

# SHUJAAZ IN ACTION 2025 HIGHLIGHTS (JAN - JULY)



Dear Friends,

The first half of 2025 has shown us, once again, that when young people rise, the world shifts. From protests to powerful conversations, we've witnessed Gen Z leading the charge for change. At Shujaaz, we've been proud to create safe spaces for millions of young people to share, to be listened to and to be seen. Through bold partnerships and impactful programmes, we've kept our mission front and centre: to break down the barriers holding young people back and to support them with the inspiration, information and tools they need to shape their futures.

Together with partners like MTV Staying Alive Foundation, Wellcome Trust, The Gates Foundation, Akili TV and many others we've expanded our reach and impact through data and dialogue and through radical innovation like AI-generated animations and participatory research studies. Every campaign, every story, every WhatsApp message is built on the belief that storytelling and youth engagement can drive real, measurable change. And the data is backing this up.

Scroll on to see what the brilliant Shujaaz team has been up to over the last seven months. And, as always, please do get in touch if you'd like to discuss what we're learning or find out more about our plans.

All the very best,

Bridget Deacon  
Managing Director  
Shujaaz Inc

## THE SHUJAAZ COMMUNITY

### REAL WORLD IMPACT LED BY A NETWORK OF 3000+ SUPERFANS

At the heart of Shujaaz is our nationwide network of over 3,000 SuperFans, young community leaders who co-create, test and distribute our stories, ensuring they reach the most remote corners of all 48 counties. An engine of insight, creativity, and peer-to-peer influence that drives everything we do.

Recently, a cohort of SuperFans received leadership training from Nguvu Collective, turning their grassroots activism into real-world campaigns on civic education, social work, and autism awareness. [Read more.](#)

**3213**

Active SuperFans  
registered in our CRM

**1.2M**

Comics distributed  
by SuperFans this year



Our SuperFan moderating a community event on anaemia and nutrition

## LAUNCHING WACURIOUS

### OUR UNIQUE NATIONAL RESEARCH COMMUNITY

Our SuperFan's deep local roots and trusted networks give them immediate, extraordinary access to the information and knowledge hiding in their communities. We have provided a cohort of thousands of our network with expert training, cutting-edge digital tools, and membership of an exclusive research network.

We call them 'WACURIOUS' (the curious ones) and they are ready to provide commercial and development focused clients with hyper-local research, data and insights - quickly, easily, everywhere, at any time. [Read more here.](#)

## REACHING THE NEXT GENERATION

**AKILI**tv

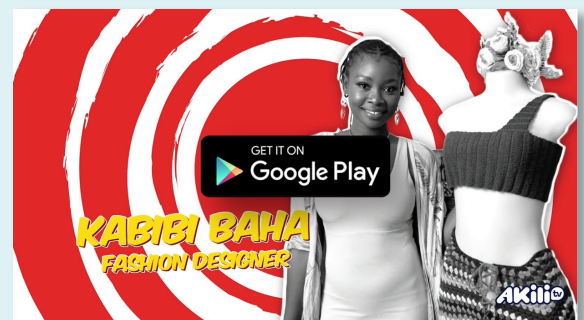
### SHUJAAZ x AKILI TV

Reaching over 5 million households across Kenya through free-to-air broadcasting Akili TV is the perfect broadcaster for Shujaaz.

Connecting millions of young people with accessible, youth-centered content in areas where data and device access are limited, we are thrilled to bring Shujaaz TV to a whole new generation.

**48**

New episodes reaching  
**300,000** 15–17 year  
olds weekly



## SHUJAAZ ONLINE

### ONLINE IMPACT

Through the pages of our Shujaaz characters and our Shujaaz branded pages, we reach millions of young people with content tailored to their specific needs, testing what works through experiments with the amazing team from iMedia.

**2.4M**

Followers and subscribers  
across the Shujaaz  
social media pages.

**SHUJAAZ  
INC.**



# GEN FREE: REWRITING THE GENDER NORMS PLAYBOOK WITH MTV STAYING ALIVE FOUNDATION

Surround Sound Kenya, our groundbreaking partnership with MTV Staying Alive Foundation and PATH Kenya, is designed to shift entrenched gender norms and promote equality by immersing young Kenyans in powerful storytelling across every media platform they engage with. All our media has been built on insights from our #GenFree formative research study, which uncovered a complex landscape where young people support gender equality in principle, but face backlash, zero-sum thinking, and deeply rooted social norms. These insights shape every storyline, character arc, and engagement strategy across our joint media platforms. Read this report [here](#).

“

They used to say we are the leaders of tomorrow, well tomorrow is now, we've arrived. We are the society. So, let's stop saying we're blaming society. What society? Isn't it just you and me?

”

Focus Group, Nakuru, Mixed group (18-24)

SURROUND SOUND KENYA: CHANGING THE STORY ON GENDER EQUALITY

## MEET 'GEN FREE': TELLING A NEW STORY ABOUT EQUALITY, WORK, SEX AND SCHOOL WITH KENYA'S GEN Z

SUMMARY OF KEY FINDINGS FROM A MIXED-METHOD FORMATIVE RESEARCH STUDY

**SHUJAAZ INC.**

**MTV STAYING ALIVE FOUNDATION**

“

...you have to understand that we ourselves are fighting for equality, right? So why is it that when it comes to that, it seems like girls are the ones being helped more than boys?

”

Focus group, Nakuru, Mixed (18-24)

# UNSEEN HEROES AT TED COUNTDOWN SUMMIT TED **COUNTDOWN**

We had the amazing opportunity to partner with the TED COUNTDOWN team to bring the voices of young Kenyans to the global climate stage. Informed by data from our WaCurious network, we produced a short film, Unseen Heroes, spotlighting powerful stories of how climate change is shaping young people's lives.

We're now building on these insights through our collaboration with the Wellcome Trust, deepening our understanding of what young people need to be seen and supported in their climate action.

“

I like to live in an environment that is healthy for me. I want to be able to make that happen

FEMALE, 20, ISOLO

”



Read the research report [here](#).

Bridget will be at Climate Week in New York in September and would love to connect if you are there.



Panel discussion on the formative research findings



MD, Bridget Deacon and Founder and Chairman, Rob Burnet at TED Countdown Summit

**SHUJAAZ INC.**

## GEN FREE

During this time of uncertainty, Shujaaz is creating spaces, online and offline, where young people can come together to share their fears, hopes, and needs. We're constantly listening and gathering data to gathering data to understand what's happening on the ground.

Read our protests Youth Pulse [here](#).

“

We just want to be heard. And Shujaaz made space for that.

”

## YOUTH PULSE THE GEN-Z PROTESTS

Young Kenyans reflect on protests, voting & hopes for the future



Watch the Mic Yetu (our Mic) here

## POWERING NEW POSSIBILITIES FOR IMPACT, CREATIVITY & EFFICIENCY

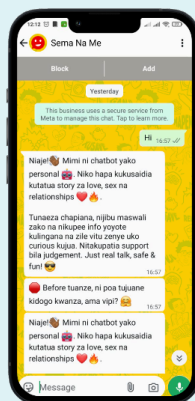
Like everyone, we're diving into the world of AI and learning as we go. We've made a few mistakes, had a lot of fun and discovered some exciting new ways to connect with our audience.

From turning our comic stories into animated TV episodes to generating social media stories in seconds, AI is helping us work faster, test ideas sooner, and create space for fresh talent to jump in.

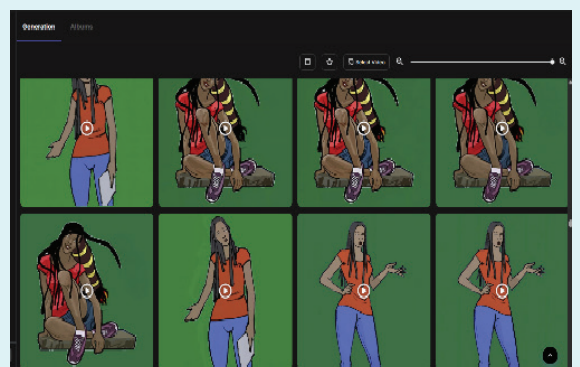
Earlier this year we launched Sema na Me ("talk to me") a WhatsApp chatbot where young people can open up about their sexual and mental health, privately and without judgment and we can refer them to a growing network of youth-friendly service providers.

[Read more.](#)

**30K** Conversations  
each month



Our Sema Na Me  
Whatsapp Chatbot



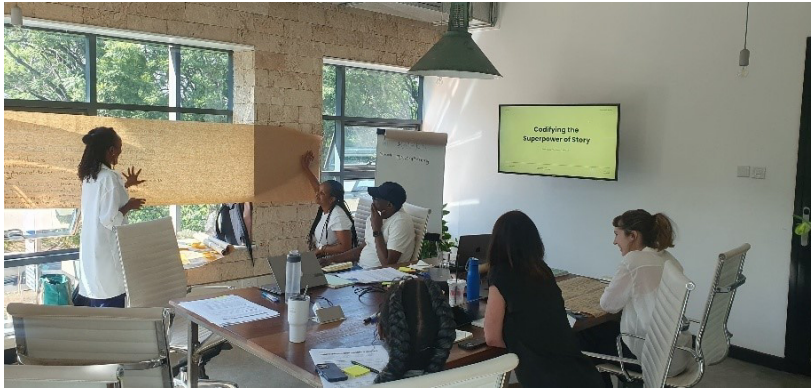
Turning our comic stories to social media stories





# BUILDING THE SHUJAAZ TOOLKIT SHARING WHAT WE'VE LEARNED OVER THE YEARS

We're in the final stretch of creating the Shujaaz Toolkit - a practical, scalable guide to our GroundTruth research, storytelling methods and impact model. A big thank you to our friends at iMedia, BBC Media Action, Book Bunk, Development Dynamics, Dasra and the Kenya Comms Hub for their input and advice. Launch coming soon!



Brainstorm sessions with the team



**SHUJAAZ  
INC.**

## SHUJAAZ OUT & ABOUT CONVERSATIONS THAT COUNT



Shujaaz Inc at the Africa Media Festival.



Senior Research Manager, Leonard Waweru and Engagement Manager, Farida Nzilani at the RHINK conference.



Senior Manager, Joy Mwaniki speaking at the People's Dialogue Festival.



Strategic Comms Manager, Stella Njogo speaking at Climate Lab



Senior Manager, Joy Mwaniki speaking at Climate Lab



Kenya's Permanent Secretary for Agriculture and Livestock, Jonathan Mueke at the Shujaaz Inc office



Bridget Deacon speaking at the Africa Soft Power Summit side event

## THE PARTNERS MAKING THIS POSSIBLE

