



CAPACITY STRENGTHENING TRAINING ON EVIDENCE-BASED ADVOCACY AND FIELD BASED LEARNING ON WOMEN'S LAND RIGHTS

*KISUMU AND BUSIA COUNTIES;
16TH – 19TH DEC*

2025

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List of Acronyms

ADR	Alternative Dispute Resolution.
CSO	Civil Society Organization.
GBV	Gender-Based Violence.
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit.
NGO	Non-Governmental Organization.
REEP	Rural Education and Economic Enhancement Programme.
SGBV	Sexual and Gender-Based Violence.
WE4R	Women's Empowerment for Resilient Rural Areas.
WRO	Women's Rights Organization.

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Executive Summary

The two and a half day training on Evidence Based Advocacy for Women's Land Rights, held under the WE4R project in December 2025, strengthened the capacity of women's rights organizations, change agents, and county actors to generate and use credible evidence in advancing women's land rights.

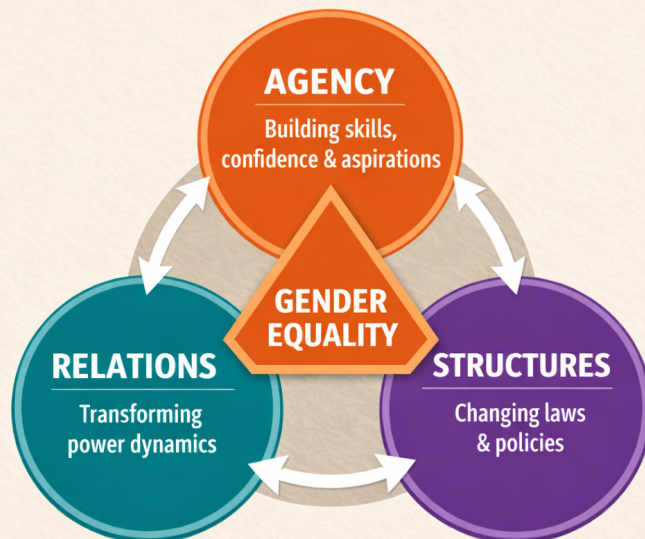
Participants examined the persistent gap between Kenya's progressive legal framework and the lived realities of women at community level, where exclusion continues due to entrenched norms, weak enforcement, and informal decision making systems. Through facilitated discussions and practical exercises, they learned to transform community experiences, data, and legal analysis into advocacy ready evidence.

Hands on sessions produced Fact Sheets, Issue Briefs, and county advocacy action plans, reinforcing the principle that advocacy without evidence lacks influence and legitimacy. Post training field visits deepened engagement with frontline realities, highlighting succession disputes, backlash risks, and the role of local gatekeepers in shaping women's land rights.

Overall, the training and field engagements demonstrated that advancing women's land rights requires more than legal knowledge. It demands sustained evidence based advocacy, intentional norms change, protection aware programming, and strong local partners.

The WE4R project continues to center lived realities, strengthen local advocacy ecosystems, and position women and WROs as credible agents of change in land governance.

CARE Gender Equality Framework



Map of Western Kenya

Highlighting the Nine WE4R Counties



Introduction

1.1 Overview of the WE4R Project

The Enhancing Women's Rights and Resources: A Local to Global Initiative for Gender Justice in Land Tenure and Access to Productive Resources (WE4R Project) is a multi-country initiative implemented in Mali, Kenya, and Madagascar. In Kenya, the initiative, locally referred to as the Women's Economic Advancement and Resilience (WE4R) Project- is being rolled out in eight counties across western and northern Kenya: Kakamega, Bungoma, Siaya, Vihiga, Kisumu, Busia, Homabay, and West Pokot.

The Kenyan component of the project directly addresses the persistent disconnect between women's legal land rights and their actual ability to claim and exercise these rights. It adopts a multi-level approach that engages local women, male allies, traditional institutions, and national-level policy platforms to confront both structural and socio-cultural barriers to women's land access and control.

At the heart of the initiative is a commitment to women's empowerment and deliberate male engagement, recognising that transforming harmful social norms and gendered power relations is critical to sustainable change. The project targets,



16,500 Women smallholder farmers

Leverages over 5,000 Community Resource Persons (CRPs) as gender change agents.



Multi-stakeholder platforms such as the Ardhi Caucus and the Kenya Land Alliance

The project also focuses on strengthening the capacities of county land governance institutions, promoting gender-sensitive mediation and dispute resolution mechanisms, and ensuring women's representation in land committees and policy dialogues.

Through robust capacity strengthening, policy advocacy, peer learning, and integration with global environmental frameworks such as the Rio Conventions, the project builds a foundation for gender-just climate adaptation, economic justice, and inclusive governance. The Kenyan implementation exemplifies a deeply contextualised and scalable model for achieving transformative change in women's land rights, making it a flagship case of local-to-global integration for gender justice in land and resource governance.

1.2. Context of the Training

Women's land rights in Kenya continue to be shaped by a complex interaction between progressive legal frameworks and deeply entrenched socio-cultural practices. While national laws such as the Constitution of Kenya (2010), the Community Land Act (2016), the Land Act (2012), and the Matrimonial Property Act (2013) provide for gender equality in land ownership, access, and control, women lived experiences often reflect persistent exclusion, tenure insecurity, and limited participation in land governance structures. These gaps are sustained by patriarchal inheritance systems, weak enforcement mechanisms, and the marginalization of women's voices within both customary and formal decision-making spaces.



The Women's Empowerment for Resilient

Rural Areas (WE4R) project seeks to address these systemic challenges by advancing gender-responsive land governance through a multi-level, evidence-driven advocacy approach. Implemented across nine counties in western and northern Kenya, WE4R intentionally links community-level realities with county, national, and global advocacy platforms, including the Ardhi Caucus, Kenya Land Alliance, and the Community Land Action Network (CLAN). Central to this approach is the recognition that credible, context-specific evidence grounded in lived realities, is essential for influencing policy reform, institutional practices, and social norms related to women's land rights.

Within this framework, the capacity strengthening training on evidence-based advocacy for women's land rights, held on 16th–17th December 2025 in Kisumu, was designed as a structured learning intervention combining conceptual grounding and practical application. The training brought together participants drawn from local Women's Rights Organizations (WROs), community change agents, and selected county government representatives. It aimed to strengthen participants' capacities to generate, analyse, and package advocacy-ready evidence; develop targeted advocacy strategies; and articulate clear and actionable policy asks relevant to women's land rights at county and national levels.

Following the training, the CARE Kenya WE4R team conducted post-training site visits to Busia County (REEP WRO) on 18th December 2025 and Nyakach, Kisumu County (Mama ni Mama WRO) on 19th December 2025. These visits were undertaken as a complementary learning and documentation exercise by the CARE Kenya team, rather than as part of the participant training programme.



The objective of the site visits was to deepen contextual understanding of women's land rights realities; document lived experiences and generate grounded evidence to inform ongoing and future advocacy efforts under the WE4R project.

During the site visits, the CARE Kenya team engaged directly with women leaders, community advocates, and the local WROs working on the frontlines of land rights advocacy. The discussions focused on issues such as succession practices, social norms influencing land ownership, land-related disputes, and community-led advocacy strategies. These engagements provided valuable insights into grassroots evidence-generation processes, highlighted recurring patterns of exclusion and resistance, and strengthened the team's understanding of how local realities can be translated into credible advocacy evidence and policy-relevant messaging.

By integrating post-training field-based learning with the capacity strengthening process, the activity ensured that advocacy approaches under WE4R remain firmly grounded in authentic community experiences. This sequencing—training followed by targeted field engagement—strengthened CARE Kenya's ability to align

participant learning outcomes with real local community contexts and reinforced the project's broader objective of advancing women's land rights through evidence-driven, contextually grounded, and ethically responsible advocacy across the WE4R counties.

Training Background & Rationale

2.1 Land Rights Challenges for Women in Kenya

Despite the existence of progressive legal and policy frameworks in Kenya, including the Constitution of Kenya (2010), the Community Land Act (2016), the Land Act (2012), and the Matrimonial Property Act (2013), women continue to experience significant barriers in accessing, controlling, and benefiting from land. In practice, women's land rights are often undermined by entrenched patriarchal norms, male-dominated inheritance systems, and discriminatory customary practices that limit women's ownership and decision-making power. These challenges are further compounded by weak enforcement of existing laws, limited awareness of land rights at community level, and the exclusion of women from both customary and formal land governance structures.



As a result, women particularly widows, divorced women, young women, and women in customary tenure systems, face heightened tenure insecurity and reduced economic resilience. Given the central role of land in livelihoods, food security, and climate resilience, these systemic inequalities not only affect women's rights but also undermine broader development and resilience outcomes. Addressing women's land rights therefore requires deliberate efforts that go beyond legal reform to include social norms change, institutional accountability, and sustained advocacy informed by credible evidence.

2.2 Role of Advocacy in WE4R project

The Women's Empowerment for Resilient Rural Areas (WE4R) project adopts advocacy as a central strategy for advancing gender justice in land tenure and access to productive resources. WE4R recognizes that policy change and improved land governance outcomes are most effective when advocacy efforts are grounded in credible, context-specific evidence that reflects women lived realities. Accordingly, the project intentionally links community-level experiences with county, national, and global advocacy platforms, including networks such as the Ardhi Caucus, Kenya Land Alliance (KLA), and the Community Land Action Network (CLAN).

Advocacy as a Central Strategy



Within WE4R, advocacy is understood as a deliberate and strategic process aimed at influencing policies, practices, and systems related to land governance. This includes advocating for the enforcement of existing laws, addressing policy and implementation gaps, influencing budgetary and institutional decisions, and challenging discriminatory norms and practices. Evidence-based advocacy is therefore positioned as a critical mechanism for amplifying women's voices, strengthening accountability of duty bearers, and ensuring that land governance reforms respond to the realities faced by women at the grassroots level.



2.3 Link to Activity 2.5 of the Country Measure

This capacity strengthening training directly contributes to Activity 2.5 of the WE4R Country Measure, which focuses on conducting capacity strengthening workshops for selected focal points and change agents on issues of advocacy for women's rights, particularly land rights. The training operationalized this activity by equipping selected participants—including

representatives from local Women’s Rights Organizations (WROs), community change agents, and county-level stakeholders—with practical skills to generate, analyse, and use evidence for advocacy.

Specifically, the training strengthened participants’ capacities in evidence generation, advocacy-oriented analysis, development of evidence products such as FACT Sheets and Issue Briefs, and the formulation of county-level advocacy action plans. By doing so, the activity directly supports WE4R’s intended results of increasing the number of stakeholders who understand and apply evidence-based advocacy approaches and who actively feature local evidence in county, national, and global policy processes. The training therefore represents a concrete implementation of activity 2.5, contributing to the broader WE4R objective of fostering sustained, locally grounded, and evidence-driven advocacy for women’s land rights.

Evidence-Based Advocacy



Activity 2.5 – Capacity Strengthening Training



Purpose and Objectives of the training and the site visits.

3.1 Overall Purpose

To strengthen the capacity of WE4R stakeholders to design, implement, and sustain evidence-based advocacy interventions for women's land rights at county, national, and global levels, while enabling CARE Kenya to further ground advocacy strategies in post-training field-based evidence generated through targeted site visits to frontline Women's Rights Organizations (WROs) in western Kenya.

This integrated approach combines participant capacity strengthening with CARE Kenya-led field engagement to ensure that advocacy efforts under WE4R remain credible, contextually grounded, ethically informed, and responsive to women lived realities.

3.2 Specific Objectives

1. Enhance understanding of evidence-based advocacy

- Strengthen participants' understanding of evidence-based advocacy as a deliberate and strategic process for influencing land governance policies, practices, and systems.
- Clarify the role of evidence in shaping land-related decision-making at county, national, and global levels within the WE4R advocacy framework.

2. Strengthen evidence generation, analysis, and use

- Build participants' capacity to generate and analyse advocacy-relevant evidence drawn from lived experiences, community data, and land governance processes.
- Strengthen skills in translating women's land rights challenges into structured, actionable evidence to inform advocacy strategies.

3. Strengthen capacity in developing advocacy evidence products

- Equip participants with practical skills to package evidence into advocacy-oriented products such as FACT Sheets, Issue Briefs, policy statements, and advocacy messages.
- Support participants to develop draft evidence products addressing priority women's land rights issues within their respective counties.

4. Strengthen strategic advocacy planning and targeting

- Enhance participants' competencies in identifying advocacy entry points, mapping stakeholders and power relations, and defining clear advocacy asks related to women's land rights.
- Support the development of county-level advocacy action plans that are evidence-informed, realistic, and aligned with WE4R priorities.

5. Deepen contextual understanding through post-training site visits

- Enable the CARE Kenya WE4R team to conduct targeted post-training site visits to selected WROs to document lived realities, advocacy practices, and land rights challenges at the grassroots level.
- Use insights from these engagements to enrich advocacy evidence and inform ongoing WE4R advocacy strategies and messaging.

6. Support reflection on the application of learning

- Provide space for CARE Kenya and WE4R technical teams to reflect on how insights from the training and limited field engagements can inform future advocacy programming and capacity strengthening efforts.
- Identify areas for further support or follow-up to strengthen the translation of training outcomes into sustained advocacy practice.

Training Design and Methodology

Training Approach

The training adopted a capacity strengthening and practice-oriented approach anchored in CARE's evidence-based advocacy framework and adult learning principles. The design deliberately balanced conceptual grounding with applied learning to ensure that participants could immediately translate knowledge into advocacy practice. Rather than positioning participants as passive recipients of information, the training treated them as active contributors, drawing on their lived experiences, organizational work, and county-level advocacy contexts.

The approach emphasized:

Evidence-driven learning, focusing on how lived realities and community data can be systematically analysed and used for advocacy.

Contextual relevance, ensuring that discussions and exercises were grounded in land rights realities across the WE4R intervention counties.

Progressive learning, moving from foundational concepts (evidence-based advocacy) to practical application (evidence products and advocacy action plans).

Ethical advocacy, reinforcing responsible documentation, representation, and use of evidence.

This approach ensured that the training strengthened both technical understanding and practical advocacy competencies, aligned with Activity 2.5 of the WE4R Country Measure.



Participatory Tools and Methods

To enhance engagement and learning ownership, the training utilized a range of participatory tools designed to facilitate reflection, peer learning, and practical application. These tools enabled participants to interrogate their own advocacy experiences while collectively generating solutions.

Key participatory tools included:

Plenary discussions to introduce core concepts and enable collective reflection on evidence-based advocacy.

Small group work, organized by county or thematic focus, to analyse land rights challenges and advocacy opportunities.

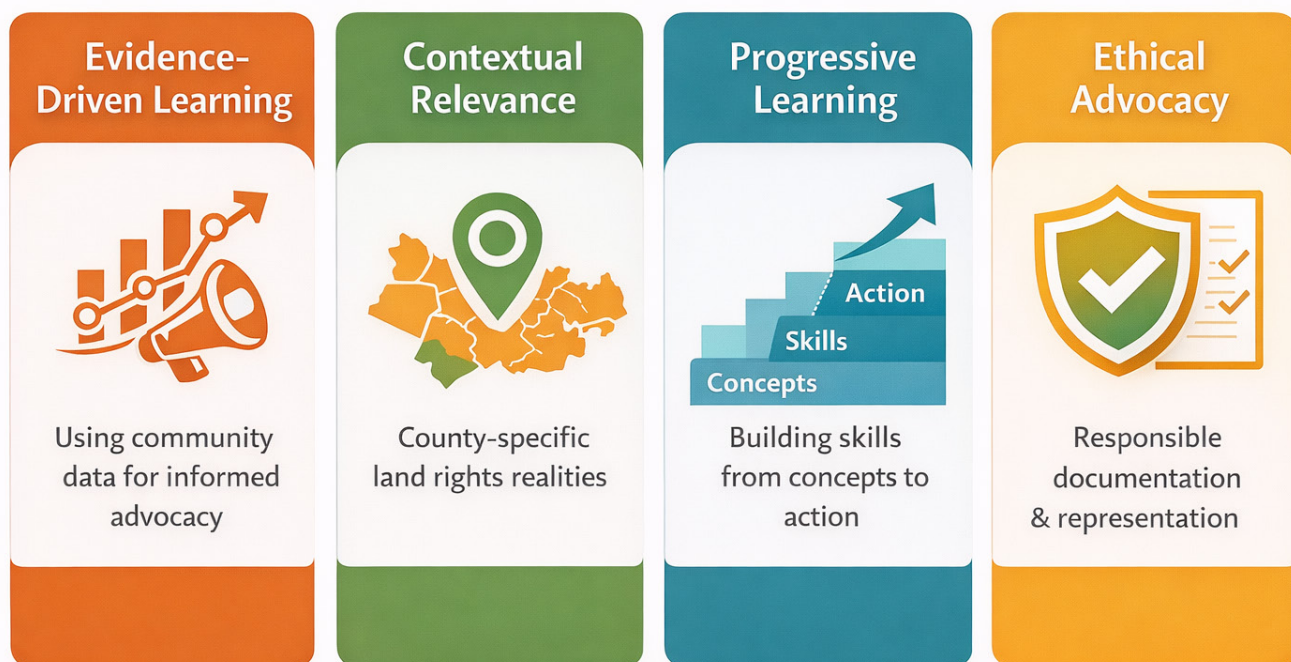
Guided reflection sessions to consolidate learning at the end of each day and identify key takeaways.

Hands-on practical exercises, particularly during the development of FACT Sheets, Issue Briefs, and advocacy messages.

Peer feedback sessions, allowing participants to present draft advocacy products and receive constructive input.

These participatory tools ensured that learning was interactive, inclusive, and responsive to participants' diverse experiences and advocacy contexts.

Pillars



Use of case studies and site visits

Case studies were intentionally used as a core learning device to bridge theory and practice. Rather than relying on hypothetical examples, the training drew on real land rights scenarios from WE4R intervention counties, including issues related to succession, women's exclusion from land governance structures, and enforcement gaps at county level.

The case studies served to:

- Illustrate how women lived experiences can be translated into credible advocacy evidence.
- Enable participants to practise analysing power dynamics, institutional roles, and policy gaps.
- Support the development of realistic advocacy messages and action plans grounded in actual contexts.
- Reinforce the importance of aligning evidence with clear advocacy asks and target decision-makers.

Key Issues



Succession
& Inheritance



Women's Exclusion
from Governance



Enforcement
Gaps



County-Level
Advocacy

In addition, insights generated through post-training CARE Kenya site visits to Busia County (REEP WRO) and Nyakach in Kisumu County (Mama ni Mama WRO) further informed internal reflection and documentation processes, strengthening the overall evidence base for ongoing WE4R advocacy. While these site visits were conducted by the CARE Kenya team after the training, they complemented the case-based learning approach by deepening contextual understanding of grassroots land rights realities.

Selection Criteria of the Participants

Participants for the capacity strengthening training on evidence-based advocacy for women's land rights were selected to ensure strategic relevance, diversity of perspectives, and direct linkage to WE4R advocacy outcomes. The selection process prioritized individuals and institutions that are actively engaged in land rights, gender equality, and advocacy work at county and community levels, and who are positioned to apply the skills acquired through the training.

The key selection criteria included:

- Direct engagement in women's land rights or related advocacy work, particularly within the WE4R thematic focus areas of land tenure security, succession, and access to productive resources.
- Affiliation with local Women's Rights Organizations (WROs), community-based organizations, or civil society platforms actively operating in WE4R intervention counties.
- Designation as a change agent, focal point, or advocacy lead within their organization or community, with a demonstrated role in influencing policy, practices, or social norms.
- Representation from WE4R intervention counties, namely Siaya, Kisumu, Vihiga, Kakamega, Bungoma, Busia, Homabay, Migori, and West Pokot, to ensure geographic balance and contextual relevance.
- Basic familiarity with advocacy or community engagement processes, enabling participants to engage meaningfully with evidence generation and strategic advocacy content.
- Ability and commitment to apply learning beyond the training, including contributing to county-level advocacy initiatives and engaging relevant decision-making platforms.
- Gender and diversity considerations, ensuring the meaningful participation of women, youth, and other groups whose perspectives are critical to land governance advocacy.

In addition, selected county government representatives were included to strengthen linkages between community-based advocacy efforts and formal land governance and policy processes. CARE Kenya technical staff participated as facilitators and resource persons to support learning and ensure alignment with WE4R objectives.

Day 1 (16th DECEMBER 2025): Foundations of Evidence-Based Advocacy for Women's Land Rights

Summary of the sessions

- Established core principles of evidence-based advocacy under the WE4R framework
- Positioned advocacy as a strategic process for systemic change
- Reviewed Kenya's legal and policy frameworks on women's land rights
- Identified persistent gaps between law and lived realities
- Practiced converting community experiences into FACT Sheets and Issue Briefs

KEY REFLECTIONS FROM DAY 1 DISCUSSIONS



Not all engagement is advocacy. Sustainable change requires institutional commitment, not personal influence.



Advocacy must ensure consent, accuracy, protection, and accountability to communities.



Kenya has strong laws, but weak enforcement and harmful norms undermine women's rights.



Progress Takes Patience – Document Small Wins.

Incremental changes matter. Tracking small gains builds long-term impact.



Legal aid is a tool, while advocacy is the system-shaping strategy.

Day 2 (17 DECEMBER 2025): From Evidence to Influence

Session Summary

- Introduced power mapping, stakeholder analysis, and advocacy pathways
- Strengthened message framing and ethical storytelling
- Developed county-level advocacy action plans
- Focused on targeted influence over general awareness

KEY REFLECTIONS FROM DAY 2 DISCUSSIONS



Women's Land Rights Violations Are Systemic.

Cases are not isolated — they reflect structural and recurring patterns across counties.



Evidence Exists — But Is Fragmented.

Data is scattered, qualitative, and underused. Better gender data systems are needed.



The Real Gap is Enforcement, Access, and Power.

Barriers include high legal costs, bureaucracy, corruption, and exclusion.



Advocacy Requires Strategy — Not Visibility Alone.

Effective advocacy defines what must change, who must act, and by when.



Informal Institutions Hold Major Influence.

Cultural and social leaders can harm or protect women engagement must be strategic.



Collective Action and Alternative Pathways Matter.

Coalitions, mediation, and community mechanisms can accelerate safer justice.

FIELD VISITS

REEP, BUSIA COUNTY - 18th DECEMBER

Key highlights: Women Land Right's

What is reep seeing: patterns of women land right's violation.

Women's land disputes are linked to inheritance, GBV, family power, and social norms

Disinheritance of daughters and widows

Widows' land insecurity due to delayed succession and harmful cultural practices

Land grabbing and unauthorized sales or leases

Boundary manipulation and intimidation

Many women seek help years after dispossession

Succession & Social Norms

Delayed or incomplete succession

Male-dominated family decisions

Cultural norms favor male inheritance

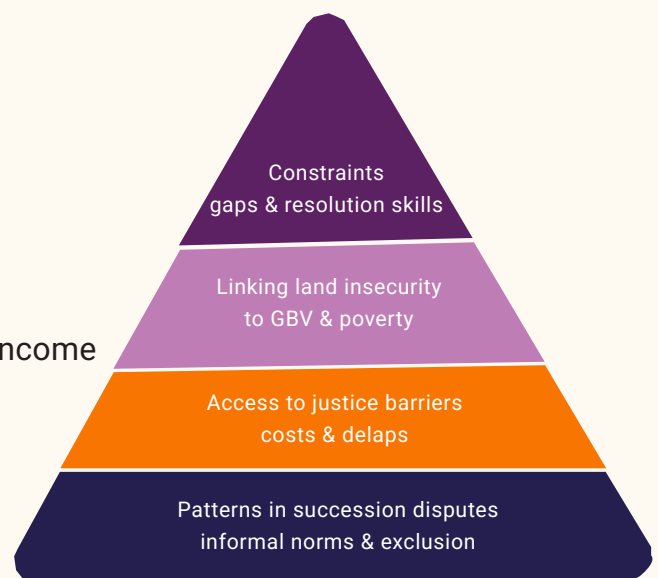
Women encouraged to stay silent early, face resistance later

Strategic Reflection: Women's land rights require a whole-system approach, Legal empowerment + accountability + prevention + survivor protection backed by credible evidence.

Mama ni Mama- Nyakach, Kisumu County - 19th DECEMBER

Key highlights: Women Land Right's

- Access comes before ownership
- Women lease small, unstable plots
- Limited decision-making power over land and income
- High dependency on male-controlled land



Strategic Reflection: Progress requires long-term prevention, norms change, early rights education, accountability, and evidence-driven advocacy.

KEY OUTCOMES, RESULTS and LEARNINGS

Across two days of trainings and field visits, one consistent message was: Women's land rights are not only a legal issue, they are a daily survival issue. Land determines women's ability to feed their families, recover from violence, remain housed after widowhood, and pursue justice without fear.

KEY OUTCOMES



Stronger Advocacy Rooted in Lived Realities

Partners strengthened their understanding that effective land rights advocacy must connect law, social norms, and protection risks. Advocacy pathways are now more practical — starting from community realities such as barazas, mediation, chief's letters, and succession processes, and translating these into clear advocacy asks.



Land Use and Control Recognized as a Strategic Entry Point

Field evidence reinforced that the immediate barrier for many women is access, use, and control of land, not ownership. Partners recognized land use and control as a credible intermediate outcome that reduces vulnerability while longer legal processes continue.

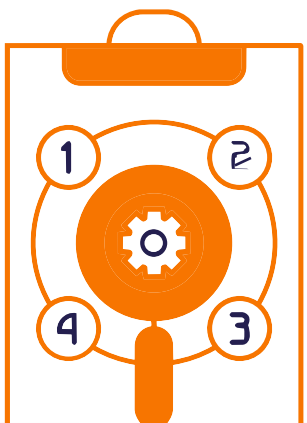
Clearer Alignment on Evidence Needs

Partners aligned on what decision-makers consider credible evidence:

- Patterns and trends
- Costs and risks
- Outcomes and consequences

Fact sheets and learning briefs were identified as effective tools to document:

- Succession disputes and disinheritance
- Enabling or blocking actors
- Links to GBV, displacement, and poverty





Strengthened Engagement with Local Gatekeepers

Chiefs, assistant chiefs, and village elders were affirmed as critical actors who:

- Convene barazas
- Influence mediation outcomes
- Support or block succession processes

Sustained engagement and capacity strengthening of these actors is essential to shifting outcomes.

KEY RESULTS



Rights Protection Wins Are Possible

Persistence, legal literacy, and accompaniment have overturned long-standing injustice, including cases spanning decades.

Success often depends on sustained support rather than the ease of the legal path.



Community-Based Structures Are Functioning

- Barazas and mediation forums are actively used
- Some chiefs provide strong support
- Recognition of daughters as beneficiaries is increasing

However, outcomes remain uneven and shaped by power, cost, and access to information.



Land and Violence Are Deeply Linked

Land disputes frequently intersect with violence, coercion, and retaliation.

Women may abandon claims due to lack of shelter, income, or protection.

Implication: Land rights work must integrate protection and risk mitigation.



Resource Constraints Limit Scale

Community impact is evident, but limited resources restrict:

- Legal follow-through
- Training reach
- Sustained accompaniment

Sustainability requires stronger resource mobilization and partnerships.

KEY LEARNINGS



Norms Change Is Long-Term Work

Discriminatory inheritance norms are deeply entrenched. Sustained change requires engagement with:

- Young men and boys
- Women and mothers-in-law
- Faith leaders and male champions



Early Silence Increases Risk

Women often delay asserting land rights early in marriage, leading to stronger resistance later.

Prevention messaging should normalize early, safe conversations on land use and documentation.



Administrative Pathways Reduce Harm

Legal routes are costly and slow.

Administrative levers – such as chiefs' letters, mediation, and informed elders – can reduce harm while legal processes continue.



Evidence Must Be Survivor-Safe and Decision-Ready

Effective evidence combines:

- Clear patterns
- Basic numbers
- Mechanisms of harm

Documentation should track case type, cost, time, risk, and outcome while protecting identities.

PARTICIPANTS FEEDBACK

Key Expectations

At the start of the training, participants expressed strong learning-focused and practice-driven expectations aimed at strengthening women's land rights advocacy under WE4R.

1

Deepen Knowledge on Women's Land Rights

Strengthen understanding of women's land rights in Kenya, including land laws, succession processes, policy frameworks, and gaps between law and practice.

2

Build Skills in Evidence-Based Advocacy

Learn how to generate, analyze, and communicate credible evidence to influence decision-makers and advance women's land rights.

3

Build Skills in Evidence-Based Advocacy

Learn how to generate, analyze, and communicate credible evidence to influence decision-makers and advance women's land rights.

4

Clarify CARE Kenya & WE4R's Role

Gain clarity on CARE Kenya's advocacy approach, the WE4R project, and available partnership and support mechanisms beyond training.

5

Strengthen Practical Advocacy Strategies

Build skills in representation, engagement with duty bearers, and community-level advocacy to better support women to claim and protect land rights.

6

Understand Next Steps & Sustainability

Clarify pathways from learning to action, including how to sustain advocacy beyond the training period.

Participant feedback

Overall feedback reflected high satisfaction with the training, alongside a strong desire for deeper, longer, and more practice-oriented learning.



More Practical & Lived-Experience Learning

Increase use of lived case sharing, panel discussions, advocacy role-plays, and engagement with community members and survivors.



Stronger Legal & Policy Focus

Provide deeper, structured sessions on land laws, succession, land acquisition processes, and constitutional provisions, led by legal experts and government officers.



Improved Time Management & Duration

Extend training duration beyond three days and improve time management to allow deeper engagement with complex topics.



Early Sharing of Training Materials

Share training programs, manuals, and notes before and after sessions to support preparation, reflection, and replication at community level.



Engagement of Duty Bearers

Include county officials, relevant ministries, and land governance actors in panels and discussions to strengthen accountability and policy influence.



Follow-Up & Peer Learning Opportunities

Introduce online follow-ups, exchange visits, and benchmarking with other CSOs to sustain learning and collective advocacy.



Logistical & Participant Welfare Improvements

Review transport reimbursements, ensure timely issuance of certificates, and strengthen participant support to enable effective engagement.

KEY RECOMMENDATIONS

FOR CARE



Focus on Land Use & Control

Position women's land use and control as a practical entry point for advocacy, while building longer-term pathways toward ownership and tenure security.



Invest in Norms Change

Resource structured, multi-layered norms change approaches that engage men as allies, strengthen women's agency, and involve youth to disrupt harmful norms.



Strengthen Local Gatekeepers

Build the capacity of chiefs, village elders, land boards, and local administrators on succession law, women's land rights, and rights-based dispute resolution.



Integrate Protection & Safeguarding

Mainstream GBV risk mitigation, backlash monitoring, and survivor protection as core components of women's land rights programming.



Support Partner Sustainability

Invest in resource mobilization support, including donor mapping, relationship-based fundraising, and consortium development beyond project cycles.

FOR WROs & PARTNER ORGANIZATIONS

1

Prioritize Land Use & Control

Advance women's access, use, and control of land as a foundation for longer-term ownership and succession outcomes.

2

Lead Community Norms Change

Engage men, women, and youth through dialogue, role models, and community champions to challenge discriminatory land norms.

3

Lead Community Norms Change

Engage men, women, and youth through dialogue, role models, and community champions to challenge discriminatory land norms.

4

Engage Local Gatekeepers

Work consistently with chiefs, elders, and administrators to improve understanding of succession law and strengthen accountability.

5

Embed Protection in Advocacy

Anticipate backlash and GBV risks by integrating survivor-centered protection, referrals, and safety planning into advocacy and casework.

6

Strengthen Collaboration & Sustainability

Build resource mobilization skills, donor relationships, and consortium approaches to scale and sustain women's land rights advocacy.

Conclusion

In conclusion, the training and field engagements reaffirmed that advancing women's land rights is not only a legal or technical undertaking, but a deeply human process shaped by social norms, power relations, and lived realities. The collective reflections highlighted that meaningful progress is most achievable when advocacy is grounded in women's everyday experiences of land use and control, supported by informed and accountable local gatekeepers, and accompanied by intentional efforts to shift harmful norms across generations. At the same time, the discussions underscored the resilience and agency of women and community-based organizations who continue to push for justice despite systemic barriers and risks. Moving forward, a deliberate focus on protection, sustained capacity strengthening, and partner sustainability will be essential to ensure that the gains made translate into lasting, dignified, and rights-affirming outcomes for women and girls in all their diversity.

Annexes

Annex 1: The concept note.

Annex 2: Training Materials

- Concepts & Principles of Evidence-Based Advocacy.Dec 2025.pdf
- Drafting policy statements and Advocacy messages.pdf
- From Evidence to Action. Advocacy Training.15.12.2025.pdf
- The Story of Mutua Kiptoo and Nanjala Achieng (1).pdf
- Training Manual for Training of Trainers on the Legal Aspects of Agriculture and Food Systems in Kenya (2).pdf
- Womens Land Rights in Kenya_ From Lived Reality to Law Ownership and Advocacy.pdf