animal life suffers when biodiversity is affected.
- There is need to ensure conservation and restoration of all plant and animal life.



- Human beings need to ensure there is conservation of life on land such as animals, forests, mountains, rivers, lakes and savannah grassland to name a few.
- When life on land is disturbed it can lead to desertification.
- Deforestation and desertification adversely affect the life on land. It has led to near extinction of some endangered species that contribute to the ecosystem.

PROTECT ANIMAL LIFE



- Together with your friends make a list of all the living things on land that you can see and touch.

- Are these living things in any danger?
- List down ways to ensure they are protected.

- Suggest ways to deal with deforestation in your area.

- Find out which organisation in your area is involved in planting trees and volunteer with them.

PRACTICE AGROFORESTRY



Sarah and Kambo have teamed up with several of their classmates. They practice agroforestry in their school farm. They plant seedlings of fruits and vegetables alongside trees. They are helping reduce deforestation while producing food for consumption.

#FLORAFANDAUNA



STRONG INSTITUTIONS ENSURE JUST, PEACEFUL AND INCLUSIVE SOCIETIES

Peace means that people are living harmoniously. **Justice** is the fairness we receive through our country's laws enforced by relevant government agencies.

Below are some signs of a society that lacks peace and justice

- Corruption
- Lack of law and order
- Rise in school drop-out rates
- Crime
- Child exploitation
- Discrimination

By promoting peace and justice, citizens of a country feel:

- Secure
- Included
- Patriotic

To promote Law and Order we must:

- STOP corruption
- Avoid all forms of violence
- Stop abuse and exploitation of children, youth, women, and the disadvantaged
- Encourage transparency in how we work
- Ensure access to justice for all

Police officers happily patrolling the city, to ensure law and order is maintained. They enjoy their work and are dedicated to keeping the city peaceful.



Strong institutions ensure peace and justice for all. To help achieve this goal we must have faith in our law and order agencies.

- Kenya has many law and order agencies. These agencies help provide peace and justice in Kenya. Some of them include the Kenya Police Service and the Supreme Court of Kenya. In the space provided list down other law enforcement agencies you are familiar with.

1. _____
2. _____
3. _____
4. _____

- Name members of Kenya's supreme court.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Fact:

1. A just and fair society leads to development on all levels.
2. Kenya's highest court is the Supreme Court.

#LAWANDORDER



17 PARTNERSHIPS
FOR THE GOALS



REVITALISE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

SYNERGY

United we stand, goes the old adage. As you have learnt throughout this booklet, it takes a global village to achieve all our SDGs. There is a Swahili saying that goes: *Kidole Kimoja hakiui chawa* meaning that one finger cannot kill a pesky louse. Every little action every person makes has an impact on the world's standards of living. We need each other, to achieve

the goals that will make the world an ideal place to live in, by the year 2030. To leave no one behind we must partner with others to actualise the goals we have just learnt. Become an SDGs Ambassador. Champion the goals in your home, school, neighbourhood, county and country. Ask your family, friends, schoolmates, elders and leaders to join you in the little steps you have already began to make.



BEYOND OUR BORDERS

Achieving success in the SDGs means looking beyond our borders. To globally accomplish all Sustainable Development Goals by the year 2030, all countries need to be committed and to collaborate. This requires a partnership of children, youth, adults, governments, civil societies, non-profits, private sector, and the United Nations and its agencies. It is important for all countries to work together in achieving the 17 goals, as the goals have been put together based on a universal vision that seeks to improve the world's quality of life.

THE PARTNERSHIP COMMITMENT

Member countries of the United Nations have committed to working together to achieve the global goals. The developed countries have also committed to support developing countries, in particular the least developed countries and small islands. This collaboration is important to achieve equitable progress for all.

For effective partnership to take place we need:

- Open communication channels with our global partners
- Regular meetings to update on progress
- Investment from global partners
- Accountability to ensure transparency

As a child or youth, it is now your time to stand up and be counted as a champion for the achievement of SDGs by the year 2030. Your voice is important. Become an SDGs Ambassador, by going beyond our borders and joining in the global conversation. Make use of the resources at hand, such as the Internet and social media, to reach beyond Kenya's borders.

#SYNERGY

GOVERNMENT OF KENYA'S COMMITMENT

From this booklet, you have learnt what the SDGs are. You have also learnt how as a youth, you can begin to take steps that contribute to Kenya implementing and achieving the SDGs, while leaving no one behind.

Now it's time to learn what the National Government, County Governments, the United Nations Development Programme and Civil Society Organisations are doing.

NATIONAL OUTLOOK

WHAT THE NATIONAL GOVERNMENT IS DOING

The Government of Kenya has commitment and goodwill in SDGs implementation in Kenya. Through the Ministry of Devolution and Planning, it is carrying out the following activities:

- Assessing the country's progress with MDGs and finishing what was not accomplished by 2015.
- Coordinating and managing the SDGs implementation process in Kenya.
- Advocating for and raising awareness on the SDGs.
- Creation of a framework which will guide the country on how to implement SDGs.
- National Resource allocation (arranging for provision of funds).
- National capacity building (organising trainings).
- Reaching out to development partners for support.
- Creating global partnerships with countries around the world.
- Accountability.
- Rolling out SDGs to other ministries and the 47 counties.
- Coordinating committees of multiple stakeholders from (government agencies, United Nations and its agencies, civil society organisations, academic organisations, private sector, faith based organisations, special groups and citizens).

Facts:

1. The Ministry of Devolution and Planning has launched a roadmap towards achieving the 17 SDGs. Reach out to the ministry and request for a copy of the roadmap.
2. Kenya's Vision 2030 has given the country a head start in the implementation of SDGs. Formulated in 2008, Vision 2030 is the country's development plan focusing on transforming Kenya into an industrialised and middle income country by the year 2030. Many Vision 2030 goals are similar to Sustainable Development Goals.

OTHER PLAYERS

All government ministries are responsible for championing the implementation of the SDGs that match their area of specialisation. In the table provided below, please follow the example of goal 3 given and list down all SDGs and the corresponding ministry that is responsible for their implementation. Be sure to reach out to those ministries by phone, letter, email or on social media and ask them what they are doing to implement the SDGs.

GOAL	SDG	RELATED MINISTRY
1.		
2.		
3.	Good Health and Well-Being	Ministry of Health
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		

#CHAMPIONSDGSKE

COUNTY OUTLOOK

The Council of County Governors is an agency consisting of governors of the 47 counties in Kenya. It was established under the Intergovernmental Relations Act 2012 to coordinate the activities of the 47 counties.

WHAT THE COUNCIL OF COUNTY GOVERNORS (COG) IS DOING

- Creating a coordinated SDGs plan for the 47 counties.
- Putting together a special SDGs Unit to liaise with the 47 counties and give technical support.
- Encouraging each county to identify the SDGs that affect their county most, and begin implementing them first.
- Guiding each county to include SDGs in their County Integrated Development Plans (CIDPs) and strategic plans. CIDPs are five-year plans each county makes to help guide its development.
- Looking for development partners.

WHAT EACH COUNTY GOVERNMENT IS DOING

- Identify and prioritising the goals that are applicable to their county. E.g. Goal 14 focusing on life below water is important to Mombasa and Kisumu counties, because of the Indian Ocean and Lake Victoria.
- Including SDGs in the county's development and strategic plans.
- Charting a map on SDGs implementation in their counties.
- Allocating finances for SDGs implementation in their counties.

MY COUNTY'S SUSTAINABLE DEVELOPMENT GOALS' ROADMAP

Visit your local county headquarters and ask what plans they have on SDGs implementation. In the space provided below, list down ways your county government has embarked on implementing SDGs.





OUR DEVELOPMENT PARTNERS

Our development partners are important in helping Kenya implement SDGs. This is how:

UNITED NATIONS DEVELOPMENT PROGRAMME (UNDP)

UNDP plays a supportive role in helping the world meet its development needs. UNDP Kenya is supporting Kenya's government to implement SDGs in the following ways:

- Supporting government to come with the framework/roadmap, which will be used to implement SDGs.
- Helping government assess MDGs progress and carry forward unmet needs in SDGs implementation.
- Supporting government in creating SDGs awareness.
- Supporting government in SDGs implementation.
- Encouraging county governments to prioritise SDGs depending on their needs.
- Helping government in making plans to allocate finances that will be used in SDGs implementation.
- Training the trainers who in turn train national government and county officials such as planning and budget officers.
- Chairing SDGs working groups consisting of all stakeholders.
- Leading the SDGs reporting process.

CIVIL SOCIETY ORGANISATIONS (CSOS)

CSOs are non government organisations that ensure that the needs of citizens are met.

The role of CSOs in SDGs implementation in Kenya is to:

- Hold government accountable in the implementation process.
- Voicing the concerns of Kenyans.
- Ensure that the needs of Kenyans are catered for in the implementation process.

Some Key CSOs involved in SDGs implementation in Kenya include:

- The SDGs Kenya Forum
- The SDGs Philanthropy Platform in Kenya (SDG Funders)



MIND TEASER

Find the hidden words listed below:

N C F O R E S T R Y Z N B Q P
 O O E L C Y C E R T O Z O N E
 I N I E F I L D L I W P E F T
 T S U T T D U J T S A E S N G
 U U M M A L N U T R I T I O N
 L M U A G T L I T E L A L I I
 O P T X R L S N Y V A C A T M
 V T I L O I E E G I Y I I C R
 E I L P U R N A R D E D R U A
 D O A B S P W E E O R A T D W
 O N T H A Q U A N I F R S O A
 G N I V I R H T Y B E E U R L
 B P O M E T S Y S O C E D P J
 W O N O I T A V O N N I N K V
 D E S E R T I F I C A T I O N

1. AGRO
2. AQUA
3. BIODIVERSITY
4. CONSUMPTION
5. DEFORESTATION
6. DESERTIFICATION
7. DEVOLUTION
8. ECOSYSTEM
9. ERADICATE
10. FORESTRY
11. INDUSTRIALISE
12. INNOVATION
13. LAW
14. LAYER
15. MALNUTRITION
16. MARINE
17. MUTILATION
18. OZONE
19. PARTNERSHIP
20. POLLUTION
21. PRODUCTION
22. RECYCLE
23. SYNERGY
24. THRIVING
25. WARMING
26. WILDLIFE

#LEAVENOONEBEHIND



CALL TO ACTION

As an SDGs Ambassador, it is your duty to keep all stakeholders accountable.

KEEP THE STAKEHOLDERS ACCOUNTABLE

Below is a contact list of SDGs implementation stakeholders in Kenya.

- Keep them accountable by asking them to share what they are doing.
- Ask them about the plans and programs they have put in place for SDGs implementation in Kenya.
- Remember to consistently check on the progress they have made, in implementing SDGs in Kenya.
- You can do so by visiting their offices, calling them, writing them letters and emails and engaging them on social media using the hashtag #ChampionSDGsKE.
- Don't forget to ask how you can volunteer with them to help advance Kenya's commitment to achieving the goals.

THE STAKEHOLDERS

ORGANIZATION	MAILING ADDRESS	PHYSICAL ADDRESS	TELEPHONE	EMAIL	WEBSITE	FACEBOOK	TWITTER
Ministry of Devolution and Planning	P. O. Box 30005 - 00100 Nairobi, Kenya	Harambee House 11 th Floor	+254 20 2252299	info@devolutionplanning.go.ke	www.devolutionplanning.go.ke	@Devolution254	@Devolution254
Vision 2030 Secretariat	P.O. Box 52301-00200, Nairobi, Kenya	Kussco Centre, 2nd Floor	+254 20 272 20 30 +254 20 272 22 006	info@vision2030.go.ke	www.vision2030.go.ke	@KenyaVision2030	@kenyavision2030
United Nations Development Programme	P.O. Box 30218-00100, Nairobi, Kenya.	UNON Complex, Gigiri, Block M	+254-20-762-4307 +254-20-7624307	registry.ke@undp.org communication.ke@undp.org	www.ke.undp.org	@UNDPKenya	@UNDPinKenya
Kenya National Bureau of Statistics	P. O Box 30266-00100 GPO Nairobi, Kenya.	Herufi House	+254-20-3317583 /3317612 /3317623 /3317622 /3317588 /3317586 /3317651 +254 701244533 +245 735004401	datarequest@knbs.or.ke	www.knbs.or.ke	@bureauofstatistics	@KNBStats
The SDG Philanthropy Platform (SDG Funders)					www.sdgfunders.org	@PhilSGDs	@PhilSGDs
The SDG Kenya Forum					www.sdgkenyaforum.org		@SDGsKenyaForum
Council of Governors	P.O Box 40401-00100, Nairobi Kenya	Delta Corner, 2nd Floor	+254 20 2403313/4 +254 729 777 281	info@cog.go.ke	www.cog.go.ke	@cogcommunication	@KenyaGovernors
Your County Headquarters							

DECLARATION

I..... declare to become an SDGs Ambassador.

I promise to champion the 17 goals in my day-to-day life.

I promise to leave no one behind as I advocate for SDGs implementation.

I promise to share this booklet as well as what I have learnt with my family, friends, classmates, elders and leaders.

I promise to help my county and national government raise awareness for this cause.

I promise to offer my services as a volunteer for this cause to my national and county governments.

I promise to engage my national and county government, by voicing the needs of fellow children and youth.

I promise to keep the Government accountable in the implementation process.

I promise to take an interest and support what other countries are doing.

I promise to continue implementing these goals even as an adult.

I promise to pass the knowledge I have gained to future generations.

I promise to become an SDGs Ambassador for life.

.....Signature

..... Date

RESOURCES

This booklet has been developed with information collected and adapted from the below sources:

- <https://sustainabledevelopment.un.org/>
- <http://www.un.org/sustainabledevelopment/>
- Ministry of Devolution and Planning
- United Nations Development Programme – Kenya
- The Council of Governors
- Kenya National Bureau of Statistics
- Vision 2030 Delivery Secretariat
- Nairobi City County
- SDGs Kenya Forum
- Kenya Yearbook (Editions 1-3) published by the Kenya Yearbook Editorial Board

IT'S TIME TO RECAP

Throughout this booklet, you have learnt many invaluable lessons about what SDGs are and how you can start making a difference by implementing them in your home, school, neighbourhood, county and country. You have also learnt how to leave no one behind, by sharing what you have learnt with your family, friends, schoolmates, leaders and elders, and asking them to join you in championing SDGs in Kenya. You have committed to keeping your county and national governments accountable, as well as all SDGs stakeholders. As you go forth to becoming an SDGs Ambassador, take a moment to recap the important lessons you have learnt in the space provided below.





BECOME A SUSTAINABLE DEVELOPMENT GOALS AMBASSADOR For Children and Youth

Become an SDGs Ambassador is a booklet introducing and summarising the Sustainable Development Goals (SDGs) to children and youth. Using a global and local outlook, the booklet provides an explanation of the importance and impact of each SDG.

This booklet has been designed to help you – Kenyan children and youth to do the following:

- Understand what each SDG is.
- Find practical ways to engage with and implement each SDG.
- Participate in furthering SDGs awareness.
- Champion SDGs in Kenya by becoming SDGs Ambassadors among family, friends, peers, leaders and elders.
- Keep the Government of Kenya accountable on the implementation of SDGs.
- Become global SDGs Ambassadors by following SDGs progress globally.

The booklet is presented in an adventurous, fun and easy-to-follow format. There are numerous tips, fun activities, puzzles, pop quizzes, mind teasers and mind blowing facts that are guaranteed to keep you informed and engaged.



Bringing hearts and minds
together for children



from the British people

**PLAN INTERNATIONAL KENYA,
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