

SHUJAAZ

INC.

Young in Climate

**What Young Kenyans Feel and Think
About Climate Action**

May 2025

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Acknowledgement of ShujaazInc's WaCurious Community Research Members who helped gather young people's views

#1 EXECUTIVE SUMMARY

PROJECT BACKGROUND

Shujaaz Inc mobilized young people with **deep local knowledge**, trained them on basic research skills and equips them with the necessary tools to **collect data and insights** to inform positive community change.

TED is a non-profit renowned for "ideas worth spreading" through its **influential short talks**. Originally focused on Technology, Entertainment, and Design, TED now **hosts global conferences and initiatives**, including the upcoming TED Countdown in Nairobi in June 2025, which aims to accelerate solutions to the climate crisis.

Study context:

This research project forms the foundation of a short film by and insight report to be showcased at TED Countdown 2025. The research aims to reveal how Kenyan youth perceive climate change, the social and cultural norms that influence their engagement with the subject (or lack of it), and how media and narratives shape their sense of agency. The insights will directly inform the film content and accompanying visual report.

Study Objectives:

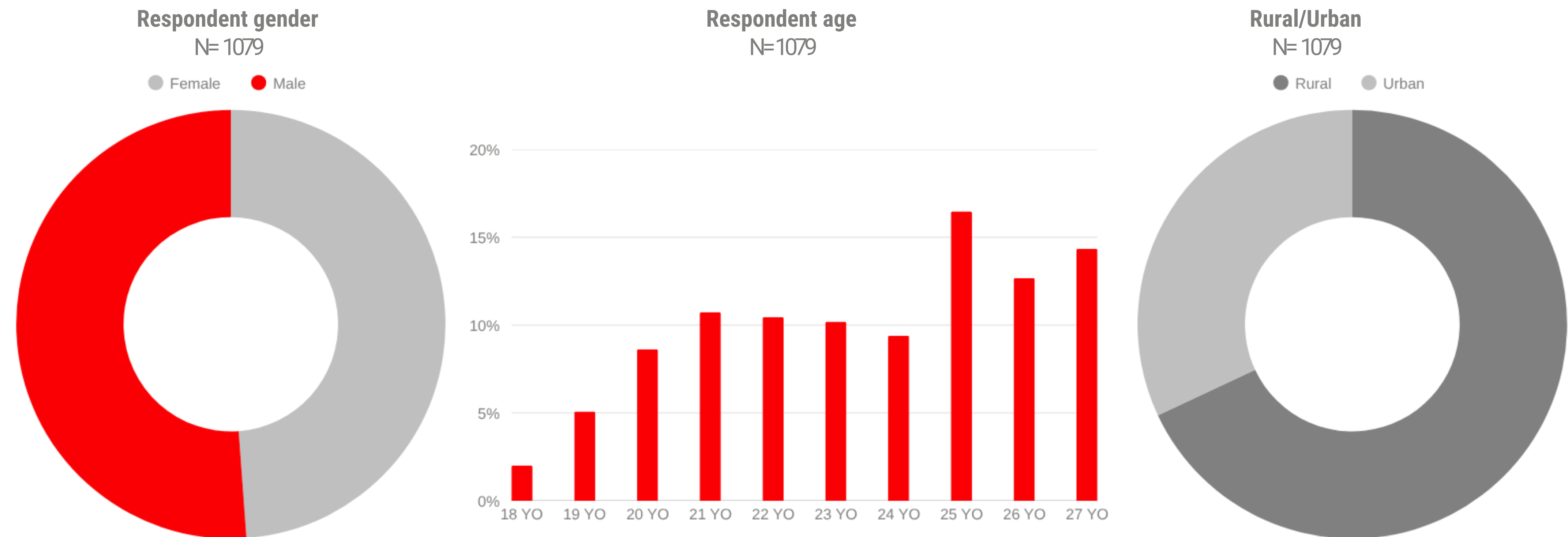
- Understand how Kenyan youth interpret climate change in their daily lives.
- Surface barriers to participation in climate action, especially social norms, roles, and perceptions.
- Identify the influence of media, community, and cultural narratives on youth climate identity.
- Explore what stories, messages, or content shift mindsets or spark action.

STUDY METHODOLOGY

Face-to-face interviews were used to collect data on youth **aged 18–27 years**. The study adopted a nationally representative sampling approach based on the 2019 Kenya National Bureau of Statistics Census

SAMPLE PERFORMANCE		
Description	Target	Achieved
Target sample	1000	1079
Counties	27 of 47	28 of 47
Break-down by Gender	Balanced gender rep.	51% Male, 49% Female
Rural vs Urban split	69% rural, 31% urban (KNBS 2019 census)	68% Rural, 32% Urban

DEMOGRAPHICS



Comments

- The respondents were aged between 18 and 27 years, with a gender distribution of 49% female and 51% male. Geographically, 68% lived in rural areas and 32% in urban areas. This distribution closely reflects national rural-urban and gender patterns as reported by the The 2019 Kenya Population and Housing Census, Volume II: Distribution of Population by Administrative Units" published by the Kenya National Bureau of Statistics

The 2019 Kenya Population and Housing Census, Volume II: Distribution of Population by Administrative Units" published by the Kenya National Bureau of Statistics (KNBS)

KEY HIGHLIGHTS – KENYAN YOUTH SEE & FEEL CLIMATE CHANGE

Kenyan Youth: Highly
Aware of Climate Change,
Personally Affected

86%

Believe the climate is changing

65%

Feel discussions about climate
change are for people like them

Climate Change Indicators Mentioned

71%

61%

45%

Temperature
Changes

Irregular
Rain

Change in
Weather
Patterns

KEY HIGHLIGHTS – CLIMATE CHANGE IS RESHAPING LIVES & LIVELIHOODS

Climate change profoundly affects the daily lives and livelihoods of Kenyan youth, evoking a mix of hope and concern, and is a significant driver of displacement

71%

Report climate change affects their daily grind (school, hustle, etc.) (44% "a lot", 27% "somewhat")

28%

Know someone who has moved due to extreme weather (droughts, floods).

Dominant Sentiments

45%

Hopeful

27%

Worried

23%

Motivated

KEY HIGHLIGHTS – YOUTH TRUST EXPERTS & ACT LOCALLY, BUT FACE BARRIERS

While young Kenyans primarily trust scientists and are actively engaged in grassroots climate action, their efforts are hampered by survival priorities and a lack of resources and role models. Media influence on changing perspectives is still developing

34%

Have changed how they work, farm, or travel due to environmental problems

22%

Said a person, song, video, or social media post has made them think differently about climate

Top information Sources

82% - TikTok & Facebook

56% - TV

50% - Radio

Key Barriers to Action

63% - Focus on Survival

46% - Lack Role Models

45% - Lack Information

Most Trusted Authorities

63% - Scientists

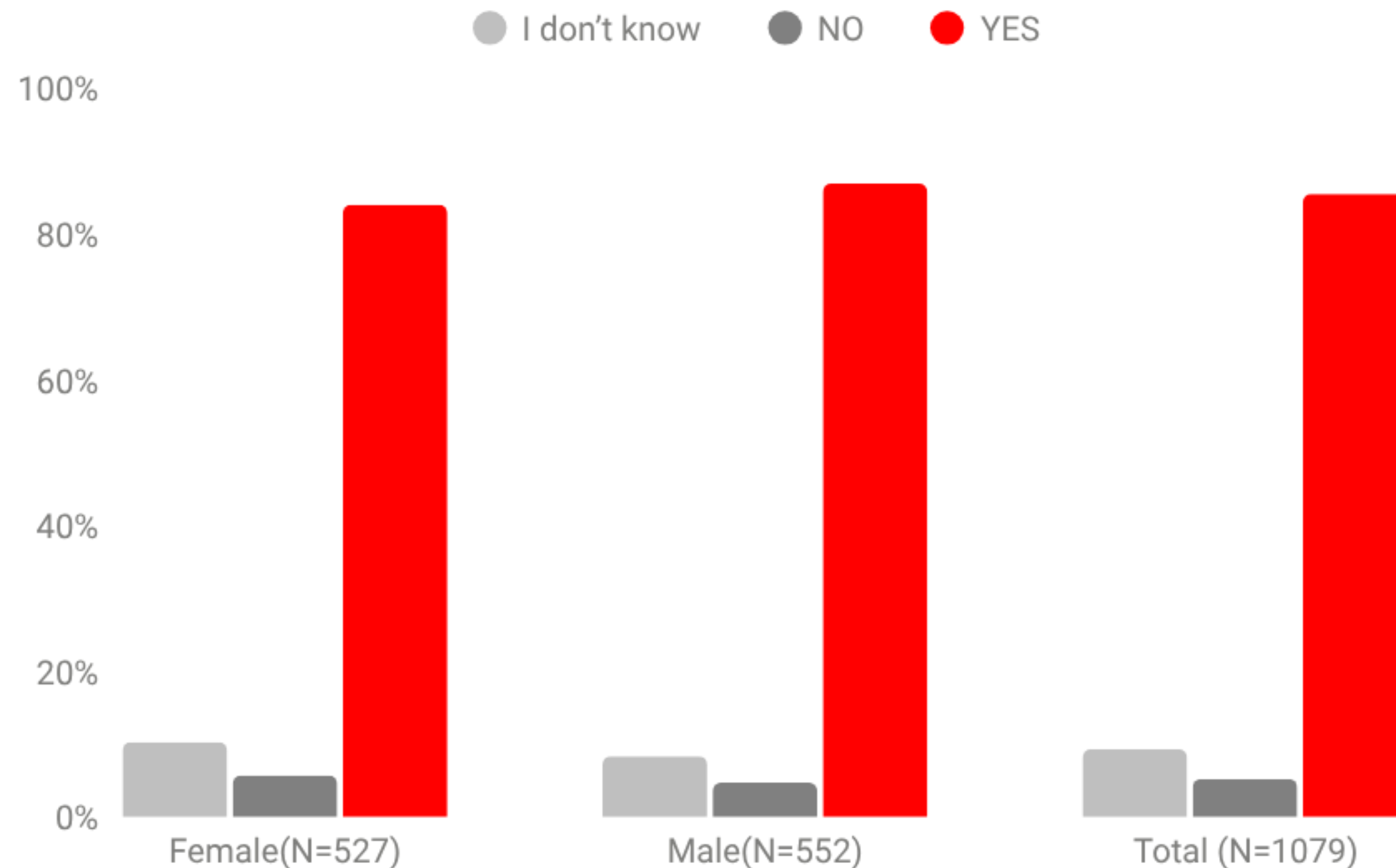
20% - Farmers

5% - politicians, religious leaders

#2 FINDINGS – CLIMATE CHANGE AWARENESS

CLIMATE CHANGE AWARENESS

From your experience since childhood and thinking about the place(s) you have lived, do you think the climate is changing? N=1079

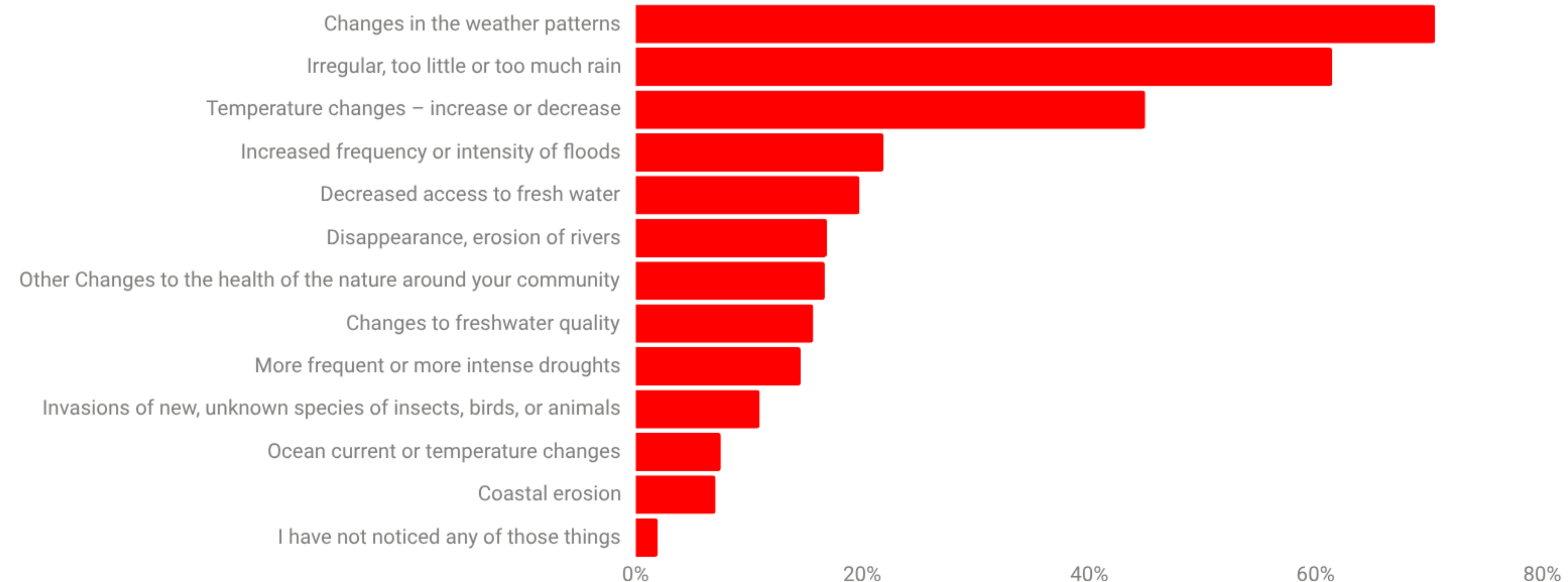


86% of respondents are aware of climate change

- A significant majority of respondents (86%) are aware of climate change, indicating strong awareness of environmental shifts among the target population.
- 9% are unsure about the issue, while 5% report no knowledge of climate change.

CLIMATE CHANGE AWARENESS - INDICATORS NOTICED

Have you noticed any of the following changes in the environment? (MARK ALL THAT APPLY) N=1079



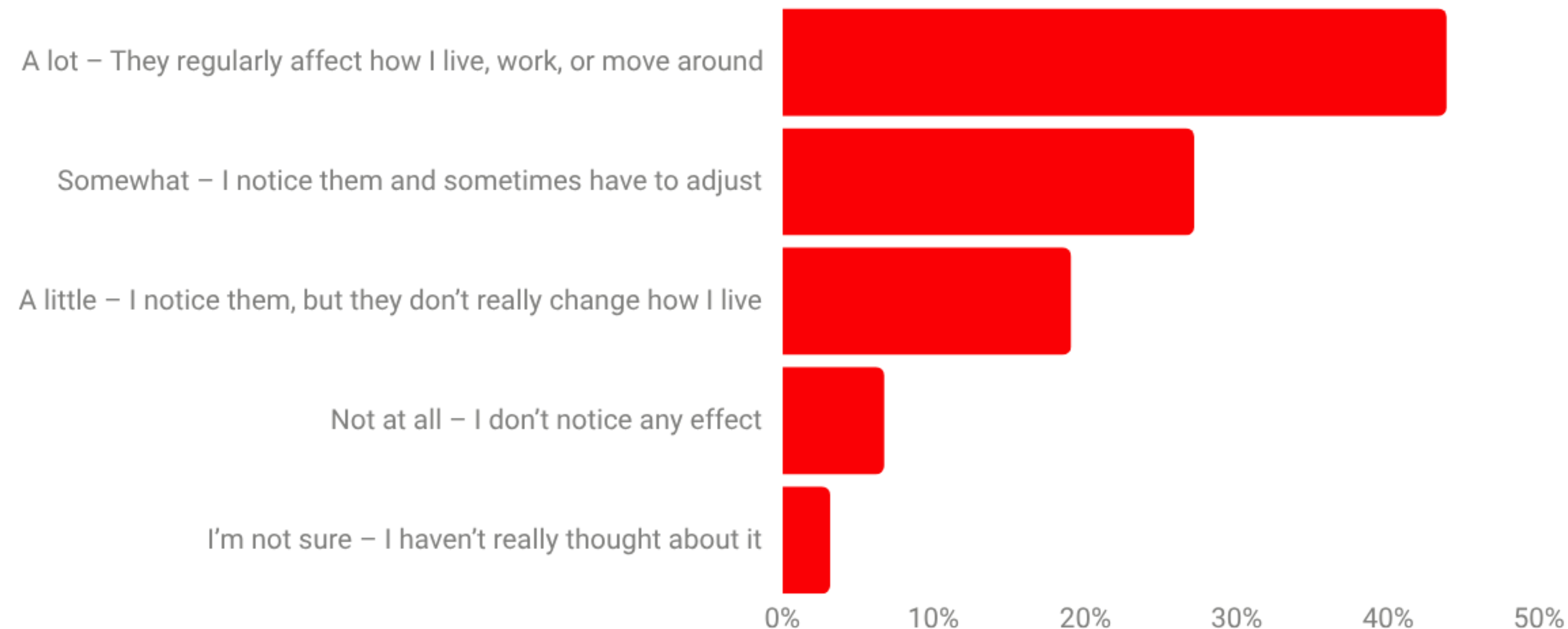
- The data indicates a strong awareness of climate change among young Kenyans, with 98% having noticed at least one indicator.
- Changes in weather (71%), irregular, too much or too little rain (61%) and temperature changes (45%) are the most noticeable indicators of climate change among respondents.

#3 FINDINGS – IMPACT ON DAILY LIFE & RESPONSE

EFFECTS OF CLIMATE CHANGE ON DAILY LIVES

How much do changes in weather (like more heat, heavier than usual rain, or strong winds) mess with your daily grind – school, hustle, chilling, etc.?

N=923

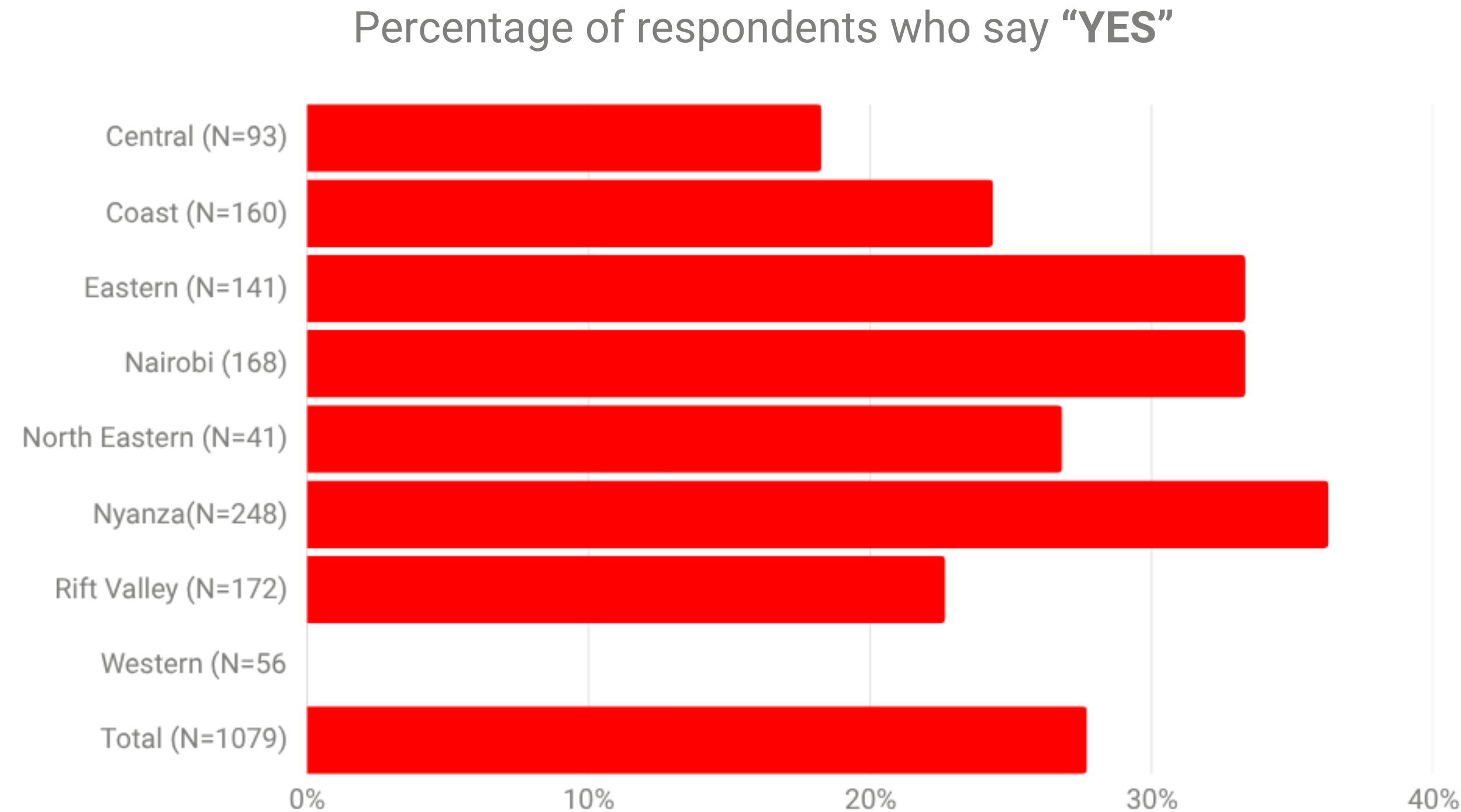


44% are affected “a lot”

- Majority of respondents who are aware of climate change acknowledge that climate change affects their daily lives to some degree, with 'A lot' (44%) and 'Somewhat' (27%) responses combined representing 71%

CLIMATE CHANGE IMPACT - MOBILITY

Do you know anyone who has moved because of extreme weather like droughts, floods, or heat? This could include moving to town to look for work, moving their family to another area, Relocating their business



Nearly 1 in 3 respondents (28%) know someone who has been displaced due to extreme weather

- Results indicate that 28% know someone who has been displaced due to extreme weather, highlighting the tangible impact of climate change on mobility and settlement patterns across Kenya.
- Nyanza (36%), Eastern (33%), and Nairobi (33%) report the highest percentages of people relocating due to climate-related events, suggesting these regions are particularly vulnerable to floods, droughts, or other weather extremes.
- Western Kenya reports no climate-related displacement in the data, indicating either lower exposure to extreme events or more resilient local conditions, or possibly underreporting.
- Moderate levels of displacement are observed in Northeastern (27%), Coast (24%), and Rift Valley (23%), reflecting regional variability in climate stressors like drought, flooding, or coastal erosion.

CLIMATE CHANGE IMPACT – DAILY LIFE

Have you or someone you know changed how you or they work, farm, travel, or hustle because of weather or environmental problems? N=1079



- One in three youth (34%) report changing how they work, farm, travel, or hustle due to environmental or weather-related problems.
- This reflects a significant level of climate-driven adaptation in daily life, with many adjusting their livelihoods, schedules, or even relocating to cope with disruptions.

You said you or someone you know has changed how they work, farm, travel or hustle because of climate, weather and environment-related problems can you tell me more? ((N=369)

- Moving away from traditional farming to business or livestock rearing
 - “I quit farming and went into business.”*
 - “Many people stopped crop farming and started goat rearing.”*
 - Adopting drought- and heat-tolerant crops, greenhouses, and container gardening
 - “They’ve started planting drought-resistant crops.”*
 - “They began greenhouse and container gardening due to extreme heat.”*
- Relocating to farm or work in different regions; disrupted access to school and jobs due to floods
 - “I moved from one county to another to farm.”*
 - “During rains, you can’t go to school; people have to cross flooded rivers.”*
- Adjusting working hours and shifts based on weather conditions
 - “I changed my work hours and took the night shift.”*
 - “I’m forced to close work early.”*
- Coping with water shortages and relocating due to droughts or flood damage
 - “My aunt relocated after her well dried up.”*
 - “Drought has made me hustle harder.”*

CLIMATE AND ENVIRONMENTAL ACTORS

In your area/hood, WHO do you see DOING SOMETHING to care for the environment or deal with environmental changes? N=1079

- Across various communities, youth were most frequently cited as the primary actors engaging in environmental care.

Respondents reported that young people regularly lead clean-up activities, tree planting, and climate awareness campaigns, often voluntarily and without financial compensation.

"It's the young people I see cleaning the streets and planting trees."

"We volunteer because no one else is doing it."

- Local leadership also plays an important role. Chiefs and elders were mentioned as key figures in mobilising community members to implement environmental solutions such as drainage construction and tree planting. In some areas, traditional leaders help enforce environmental norms, particularly around resource protection.

"The chief organised us to dig drainage after the floods."

"Elders warned us against cutting trees near the river."

Findings show youth at the frontlines of local climate response, organising clean-ups, planting trees, and raising awareness, often without pay.

Government actors, especially county-level administrations, were recognised for contributing through infrastructure support and formal initiatives.

Programmes like the "Green Army" were cited as examples of government-led tree-planting efforts.

"The county brought in the Green Army to plant trees."

-Non-governmental organisations (NGOs) were also highlighted for their contributions, particularly in urban informal settlements.

Organisations such as Red Cross and SHOFCO were said to support environmental clean-ups, provide equipment, and mobilise communities for climate-related interventions.

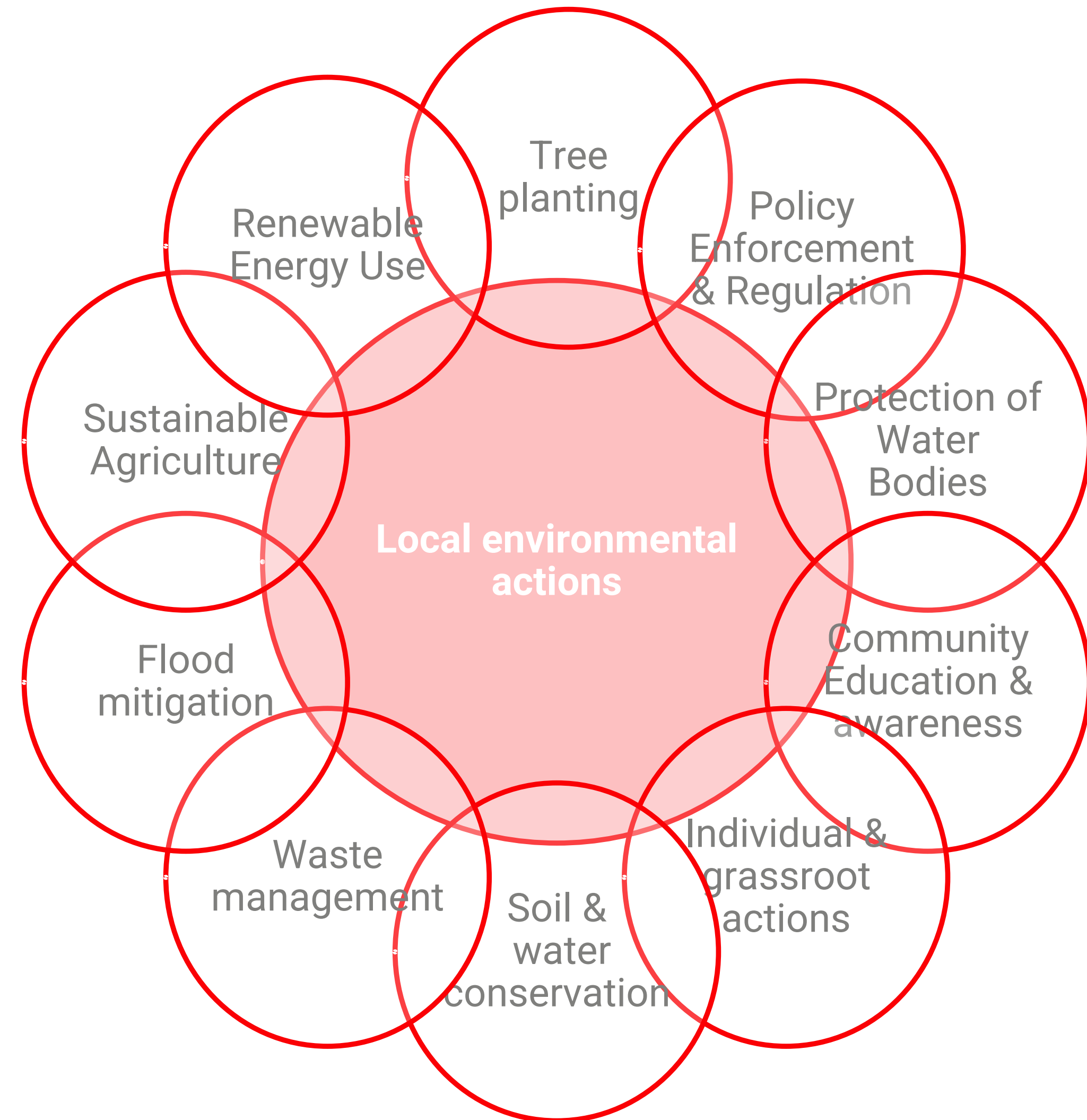
"Red Cross helped us clean the area after the storm."

"SHOFCO gave us gloves and bags for the clean-up."

CLIMATE AND ENVIRONMENTAL ACTIONS

In your area, what things have you seen people doing to PREVENT damage to the environment?

Survey results indicate that tree planting is the most common activity that people in communities engage in to prevent damage to the environment



CLIMATE AND ENVIRONMENTAL ACTORS

In your area, what things have you seen people doing to PREVENT damage to the environment?

Across communities, people are taking a range of proactive steps to protect their environment:

- **Tree Planting & Afforestation:** This was the most commonly reported effort, including reforestation near rivers, agroforestry, and mangrove planting, aimed at restoring ecosystems and preventing soil erosion.
- **Waste Management & Cleanliness:** Youth and counties lead clean-up drives, promote recycling, and enforce proper waste disposal, with bans on plastic bags and expanded use of litter bins.
- **Soil & Water Conservation:** Infrastructure like gabions and terraces helps reduce flood damage, while Napier grass and drainage maintenance protect against soil erosion.
- **Community Education & Awareness:** NGOs, chiefs, and schools organize workshops, clubs, and campaigns to build climate knowledge and promote sustainable practices.
- **Policy Enforcement & Regulation:** Environmental protection is supported by bans on illegal logging, controls on charcoal production, and enforcement by police and NEMA.
- **Sustainable Agriculture:** Farmers adopt organic fertilizers, drought-resistant crops, and soil testing, often with support from agencies like KALRO.
- **Renewable Energy Use:** Households are shifting to solar and gas to reduce charcoal use and deforestation.
- **Protection of Water Bodies:** Communities are restoring mangroves, managing sewage, and restricting farming near rivers and lakes to safeguard water sources.
- **Individual and Grassroots Action:** Residents take initiative—digging waste pits, composting, and planting trees—to care for their surroundings without external incentives.

CLIMATE AND ENVIRONMENTAL ACTION – LOCAL INTERVENTIONS (PART 1)

In your area, what things have you seen people doing to PREVENT damage to the environment?

Identified Strategies	Details / Examples
Relocation (Migration)	<ul style="list-style-type: none">- Moving to safer, higher ground during floods- Temporarily relocating to neighbouring villages, schools, or IDP camps- Moving to areas with better water access during droughts- Shifting to urban areas for alternative livelihoods
Government and NGO Support	<ul style="list-style-type: none">- Reporting emergencies to disaster agencies (e.g., NEMA)- Seeking food, water, and shelter from government programs- Support from NGOs like the Red Cross- Asking local leaders (chiefs, MPs, MCAs) for help
Water Management	<ul style="list-style-type: none">- Buying and storing water in advance- Digging boreholes and wells - Harvesting rainwater- Using irrigation to sustain crops during droughts - Selling water as a business
Agricultural Adjustments	<ul style="list-style-type: none">- Planting drought-resistant crops like cassava, melons, pineapples- Practicing crop rotation and soil conservation- Using organic fertilizers- Switching to greenhouse farming - Storing food after harvest for future use
Economic Survival (Hustling)	<ul style="list-style-type: none">- Doing side jobs (construction, bodaboda, selling ice pops)- Selling livestock before they perish in drought- Starting small businesses (cold drinks, roasted maize, etc.)- Moving from farming to business

CLIMATE AND ENVIRONMENTAL ACTION – LOCAL INTERVENTIONS (PART 2 CONTINUED)

When things get hard because of drought, floods, or extreme heat, Can you tell me what are some ways you or people around you try to cope or survive?

Identified Strategies	Details / Examples
Community Cooperation	<ul style="list-style-type: none">- Clearing blocked drainage systems together- Sharing food and resources with neighbors- Pooling funds to buy food in bulk- Organizing community clean-ups and tree planting initiatives
Personal Adaptation	<ul style="list-style-type: none">- Wearing light clothing during heat and warm layers during cold- Using fans, ACs, or sleeping outside during hot nights- Staying indoors during extreme weather- Reducing water and food waste
Environmental Conservation	<ul style="list-style-type: none">- Planting trees to reduce erosion and provide shade- Building gabions, terraces, and drainage systems- Avoiding deforestation- Switching to clean energy (solar, gas)
Spiritual and Emotional Coping	<ul style="list-style-type: none">- Praying and attending religious gatherings for hope- Practicing patience (e.g., kuvumilia)- Supporting each other emotionally during tough times
Infrastructure Adjustments	<ul style="list-style-type: none">- Constructing temporary bridges in flood-prone areas- Digging and maintaining drainage systems- Repairing damaged roads and homes post-floods- Building raised housing structures to avoid flood damage

CLIMATE AND ENVIRONMENTAL ACTION - CHALLENGES

When things get hard because of drought, floods, or extreme heat, Can you tell me what are some ways you or people around you try to cope or survive?

Key Challenges Reported by Respondents

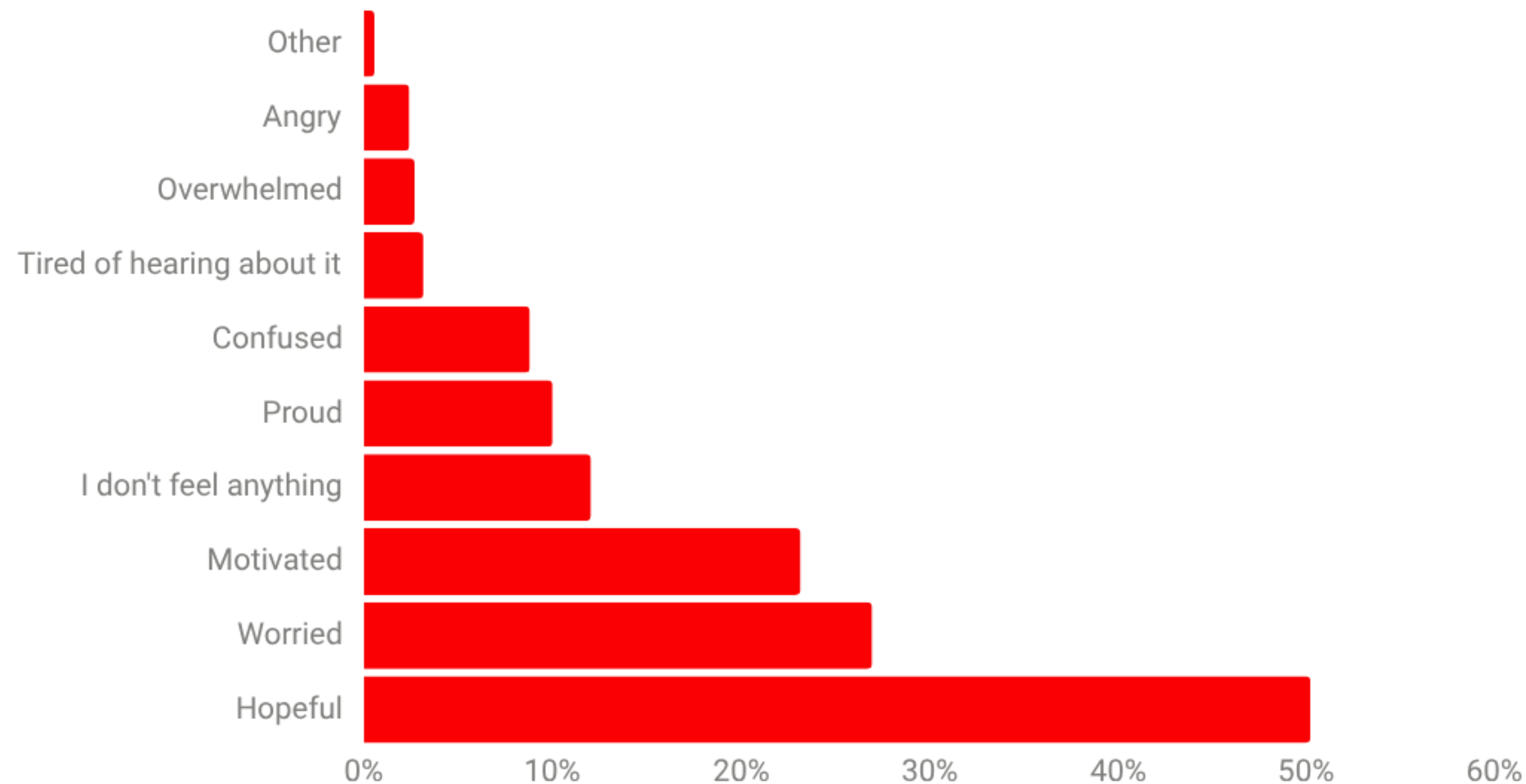
Despite various coping mechanisms, respondents highlighted several persistent challenges that limit their ability to effectively respond to climate and environmental shocks:

- 1.Limited Government Support:** Many communities reported a lack of timely or adequate assistance from government agencies during extreme weather events, particularly in remote or underserved areas.
- 1.High Cost of Adaptation:** Accessing adaptation resources, such as water, improved seeds, irrigation systems, or fuel, was frequently cited as financially burdensome, especially for low-income households.
- 1.Economic Vulnerability:** A significant number of respondents noted that they lacked savings or alternative income sources to fall back on, making it difficult to recover from losses or invest in long-term resilience strategies.
- 1.Psychosocial Strain:** Emotional stress, anxiety, and fatigue were common, especially among those repeatedly affected by droughts or floods. In some cases, individuals expressed that their only coping mechanism was hope or spiritual faith in the absence of external support.

#4 FINDINGS – SENTIMENTS, BARRIERS

CLIMATE CHANGE SENTIMENTS – WHAT YOUNG PEOPLE FEEL

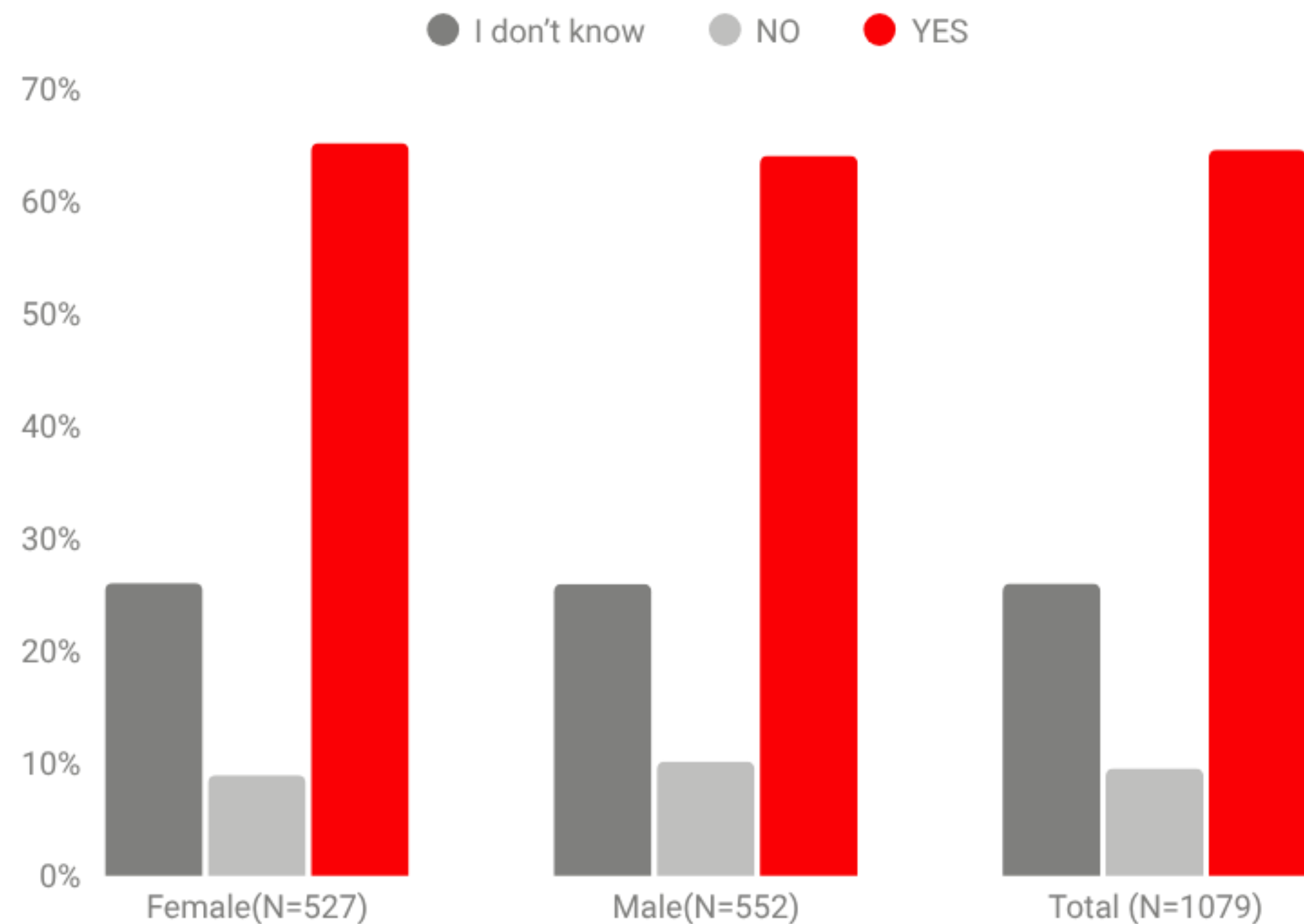
When you hear people talk about climate or the environment, which of the following comes closest to how you feel? N=1079



- Most youth express positive emotions when they hear about climate and environmental issues—50% feel hopeful and 23% feel motivated, signaling optimism and a readiness to engage in solutions.
- A significant number feel concern or confusion, with 27% feeling worried, 9% confused, and 3% overwhelmed, highlighting emotional strain linked to climate uncertainty.
- A smaller share report disengagement or frustration—12% don't feel anything, 3% are tired of hearing about it, and 2% feel angry, pointing to possible fatigue or disillusionment.

CLIMATE CHANGE SENTIMENTS – RELEVANCE TO YOUNG PEOPLE

Do you think discussions about climate change or environmental damage are for people like you? N=1079



65% of respondents feel that climate change and environmental issues are relevant to them

- Majority (65%) of respondents feel that climate change and environmental issues are relevant to them, indicating widespread recognition of personal stake in these discussions.
- Both women (65%) and men (64%) report similar levels of identification with climate and environmental conversations, suggesting that gender is not a significant differentiator in perceived relevance.
- Over one-quarter (26%) of respondents are uncertain about whether these issues relate to them, pointing to a need for more inclusive and relatable messaging to increase engagement.
- Findings show low, but not negligible, disengagement with 10% of respondents explicitly feeling climate change and environmental issues are not for them

CLIMATE CHANGE SENTIMENTS: “CLIMATE CHANGE CONVERSATIONS ARE FOR PEOPLE LIKE ME”

“You say discussions about climate change are for people like you. Why do you think that?”

On this question, respondents shared personal, experience-based insights.

Their responses reflect a deep awareness of environmental issues, shaped by personal impact, community realities, and a strong sense of agency. The following themes capture the reasons youth identify with and actively participate in climate discourse:

1. Youth Agency and Responsibility

- Youth view themselves as powerful agents of change.
- They recognise their numbers, energy, and innovation as vital assets for driving climate action.

2. Personal Impact and Vulnerability

- Climate change directly affects young people’s livelihoods, health, and daily routines.
- They experience the consequences through disrupted income, illness, and unstable environments. Farmers, fishers, motorcycle riders, and small business owners report income losses due to droughts, floods, and erratic weather. Health concerns arise from pollution, heat waves, and waterborne diseases.

3. Collective Responsibility

- Young people believe everyone shares a duty to protect the environment.
- Youth stress universal participation. They acknowledge their role in both causing and resolving environmental harm.

Climate Change Sentiments: “Climate Change Conversations are for People Like Me”

“You say discussions about climate change are for people like you. Why do you think that?”

4. Climate Justice and Equity: Youth are aware of environmental injustice.

- They say marginalised groups bear the greatest burden of climate change.
- Youth demand intergenerational justice, advocating for long-term sustainability.

5. Localised Climate Effects

- Environmental change is visible and immediate to them. Youth notice deforestation, drying rivers, soil erosion and unpredictable weather patterns affecting their communities.
- Additionally, inadequate infrastructure and economic hardships heighten their exposure to climate risks, limiting their capacity to adapt or recover

6. Empowerment Through Action

- Youth find purpose and motivation in practical climate solutions.
- They actively participate in tree planting, waste management, and community awareness.
- They view climate advocacy and awareness campaigns as essential.

7. Emotional Connection to Environment

- The environment holds personal and cultural meaning.
- Youth feel a deep connection to nature, viewing it as central to their identity and well-being.

CLIMATE CHANGE SENTIMENTS: “CLIMATE CHANGE CONVERSATIONS ARE NOT FOR PEOPLE LIKE ME”

You say discussions about climate change are NOT for people like you. Why do you think that?

We are the hope of tomorrow - we must come together to educate others about climate ~ **Male, 20, Kilifi**

As tomorrow's leaders, we need to ensure a better world for our children ~ **Female, 20, Kisii**

We have both the energy and understanding to change things ~ **Male, 26, Elgeyo Marakwet**

We are educated and energetic - that's our advantage ~ **Female, 24, Kisumu**

The duty to conserve is ours because we'll live with the results ~ **Male, 24, Kiambu**

Because climate change affects everyone, young or old, male or female ~ **Female, 21, Nairobi**

Because I depend on agriculture for my daily needs ~ **Male, 20, Nakuru**

Because am a living thing and climate change affects everybody ~ **Female, 19, Mery**

CLIMATE CHANGE SENTIMENTS: “CLIMATE CHANGE CONVERSATIONS ARE NOT FOR PEOPLE LIKE ME”

“You say you don’t think discussions about climate change are for people like you. Why do you think that?”

Interviews revealed multiple reasons why many young people feel excluded or disengaged from climate conversations. These include structural, social, economic, and psychological barriers:

Livelihood and Immediate Survival Priorities: For many, the urgency of daily survival, such as finding food, income, or healthcare, overshadows abstract or long-term climate concerns. Environmental action is seen as secondary to immediate needs.

Perceived Inadequacy and Lack of Expertise: A common sentiment was, “I lack fame” / “I lack skills, reflecting a belief that only scientists, government officials, or celebrities are qualified to speak or act on climate issues.

Structural and Generational Disconnect: Many youth defer responsibility to institutions or older generations, citing limited access to resources or involvement opportunities. Some view climate action as the domain of “elders”, government, or NGOs, not individuals.

Feeling Helpless or Like Nothing Can Be Done: Climate change was sometimes framed as “God’s will”, contributing to a sense of helplessness. Others felt individual actions, like planting trees, were insignificant without systemic support or large-scale change.

Apathy and Low Perceived Relevance: Some youth, especially in urban or non-agricultural settings, saw climate issues as irrelevant to their lives. Those not directly affected by drought or floods reported that “It doesn’t concern me”.

Education Without Empowerment: Although many had learned about environmental issues in school, they struggled to translate that awareness into practical action. One youth noted, “I know the importance of a clean environment,” but lacked clear avenues to engage meaningfully.

Mistrust in Collective Action: There was skepticism about others' sincerity or long-term commitment to environmental work. Some believed current efforts relied too heavily on paid professionals or were undermined by corruption and generational neglect.

Resource and Accessibility Barriers: Physical and economic limitations, such as lack of space for tree planting, urban overcrowding, or financial constraints, were cited as reasons for non-participation in climate initiatives.

Cultural and Social Norms: Environmentalism was often perceived as a niche or reserved for certain demographics, especially elders or wealthier individuals. In many marginalised communities, economic stability was prioritized over environmental consciousness.

CLIMATE CHANGE SENTIMENTS: “CLIMATE CHANGE CONVERSATIONS ARE NOT FOR PEOPLE LIKE ME”

You say discussions about climate change are NOT for people like you. Why do you think that?

I am really not keen on climate change and its effects ~
Male, 20, Kajiado

I don't have any relevant expertise ~
Male, 21, Kakamega

Old people are the ones who have resources. They should act~ **Male, 27, Kilifi**

There are people who are paid to do that job~ **Male, 25, Kisii**

If you look at our neighbourhood there is nowhere to plant trees. It is overpopulated~
Male, 25, Kisumu

I am too young. I am still in school ~
Female, 24, Taita Taveta

I really do not have the time to advocate for climate change~
Male, 24, Isiolo

The government is in charge. They should act ~ **Male, 24, Kiambu**

KEY HIGHLIGHTS – YOUNG PEOPLE AND GOVERNANCE

68%

Collective Role in Local Governance

68% of respondents believe youth (generally) have a role to play in local governance – *ShujaazInc Annual Survey 2024*

60%

Individual Role in Local Governance

60% of respondents believe they, individually, have a role to play in local governance - *ShujaazInc Annual Survey 2024*

37%

Participation in Local Governance

37% of respondents take part in activities related to engaging with local governance - *ShujaazInc Annual Survey 2024*

KEY HIGHLIGHTS – YOUNG PEOPLE AND GOVERNANCE

87%

Participating on Community Social Events

87% of respondents are socially active, taking part in informal gatherings and events– *ShujaazInc Annual Survey 2024*

27%

Individual Role in Local Governance

27% belong to a formal or informal youth group- *ShujaazInc Annual Survey 2024*

92%

Power to Drive Positive Community Change

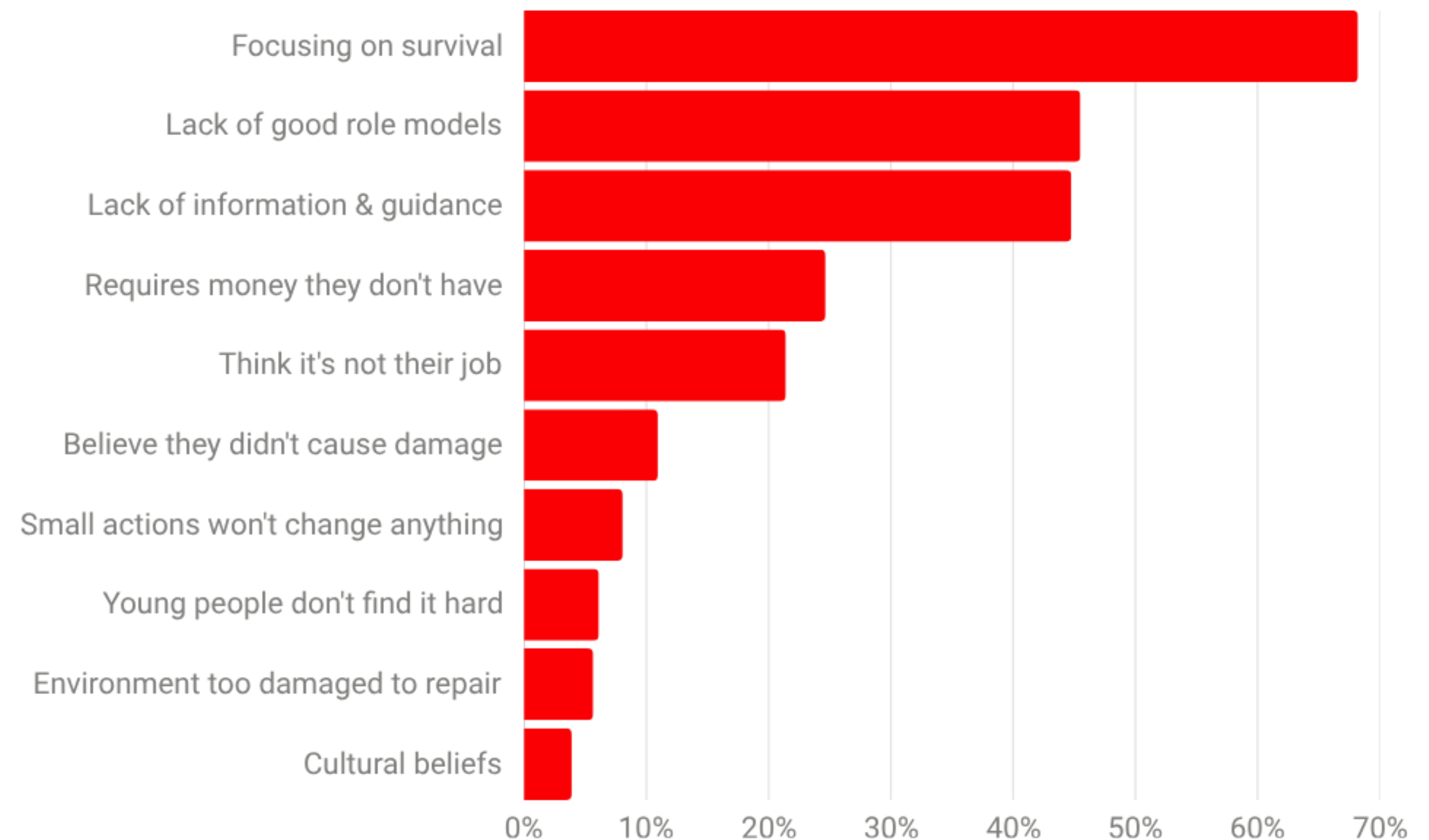
92% of respondents believe they have the power to drive positive change in their community- *ShujaazInc Youth Pulse, May 2025*

ENGAGEMENT - BARRIERS

In your opinion, which of the following things make it harder for young people in your area to act on the environment?

N=1079

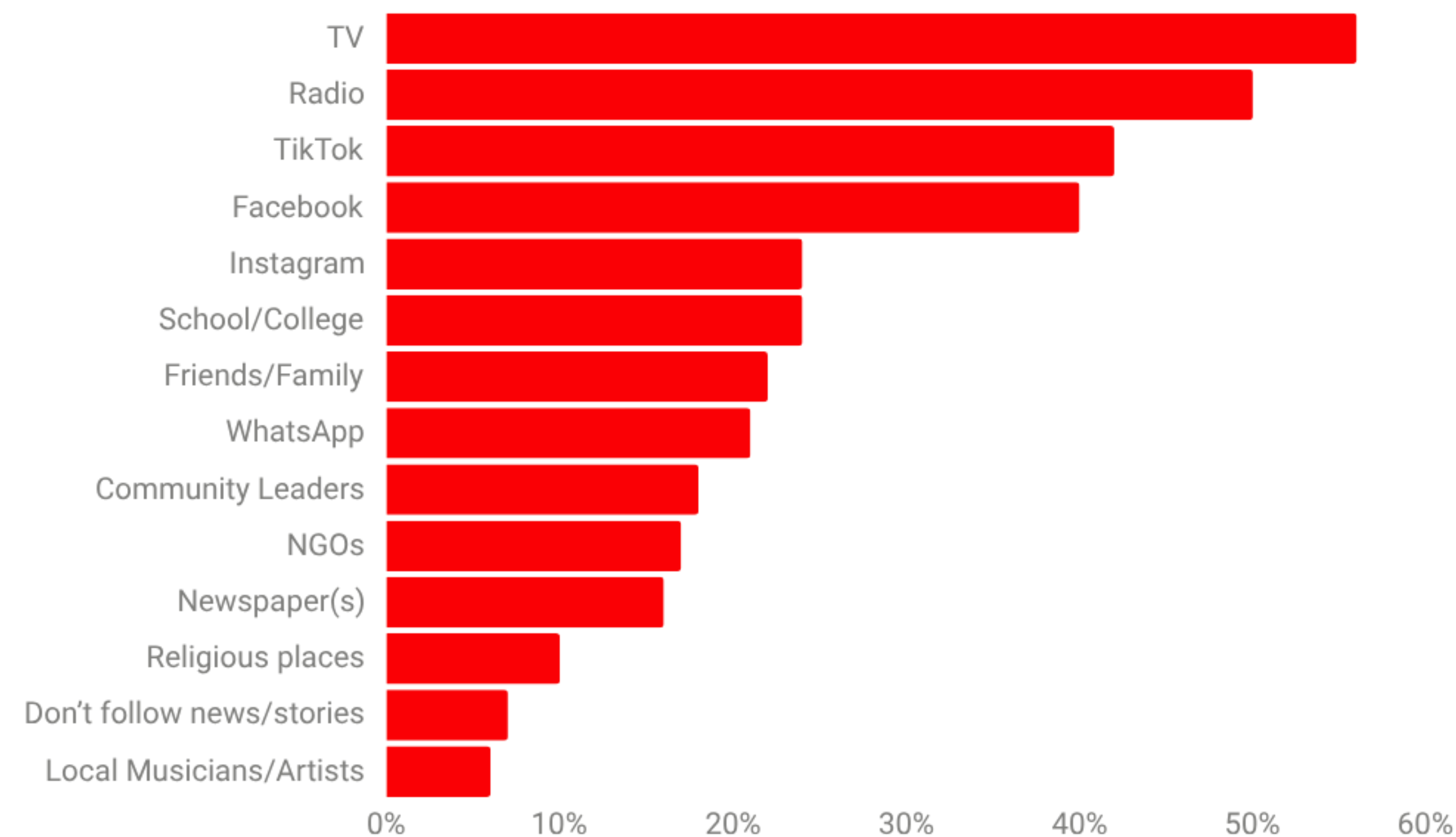
- Analysis shows that the most significant barrier engaging in environmental action is the pressing need to focus on daily survival, with over two-thirds (68.2%) identifying this as a key barrier. Nearly half of the respondents (46%) also indicated that a lack of good role models and insufficient information or guidance (44.8%) severely limit their ability to act. Other notable challenges highlighted include financial constraints and a perception that environmental action is not their primary responsibility



#5 FINDINGS – SOURCES OF INFORMATION AND INFLUENCE

SOURCES OF INFORMATION AND INFLUENCE – CHANNELS AND MEDIA

Where do you mostly hear or get stories/info about the environment, farming, changes in weather, or the future of our land? N=1079

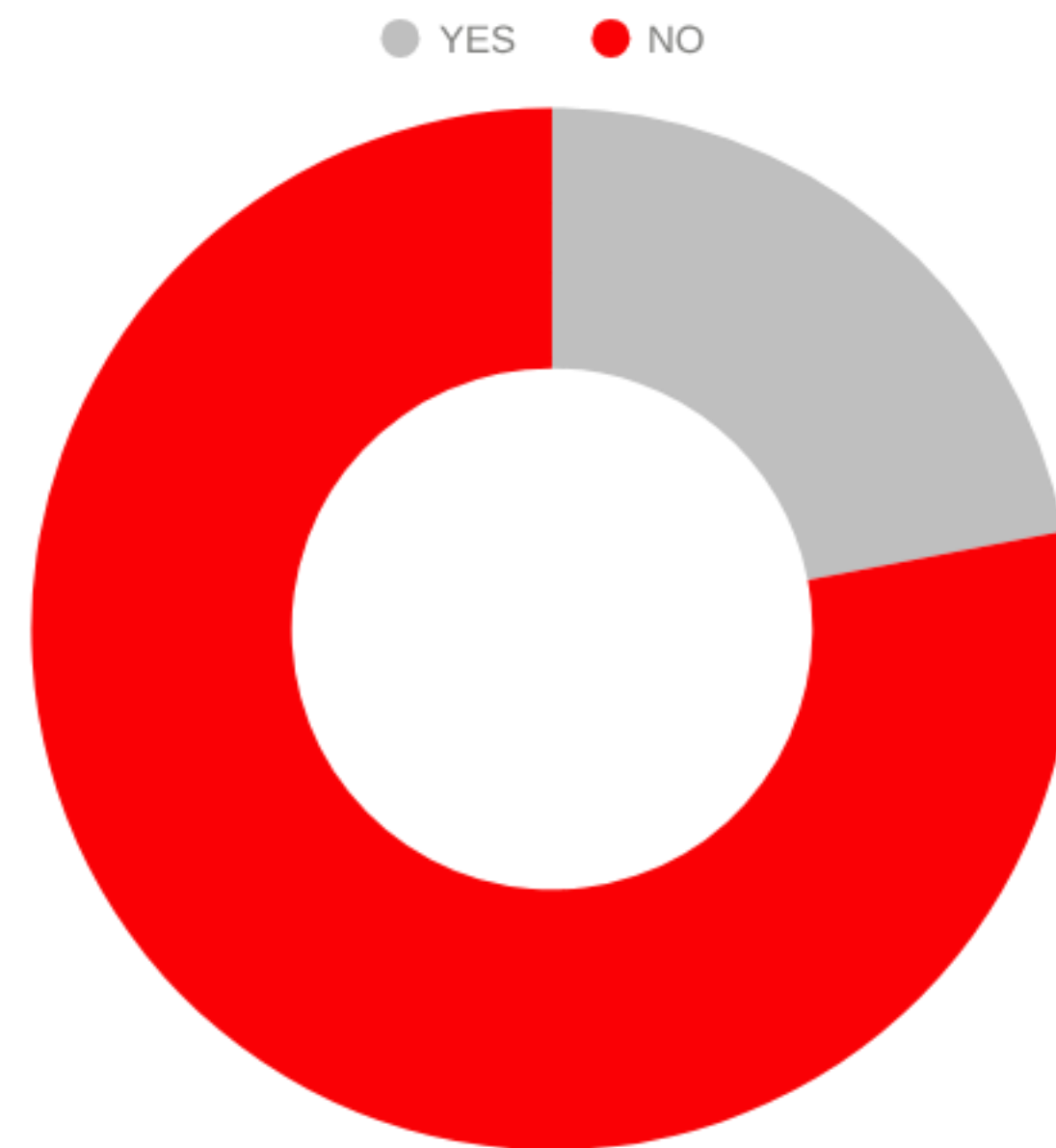


Social media, TV and Radio are among the top three sources of information on climate & environment

- Respondents report diverse sources of information with each respondent averaging 3 sources.
- Television (56.3%) and Radio (49.6%) are the most identified sources, while social media platforms like TikTok (41.8%) and Facebook (40.0%) are also critical sources. Additionally, a notable portion of youth consult newspapers (16.2%), and receive information from community leaders (17.5%) and NGOs (16.7%), illustrating a varied media consumption landscape

SOURCES OF INFORMATION AND INFLUENCE -INFLUENCERS

Has a person, song, video, or social media post ever made you think differently about the environment or climate?
N=1079



Only **22%** of respondents said a **person, song, video, or social media post** has made them think differently about the **environment or climate**, while a significant **78%** said **no**.

You said a person, song, video, or social media post made you think differently about the environment or climate. Can you tell me more about that person, video or post, and why?

Youth identified people, media, events, and local experiences that opened their eyes to environmental issues. These influences were emotional, personal, and often delivered through accessible platforms like social media, music, or community action.

This includes:

1. Influential Figures & Role Models
2. Social Media & Digital Content
3. Local Environmental Crises
4. Art, Music & Storytelling
5. Grassroots Action & Youth Mobilisation
6. Institutional Efforts & Policy Advocacy

Note: please refer to the slides (15&16 for details on key examples and triggers that influenced the respondents

SOURCES OF INFORMATION AND INFLUENCE -INFLUENCERS

You said a person, song, video, or social media post made you think differently about the environment or climate. Can you tell me more about that person, video or post and why?

1. Influential Figures & Role Models

Well-known individuals, especially those with local or national impact inspired action and reflection. For example, Wangari Maathai was frequently cited for her leadership in tree-planting.

"I saw Wangari Maathai's story about environmental Community leaders, pastors, and influencers advocating for clean-ups and conservation also left a mark."

"There's a guy in our area who organizes monthly clean-ups. That changed my mindset."

2. Social Media & Digital Content

Short videos and posts made climate issues relatable and urgent. Some include: Electric vehicles (EVs) content sparked awareness about air pollution and innovation.

"A post about electric vehicles... they don't pollute the air."

"A TikTok post of a farmer crying... floods destroyed his crops."

Videos of droughts in Turkana or plastic choking sea animals triggered concern and empathy

3. Local Environmental Crises

Direct exposure or media coverage of disasters shaped how youth understood climate impacts.

Floods in Mai Mahiu and surrounding areas were mentioned as wake-up calls.

"When floods killed people... I realised the importance of the environment."

"People died from heat and waterborne illnesses. That made me think more seriously."

SOURCES OF INFORMATION AND INFLUENCE -INFLUENCERS

You said a person, song, video, or social media post made you think differently about the environment or climate. Can you tell me more about that person, video or post and why?

4. Art, Music, & Storytelling

Creative expressions helped communicate environmental issues in memorable ways. For example, Sauti Sol, Otile Brown, and other local musicians were cited for lyrics about nature, pollution, and change.

“A song explained how the air and weather have changed.”

“Documentaries on BBC and local shows like Shamba Shape Up taught about climate-smart farming and conservation.”

“I watched Shamba Shape Up—they were teaching about soil erosion.”

5. Grassroots Action & Youth Mobilisation

Participation in local initiatives helped youth feel empowered to act. These include:
Tree-planting on Environmental Day was a key motivator for many.

“We went to plant trees... it motivated me.”

Social media challenges promoting waste clean-up or recycling also inspired change.”

“We tried that challenge of making things from plastic bottles.”

6. Institutional Efforts & Policy Advocacy

Youth mentioned awareness from government and NGO campaigns focused on climate action. For example, Ruto’s 15 billion tree pledge was referenced as a big push.

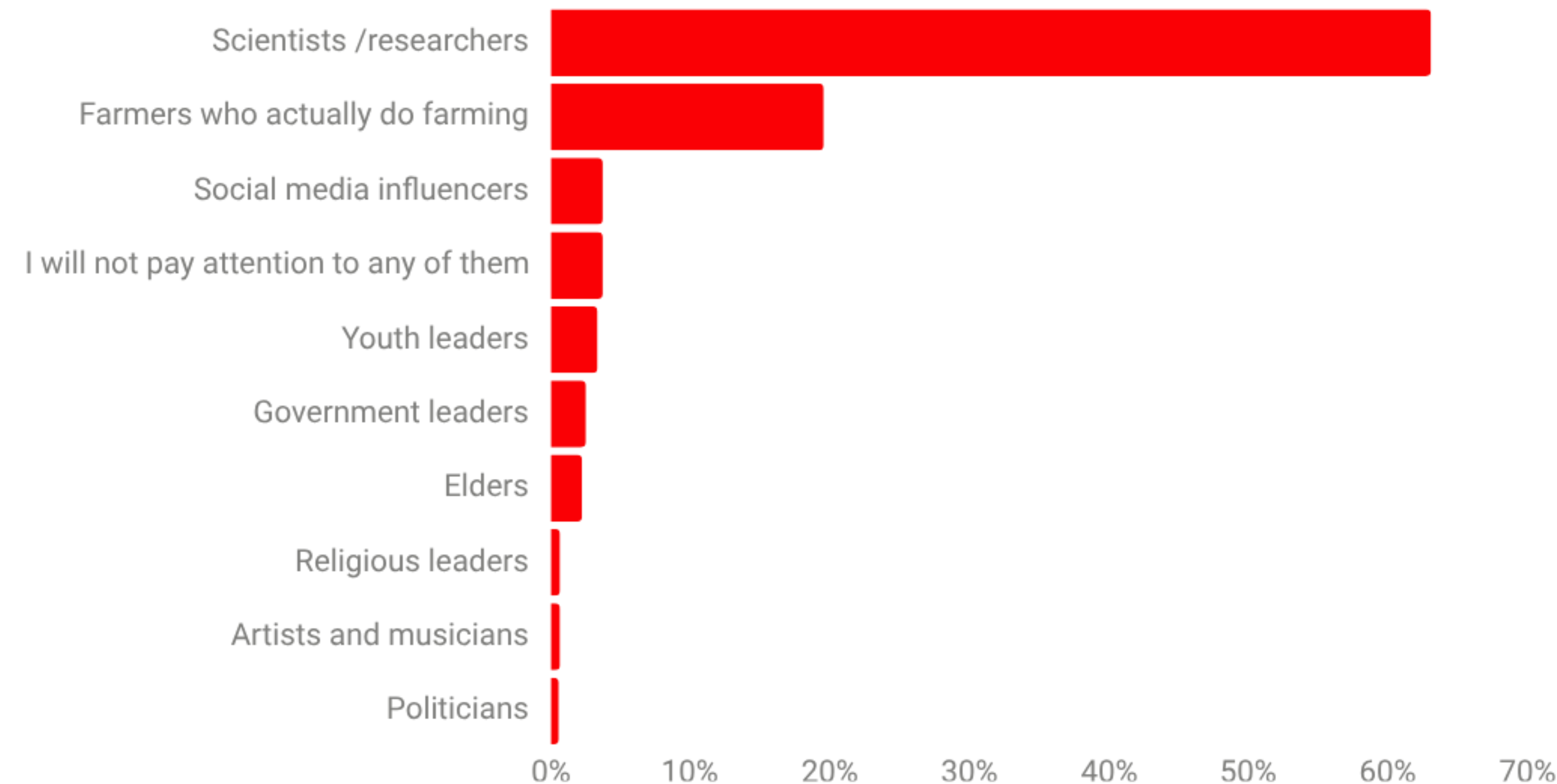
“I saw the tree planting initiative Ruto was talking about.”

“NGO campaigns like those by Red Cross or Green Settlement Schemes Foundation raised awareness on disaster preparedness.”

“Red Cross came to our school to talk about floods.”

SOURCES OF INFORMATION AND INFLUENCE -TRUSTED AUTHORITIES

“You say you don’t think discussions about climate change are for people like you. Why do you think that?”



63% of respondents say they trust scientists and researchers the most on environmental issues

- Youth overwhelmingly trust scientists and researchers (63%) as the most credible voices on environmental issues, followed by farmers (20%) with hands-on experience.
- Trust in public figures, including influencers, youth leaders, government leaders, and religious figures, remains very low (each under 5%), indicating a credibility gap outside of expert and lived experience sources.

Thank You

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