

**IMPLEMENTATION OF
THE COMMUNITY LAND
ACT, 2016
ADVOCACY STRATEGY
FOR THE
LAND SECTOR NON-
STATE ACTORS**



Acknowledgements

This advocacy strategy was developed by a number of organizations, who form part of the Land Sector Non-State Actors (LSNSA), with the financial support from Trocaire.

As the Chair of the LSNSA, Kenya Land Alliance would like to acknowledge the following partners: The Resources Conflict Institute (RECONCILE), the Land Development and Governance Institute, (LDGI), The Kenya National Farmers Federation (KENAFF), ActionAid International Kenya, Pamoja Trust, the International Land Coalition (ILC) and the Eastern Africa Farmers Federation (EAFF), GROOTS Kenya and the Shule Yangu Alliance Hakijamii – Economic and Social Rights Center, Indigenous Women and Girls Initiative, Program for the Heritage of Ogiek and Mother Earth (PROHOME) and Federation of Women Lawyers (FIDA-K) who contributed to the development and validation of this publication.

We would also like to acknowledge the Chief Executive Officer of the Kenya Land Alliance Ms. Faith Alubbe for her guidance, leadership and technical input, Dr. Collins Odote (consultant) for spearheading the technical input process and Mr. Ogina Hillary, the Community Land Rights Protection Officer for his coordination and editorial inputs.

Table of Contents

	Acknowledgements	i
	Abbreviations	iii
<hr/>		
1.0	BACKGROUND	1
	1.1 Context	1
	1.2 The Role of Land Sector Non State Actors in Land Reform	6
	1.3 Gaps in Current Advocacy Efforts	9
<hr/>		
2.0	ADVOCACY OBJECTIVES AND STRATEGIES	10
	2.1 Overview	10
	2.2 Guiding principles for the strategy	11
	2.3 Goal of the strategy	12
	2.4 Objectives of the strategy	12
	2.4.1 Specific strategies	13
	2.5 Target audience	16
	2.5.1 Reaching target audience	17
	2.6 Strategic advocacy approaches and tools	19
	2.7 Advocacy issues	20
	2.8 Stakeholder analysis	20
<hr/>		
3.0	IMPLEMENTATION ARRANGEMENTS	25
	3.1 Advocacy strategy matrix	25
	3.2 Resourcing of strategy	29
<hr/>		

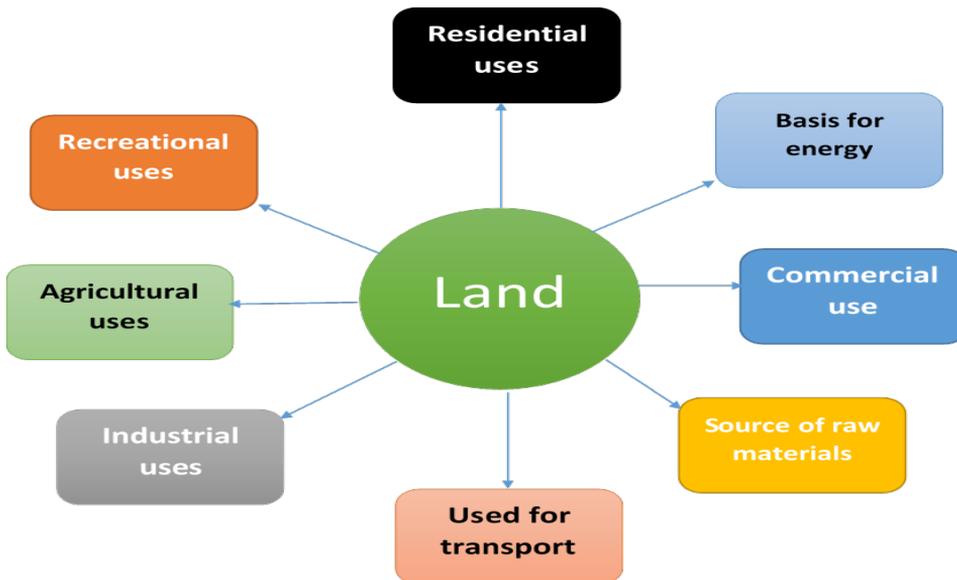
Abbreviations

CSOs	Civil Society Organizations
NGOs	Non-Governmental Organizations
CLA	Community Land Act
LSNSA	Land Sector Non-State Actors
NLC	National Land Commission

BACKGROUND

1.1 Context

Land is the most important factor of production, besides labour and capital in Kenya. It is not only a critical resource, but also the foundation of economic development for the country with its importance recognized by various Government initiatives such as the Vision 2030. Land, however, has multiple values transcending the economic to the social, religious, ecological and political.



Despite its importance, Kenyans have had problems with land access, rights and use over the years. The genesis of what has become to be known as the land problem is traceable to colonialism. The imposition of colonial rule was accompanied with control of land by the colonial authorities and exclusion of Africans from their land. Prior to colonization, land in Kenya was owned communally under customary land tenure. Colonization led to alienation of community land and its conversion to private and public land, through the adoption of the Crown Lands Ordinance of 1902 and 1915.

Flowing from the writings of Garrett Hardin with his article on Tragedy of the Commons, the policy disregarded communal land rights which were viewed as open access and insecure. The hallmark of this approach in Kenya was the decision by the colonial court in 1923 in the case of Isaka Wainaina vs Murito which declared all Africans as tenants at will of the Crown following the promulgation of the Crowns Lands Ordinance of 1915. The Swynnerton Plan of 1954 underscored the policy focus on private land, prioritising the creation of landed African gentry by vesting huge tracts of land in the hands of private individuals with a view to promoting Agricultural productivity. The policy approach of disregarding communal land continued after independence. Post colonization, Kenya had several fragmented land laws and policies with no clearly defined National Land Policy. This resulted in a complex land management and administration system that was opaque and marred with a lot of corruption.



From the advent of colonialism, Kenya has been grappling with the land question, which subsequent government regimes have been unable to or been unwilling to solve. The land question has manifested itself in many ways including fragmentation, breakdown in land administration, disparities in land ownership and poverty. This has resulted in environmental, social, economic and political problems including deterioration in land quality, squatting and landlessness, disinheritance of some groups and individuals, urban squalor, under-utilization and abandonment of agricultural land, tenure insecurity and conflict.

The post-election violence of 2007-2008 exposed the land injustices the country was grappling with leading to historic land reforms in the country. Hallmarks of this reform effort include the adoption of a National Land Policy in 2009 and the Constitution in 2010. The Land Policy aimed at reconciling the then existing land laws. The consolidation also paved the way for the formulation of general land policy guidelines. The promulgation of the Constitution of Kenya in 2010 with a distinct Chapter on Land and Environment sets out a framework for improved land governance. Article 62, of the Constitution, provides the sovereign foundation for land governance by stating that “all land in Kenya belongs to the people of Kenya, collectively as a nation, as communities and as individuals.” Land is classified as public land, private land and community land.

Article 62: Public land

(1) Public land is–

- (a) land which at the effective date was unalienated government land as defined by an Act of Parliament in force at the effective date;
- (b) land lawfully held, used or occupied by any State organ, except any such land that is occupied by the State organ as lessee under a private lease;
- (c) land transferred to the State by way of sale, reversion or surrender;
- (d) land in respect of which no individual or community ownership can be established by any legal process;
- (e) land in respect of which no heir can be identified by any legal process;
- (f) all minerals and mineral oils as defined by law;
- (g) government forests other than forests to which Article 63(2)(d)(i) applies, government game reserves, water catchment areas, national parks, government animal sanctuaries, and specially protected areas;
- (h) all roads and thoroughfares provided for by an Act of Parliament;
- (i) all rivers, lakes and other water bodies as defined by an Act of Parliament;
- (j) the territorial sea, the exclusive economic zone and the sea bed;
- (k) the continental shelf;
- (l) all land between the high and low water marks;
- (m) any land not classified as private or community land under this Constitution; and
- (n) any other land declared to be public land by an Act of Parliament–
 - (i) in force at the effective date; or
 - (ii) enacted after the effective date.

(2) Public land shall vest in and be held by a county government in trust for the people resident in the county, and shall be administered on their behalf by the National Land Commission, if it is classified under–

- (a) clause (1) (a), (c), (d) or (e); and
- (b) clause (1) (b), other than land held, used or occupied by a national State organ.

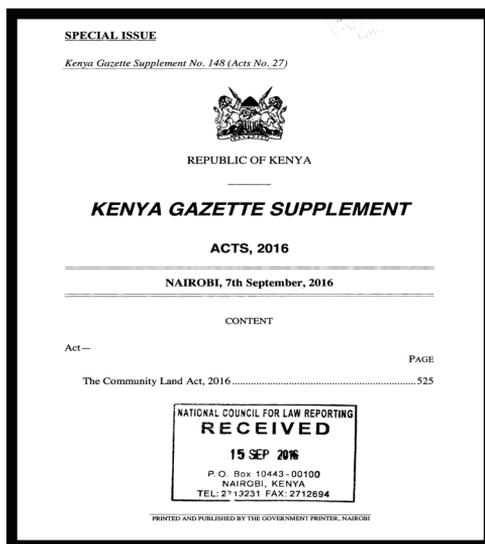
(3) Public land classified under clause (1) (f) to (m) shall vest in and be held by the national government in trust for the people of Kenya and shall be administered on their behalf by the National Land Commission.

(4) Public land shall not be disposed of or otherwise used except in terms of an Act of Parliament specifying the nature and terms of that disposal or use.

When Kenya adopted the 2010 Constitution it provided for three tenure categories, namely, public, private and community land. However, it was only in 2016 that the legal framework for community land was enacted. The Community Land Act (CLA), No. 27 of 2016 was enacted on 21 September 2016. Subsequently, the requisite regulations were passed in 2017. The Act

provides for the recognition, protection and registration of community land rights; the management and administration of community land and provides for the role of county governments in relation to unregistered community land. It repeals the Land (Group Representatives) Act, Chapter 287 of the laws of Kenya and the Trust Lands Act, Chapter 288 of the laws of Kenya, the two main laws that governed the administration of community land before the enactment of the Community Land Act 2016.

The Act gives effect to Article 63 (5) of the Constitution by providing for a legal regime governing Community land. Firstly, the Act defines a ‘community’ as a consciously distinct and organized group of users of community land who are citizens of Kenya and share a common ancestry; similar culture or unique mode of livelihood; socio-economic or other similar common interest; geographical space; ecological space; or ethnicity.’



The Act went ahead and provides for a wide range of issues dealing with community land. These include recognition and protection of community land rights in addition to the procedure for registration. This Act also laid down the administration of community land by providing for a community assembly from which the community land management committee is formed for the purpose of day-to-day management of community land.

The Community Land Act also governs land use and development planning. It provided for the conservation and management of resources in community land as well as dispute resolution mechanisms. Additionally, the Act lays out the different tenure systems that may be available in community land as well as the conversion of land from one category to another.

The enactment of the Act was a major milestone in the recognition, protection and registration of community land rights. It vests community land in Kenya to communities who have forthwith been given rights to express themselves as legal entities. To exercise the aforementioned proprietary rights, the Act requires a community claiming an interest in or right over community land to be registered. However therein lies both the solution and the problem. The definition of community as envisaged in the CLA so far has already been challenged in court and declared unconstitutional. This determination by the court has now redirected parliament to amend this section of the Act.



The process of registration of communities and operationalization of community Land Act requires communities to be aware of the content of the law, the technical processes and also have the requisite capacity. While some initial awareness processes have been undertaken by Government and civil society, there continues huge capacity gaps limiting the ability of communities to claim their rights and enjoy the protection that the Community Land Act provides.

To address the capacity gaps, Kenya Land Alliance and partners that form the Land Sector Non-State Actors seek to develop an advocacy strategy focusing on issues on an annual basis and a review to observe where partners efforts are geared towards and consolidate efforts for the realization of secure communal land tenure.

1.2 The role of Land Sector Non-State Actors in Land Reforms

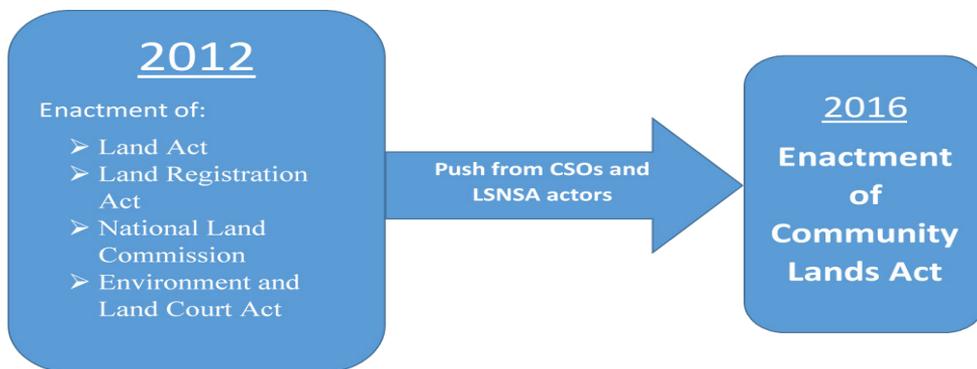
The ongoing land reforms in the country saw Civil Society Organizations working in the land sector form partnerships to participate in the formulation process of a coherent land policy. The partnership was formalized by establishing the Land Non-State Actors- LNSA by Kenya Land Alliance, FIDA Kenya, Institution of Surveyors of Kenya, Kenya Human Rights Commission, Haki-Jamii Trust, Resource Conflict Institute (RECONCILE) amongst others. This was at the heart of the agitation for and work on the National Land Policy, that was eventually adopted in 2009 with commendable contribution by Civil society under the LNSA umbrella. The platform was established in order to coordinate and facilitate effective engagement of different actors but with unique interest in land governance in Kenya. The consortium is a networking facility which brings the members together to engage with the governments, communities, development partners, citizens and other relevant stakeholders on key priority land issues including formulation and implementation of policies and laws, development of relevant rules and regulations and key pillars to enhancing land reforms in the country.



LNSA has contributed immensely to land reforms in the country. They advocated for and influenced the content of the National Land Policy, the Land Chapter in the 2010 Constitution, enactment of the Land Act, Land Registration Act and the National Land Commission Act. Its members were also instrumental in pushing the executive to appoint the first NLC Commissioners and in providing capacity building and technical support to the National Land Commission. LNSA provided a platform for mobilizing stakeholders in the land sector. This enabled non-state actors to pool their expertise, resources, and interests to speak with one voice thereby reducing duplication of efforts. Various strategies were used including extensive media coverage, legal action and public pressure.

Since its inception, LSNSA has led substantive discourse on the formulation and implementation of land laws and engaged with the processes of developing rules and regulations for the land laws. There have also been strategic collaborative meetings between the Ministry of Lands and Physical Planning, National Land Commission and LSNSA members. These meetings have added impetus to land reforms in the country, given direction and guidance and resolved some of the contested issues in the land reform processes in the country.

While the Land Act, Land Registration Act, the National Land Commission, and the Environment and Land Court Act were all enacted in 2012, the process of enacting a community land law was slow and protracted. It took a collective push and concerted engagement by CSOs, including LSNSA actors working together with the local community and community groups for the Community Lands Act, 2016 to be enacted into law. Following its adoption, civil society has been at the forefront of its operationalization supporting awareness creation, capacity building for communities, registration of community groups and titling for community land as required under the Community Lands Act.



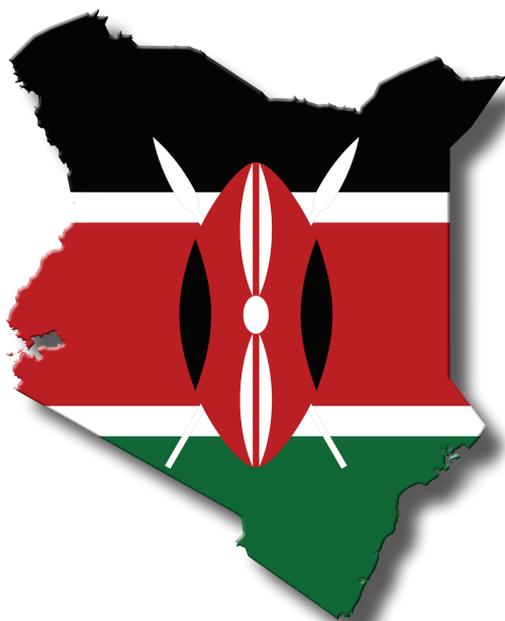
The robust discussions on the formulation and implementation of the Community Land Act is a good example of what can be achieved through collective efforts as presented and championed by LSNSA. However, the current efforts by LSNSA actors are disparate and uncoordinated, partly attributable to the weakened coordination within the platform, an issue being addressed by revitalization, restructuring of the engagement modalities within LSNSA. Within the context of community land, the existence of clear advocacy strategy would complement the ongoing efforts to develop a clear coordination framework by enabling the members to ensure coherence in their strategies and accelerate their collective efforts to support the faster and effective implementation of the Community Lands Act.

Since its inception, LSNSA has led substantive discourse on the formulation and implementation of land laws and engaged with the processes of developing rules and regulations for the land laws. There have also been strategic collaborative meetings between the Ministry of Lands and Physical Planning, National Land Commission and LSNSA members. These meetings have added impetus to land reforms in the country, given direction and guidance and resolved some of the contested issues in the land reform processes in the country.

While the Land Act, Land Registration Act, the National Land Commission, and the Environment and Land Court Act were all enacted in 2012, the process of enacting a community land law was slow and protracted. It took a collective push and concerted engagement by CSOs, including LSNSA actors working together with the local community and community groups for the Community Lands Act, 2016 to be enacted into law. Following its adoption, civil society has been at the forefront of its operationalization supporting awareness creation, capacity building for communities, registration of community groups

and titling for community land as required under the Community Lands Act.

The robust discussions on the formulation and implementation of the Community Land Act is a good example of what can be achieved through collective efforts as presented and championed by LSNSA. However, the current efforts by LSNSA actors are disparate and uncoordinated, partly attributable to the weakened coordination within the platform, an issue being addressed by revitalization, restructuring of the engagement modalities within LSNSA. Within the context of community land, the existence of clear advocacy strategy would complement the ongoing efforts to develop a clear coordination framework by enabling the members to ensure coherence in their strategies and accelerate their collective efforts to support the faster and effective implementation of the Community Lands Act.

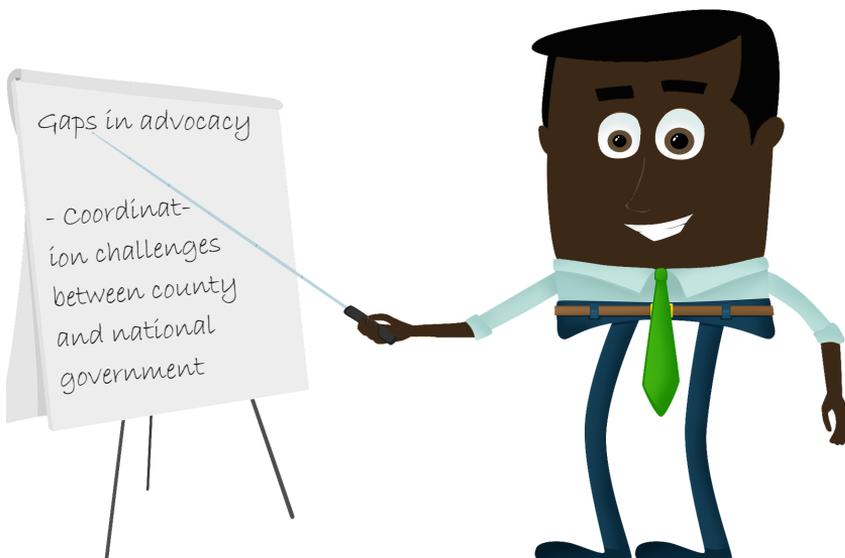


1.3 Gaps in Current Advocacy Efforts

The development of this strategy is to address challenges in the process of implementation of the Community Lands Act. Currently, there is uncoordinated action in the push for more effective implementation. With dwindling resources and competing needs, the Government has increasingly been relying on civil society and development partners. While this enhances collaborative management, it needs to be undertaken in a manner that enhances efficiency and respects the role of every actor in the process.

An Advocacy strategy is also supposed to address the lack of concerted coordinated action by civil society. Despite the existence of many more civil society actors, there lacks coherence in the advocacy efforts. This results in turf wars, unnecessary competition and inefficiency

Devolution has brought governance closer to the people. It has opened up parts of the country that were previously neither unserved nor underserved by government. From an advocacy perspective, it also meant that civil society has to engage not just with Government at the national level but also at county level. These multiple levels of engagement require a clear and coordinated strategy. Lack of such clarity results in a situation where some counties are not effectively engaged. In addition, the distance from the base of operations and the county headquarters is such that without clear strategy there is the tendency of travelling sporadically thus leading to lack of sustained engagement.



ADVOCACY OBJECTIVES AND STRATEGIES

2.1 Overview

While during the development of the National Land Policy, LSNSA were coordinated and pulling in the same direction in pushing for land reforms, the coordination framework has ebbed. Land reforms continue to be undertaken but in a slow and scattered manner. The Community Land Act remains a top priority for advocacy efforts as part of land reforms. The current initiatives are, however, being undertaken by individual organisations with clear advocacy strategies.

For several years, LSNSA has been working to influence land reforms and governance in Kenya. In doing so, LSNSA has continued to engage strategically with diverse stakeholders who have directly or indirectly contributed to the overall mandate of LSNSA network. These stakeholders range from government, legislators, county governments, like-minded organizations, media as well as development partners and professional associations.



Since LSNSA engages with such diverse stakeholders, it is important to have an advocacy strategy that states LSNSA's position, areas of focus and means of communication to achieve its long-term goals. The LSNSA advocacy strategy aims at ensuring advocacy around the implementation of the Community Land Act is done in a coordinated manner.

Through advocacy, LSNSA will ensure that all stakeholders appreciate the importance of effective implementation of the Community Land Act. It will also contribute to fostering political will and monitoring of progress made in the implementation process. The Strategy will also serve as a tool for resourcing CSOs work in the sector as it will provide clear actions that LSNSA actors plan to undertake either as a sector or in collaboration with other actors, including the private sector, National Government, County Governments, communities and development partners. Land and other tenure reforms.

2.2 Guiding principles for the strategy

a. Synergy and partnership

Collaboration is key to the implementation of the strategy. Building new partnerships and strengthening of LSNSA will be pursued at both national and county levels and synergic relationships with relevant stakeholders maximized.

b. Resource mobilization

Due to the policy environment and future opportunities, priority should be given to joint resource mobilization both financial and human. Resources should be directed towards supporting core activities under the strategy as well as other relevant broad objectives.

c. Evidence-based advocacy

Collecting systematic evidence through increased policy research, improved dissemination, building long term relationships with policymakers and national and county levels, building the capacity of partners and utilising policy evidence will be key to delivering the objectives.

2.3 Goal of the strategy

The overall objective of the advocacy strategy is to influence land governance and reforms in Kenya through advocating for and monitoring the implementation of the Community Land Act. The Strategy recognises that the full implementation of the Community Land Act holds great promise in providing tangible benefits to communities especially in pastoral ASLA regions of Kenya. For long these lands have been neglected and poorly regulated in law. The governance regime under Trust Lands and Group Lands have resulted in conflicts and insecurity of tenure rights for communities in this area.

While the Community Land Act recognition, registration and regulation regime seeks to ensure the protection of land rights, sustainable utilisation and poverty alleviation, the process of operationalisation of the Act across the country is varied and slow. The strategy seeks to contribute to harnessing the collective voice and support by Civil society to the implementation process. It recognises that the primary duty bearers in the implementation process under the Act is the National and County Governments. CSOs will undertake advocacy to put pressure on Government to roll out and sustain the implementation process to ensure that communities have their land mapped, their rights to those rights recognised and registered and a facilitative environment put in place to enable them to enjoy their community land rights.

2.4 Objectives of the study

In fulfilment of the above Goal, the strategy will pursue the realization of the following specific and interrelated objectives:

1. To generate increased public demand for the implementation of the Community Land Act
2. To generate government and political will in implementing the Community Land Act
3. To Enhance collaboration amongst LSNSA actors on community land advocacy and oversight processes

2.4.1 Specific strategies

The objectives will be achieved through a three-pronged strategy

(a) Build the Constituency

Effective advocacy requires that there is an active constituency working on pushing the implementation process. This strategy recognises that there exists an interested constituency working on community land implementation advocacy.

However, this group is neither organised nor clear on effective advocacy strategies to adopt in light of the changing operational environment, dwindling resources base for advocacy initiatives and limited political will. Constituency building will thus form a foundational aspect of the advocacy strategies. This will be achieved through:

- Quarterly meeting of the LSNSA actors working on CLA issues
- Identifying implementation challenges and discussing options for a collective push for their solution
- Unifying advocacy voices by identifying and collaborating with all actors in CLA implementation
- Developing joint fundraising proposals and resource mobilisation for CLA implementation
- Joint engagement with and collaboration with donors on CLA implementation

(b) Create the Implementation Demand

While LSNSA is a central player in the advocacy process, the successful implementation of CLA requires active and engaged communities will be the determinant of the success of the efforts to secure community land rights for prosperity and posterity. Therefore, the strategy will prioritise:

- Awareness creation to communities on the provisions of the CLA
- Supporting the organisation of communities into assemblies to claim their land rights under the CLA
- Development and implementation of multi-media communication program to enhance awareness on CLA
- Support networking and collation building amongst communities to share experience and push for their land rights

(c) Promote the Delivery Process

To ensure the success of the implementation process the strategy recognizes the critical role of government agencies and other stakeholders. Consequently, strategies will be employed to enhance implementation by Government and support by stakeholders. The key strategies include:

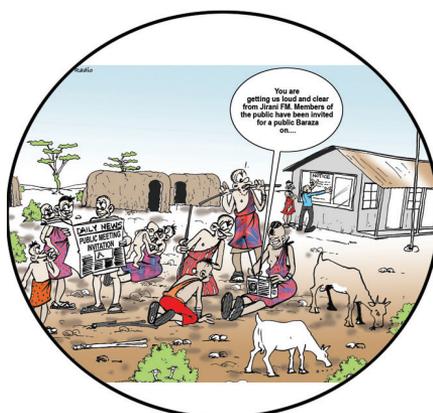
- Technical support to county Governments to enhance their delivery responsibility
- Develop and disseminate advocacy messages with options for addressing implementation bottleneck

- Support Public participation mechanisms to provide a platform to engage opinion leaders, implementation partners, and the general public.
- Media advocacy to promote accurate and analytical coverage of land sector reforms especially issues of community land.
- Lobby for review to CLA provisions and regulations with gaps and contradictions
- Develop operational guidelines for communities and stakeholders on their responsibilities

(d) Learn Lessons

The process of implementation is already generating lessons. The strategy will seek to harness and disseminate these lessons so as to guide the continued implementation process. Key strategies include:

- Developing a monitoring framework to continuously collect information on the implementation process, identify challenges and lessons for discussion and learning by all stakeholders
- Produce regular implementation reports with policy and practical lessons
- Use modern technologies to disseminate results from the monitoring process



2.5 Target audience

With its national mandate, LSNESA intends to target a wide variety of audiences. The advocacy strategy will operate across two broad levels:

- i. Internal: with the network partners and members with the aim of building and increasing the movement and positioning LSNESA as the community land reforms advocacy, convening and focal point.
- ii. External: with governments and parliamentarians, donors, other civil society organizations not in the network, private sector international organizations, media and the general public with the aim of ensuring the momentum around community land reforms is ongoing and remain a national agenda, translating commitments into action. For driving 'change' the Alliance will focus much of its advocacy work around leaders and decision-makers within the government and influential bodies and constituencies who can assist in this drive for change such as civil society, the media and professional associations. Development of targeted messages, and subsequent communications activities and campaigns for target audiences, forms part of the activities outlined within this plan.



2.5.1 Reaching target audience

Target audience	Methods and channels	Action
Cabinet secretary	<ul style="list-style-type: none"> ● Consultative meetings 	Call for consultation with relevant cabinet secretaries
Judiciary	<ul style="list-style-type: none"> ● Consultative meetings 	<p>Champion for quick adjudication of community land issues</p> <p>Interpretation of community as defined in the CLA</p>
Parliament and politicians	<ul style="list-style-type: none"> ● Parliamentary committee meetings ● Organizing for Consultative forums 	<p>Champion for continued land reforms and implementation of CLA</p> <p>Advocate for implementation of CLA</p>
Media and Journalists	<ul style="list-style-type: none"> ● Press briefings ● Media kits ● Press releases 	<p>Strengthen capacity of media to report on community land issues</p> <p>Reinforce community land issue through articles</p>
Donors, UN Agencies, NGOs, CBOs	<ul style="list-style-type: none"> ● LSNSA network meetings ● Land reform events ● Regular updates on progress ● Newsletters ● Websites ● Social media ● Brochures 	<p>Joint position papers and policy briefs</p> <p>Joint resource mobilization to support advocacy agenda</p>

Target audience	Methods and channels	Action
Community	<ul style="list-style-type: none">● Newsletters● Social media● Brochures● Mass media● Community meetings/barazas	Create awareness and mobilize communities on CLA

2.6 Strategic advocacy approaches and tools

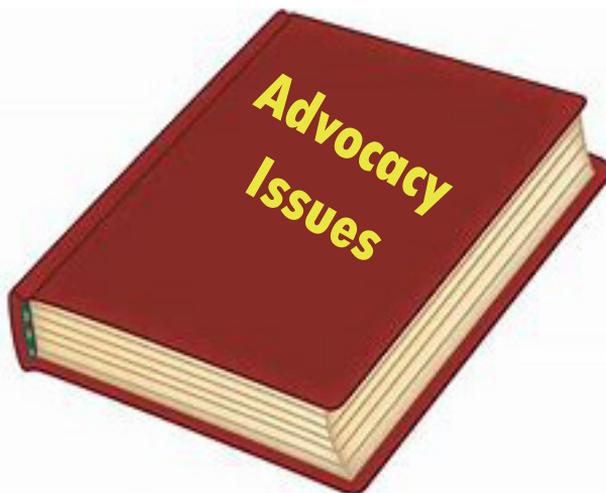
APPROACH	USE
Research and analysis	Conducting research into the cause and consequences of the issues and identify potential solution
Reports and briefs	To present the research briefs and analysis to the various stakeholders identified
Seminars and conferences	To increase interest on the identified issues and publicise the issues as well as get reviews from others
Creating public awareness and mobilization	To educate and raise the public's awareness on land governance and reforms and providing data from the research conducted. To generate public support for the cause and reflect the importance of the issues.
Monitoring and lobbying	To receive and deliver information on the policy development or any political events that will impact LNSA. The target is decision makers, general public and potential LNSA members Engagement can be through participation in various sectorial thematic working groups, discussions and meetings with decision makers
Press releases and editorials	To give visibility to the land governance issues, among both the public and decision makers. They can be used to inform the stakeholders about an intervention or a petition. Meant to influence the opinions and attitudes of the key stakeholders as well as policy and decision makers.
Press conferences	The purpose is to bring up the subject of CLA to the limelight and to draw media coverage on CLA implementation.
Policy/position papers	To explain LNSA position on the land subject. The paper is intended to clarify the networks position and make recommendations or proposals for change.

2.7 Advocacy issues

LSNSA network will conduct various advocacy activities to influence policies related to community land reforms in Kenya, with an intention of ensuring secure and equitable access to land and natural resources in Kenya

The issues to be addressed through advocacy strategy are:

1. Creating awareness of the CLA 2016
2. Registration of communities and their community lands
3. Resource mobilisation for the capacity building and support to communities in managing their community lands
4. Mechanisms for planning, administration and management of community
5. Ensuring communities benefit from investment made in community lands



2.8 Stakeholder analysis

LSNSA will engage with various stakeholders within the land sector to ensure the land reforms agenda is ongoing especially the implementation of the CLA

The key stakeholders and their roles are summarized in the table that follows:

Stakeholders	Role	Potential	Ways of strategic engagement
Government-Sectoral ministries, land agencies and institutions, and County Government	They are the main drivers of land (tenure) policy development and implementation Resource allocation for implementation of CLA Mapping, registration and land use planning	Political leadership and influence on land policy reforms	Consultative meetings
Ministry of Lands and Physical Planning	Registration of Community Lands Funding for implementation process	Technical Leadership	Consultative meetings Capacity Building Sharing Petitions and technical briefs
National Land Commission	Constitutional commission with responsibility for oversight over land use planning, recommending a National Land Policy and general push for land reforms	Generating Political will Oversight over implementation Resolving historical injustices over community land	Joint Fora Supporting NLC events Sharing best practices Officiating at CLA community workshops

Stakeholders	Role	Potential	Ways of strategic engagement
Council of Governors	Coordinated action by County Government	Engaging national Government to push for faster implementation Developing joint strategy for County Government role in CLA implementation	Joint Forums Petitions and letters Capacity Building
County Assemblies Forum	Coordinated action by County Government Collective push for county assemblies to legislate, oversight and represent for effective implementation of devolution	Support advocacy efforts to faster implementation of community land Support awareness on CLA Engagement with national and county government to generate political will for implementation	Petitions Joint Forums Capacity Building
Legislators (Senate, National Assembly and County Assembly)	Legislating Oversight over implementation process Budget allocations to Land Sector	Holding executive to account Mobilizing constituencies at the grassroots level	Consultative meetings Sharing petitions Sharing publications on implementation

Stakeholders	Role	Potential	Ways of strategic engagement
Local communities	<p>Custodians of community land</p> <p>Advocate for the restoration of community land</p> <p>Primary stakeholders in the execution of responsible governance of tenure processes</p>	<p>Repositories of knowledge about common property resources and the territorial claims of specific groups</p> <p>Can raise concerns around community land governance</p>	<p>Capacity building of communities</p> <p>Community sensitization and awareness sessions</p>
Civil society organizations and grassroots organizations	<p>Ensures continued and organized stakeholder engagement in support of the implementation of the CLA in the various communities they represent and work for</p>	<p>Can reach communities through wide ranging channels</p> <p>Call for transparency and accountability, and the solidarity of purpose, building on CSOs' respective strengths</p>	<p>Strategic partnerships with partners out of the LSNSA</p>
Private sector	<p>Key players in formal and informal land markets through sales and leases</p>	<p>Can advocate for land and other tenure policy reforms</p>	<p>Capacity building on implementation of CLA</p> <p>Strategic partnerships with private sector to support implementation of CLA</p>

Stakeholders	Role	Potential	Ways of strategic engagement
Media	Supporting networks activities through coverage of land reforms	Can advocate for land and other tenure policy reforms	Media kits and press briefings Capacity building journalist on land reforms Strategic partnerships with media houses
Judiciary	Resolving disputes around CLA implementation	Can issue judgements on the CLA and its implementation	Strategic Interest Litigation Capacity Building
Development partners- Donors, UN, INGOs	Have projects on community land, Supporting research on community land reforms Supporting advocacy efforts for implementation of CLA resources to support land reforms	Can communicate with their networks at national, continental and international stages through media outlets and convene meetings of States which provide a huge platform for advocacy	Support resource mobilization

IMPLEMENTATION ARRANGEMENTS

3.1 Advocacy strategy matrix

Overall goal: To influence land governance and reforms in Kenya through advocating for and monitoring the implementation of the Community Land Act.

Objectives	Objective description	Success indicators	Targets	Advocacy approach	Advocacy activities	Allies	Risk and Assumptions
To generate increased public demand for the implementation of the Community Land Act	To raise awareness and knowledge on CLA and process and generate community push for its successful implementation	No of communities reached No of county officials reached No of press releases, editorials and op-eds, Media coverage of land sector reforms Multimedia communication plan developed	ASAL & pastoralist communities County governments Media and journalist	Public awareness sessions Sensitization meetings with county officials Use of Press releases, editorials and op-eds on various media platforms Press briefings and conferences	Awareness creation to communities on the provisions of the CLA Develop and disseminate advocacy messages with options for addressing implementation bottleneck Media advocacy to promote accurate and analytical coverage of land sector reforms especially issues of community land. Development and implementation of multimedia communication program to enhance awareness of CLA	Donors and development partners Grassroots organizations	Cordial relationship with county governments Interest of media on community land issues

Objectives	Objective description	Success indicators	Targets	Advocacy approach	Advocacy activities	Allies	Risk and Assumptions
To generate government and political will in implementing the Community Land Act	Conducting Sensitization workshops and meetings with duty bearers and county governments and other actors on community land governance	No of communities assemblies formed County governments supported on implementation of CLA Operational guidelines for communities developed and disseminated	Communities County governments	Conferences and sensitization meetings Networking and coalition building by communities Exchange visits	Supporting the organization of communities into assemblies to claim their land rights under the CLA Technical support to county Governments to enhance their delivery responsibilities Develop operational guidelines for communities and stakeholders on their responsibilities Support networking and coalition building amongst communities to share experiences and push for their land rights	Donors and development partners Grassroots organizations	Assumption; Cooperation and participation of communities and county governments Lack of goodwill from county governments

Objectives	Objective description	Success indicators	Targets	Advocacy approach	Advocacy activities	Allies	Risk and Assumptions
To enhance collaboration amongst LNSA actors on community land advocacy and oversight processes	Advocating to participate in review processes of CLA	No of allies organizations out of LNSA joining the network Amended CLA Resources mobilized towards advocacy initiatives around CLA	LNSA partners Policy makers	Strategic Consultative meetings Lobbying	Quarterly meeting of the LNSA actors working on CLA issues Unifying advocacy voices by identifying and collaborating with all actors in CLA implementation Developing joint fundraising proposals and resource mobilization for CLA implementation Joint engagement with and collaboration with donors on CLA implementation Lobby for review to CLA provisions and regulations with gaps and contradictions Support Public participation mechanisms to provide a platform to engage opinion leaders, implementation partners, and the general public	Donors and development partners	Unstable political and policy environment with relation to land reforms Forthcoming referendum and general elections Assumption is that all partners will be on board to support the advocacy initiatives

3.2 Resourcing strategy

Successful implementation of this strategy will partly depend on the effective mobilization of the required resources. The key resource mobilization strategies that would be considered for purposes of implementing this strategy are as outlined below

- i. Forging creative co-sponsorships of activities to be implemented under this strategy.
- ii. Developing funding proposals that will match components of the strategy to the interests of particular funding agencies.
- iii. Approaching development partners active in the land reform sector

P.O. BOX 2177-20100, Nakuru
CELL: +254 731 282 207
Email: info@kenyalandalliance.or.ke
Website: www.kenyalandalliance.or.ke

 Kenya Land Alliance

 @KLandalliance

 @Klandalliance

 Kenya Land Alliance

Published by Kenya Land Alliance