

Combating Sexual Harassment: Empowering Labour Market Actors in the Agri-Food Sector in Western Kenya



Contribution to the 2024 Gender Competition

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Agri-Jobs 4 Youth (GG-1)



Breaking the Silence: Agri-Jobs 4 Youth Takes a Stand Against Workplace Sexual Harassment in Western Kenya

Globally, workplace sexual harassment is widespread, with **17.9%** of employed individuals reporting psychological violence and harassment and **8.5%** experiencing physical violence and harassment (*ILO Survey, 2022*). **One in 15** people in employment has experienced sexual violence and harassment at work in their working life.

In Western Kenya's Agri-Food Sector, this issue is equally prevalent, compounded by informal workplaces, lax policy enforcement, and normalisation of harassment, contributing to a culture of gender-based violence.

Together with the AMKA Justice Initiative Kenya our project, Agri-Jobs **4 Youth**, is committed to addressing this challenge head-on and sensitising our partners on the topic, promoting safe workplaces in the agri-food sector.

Agri-Jobs **4 Youth** is dedicated to combatting this problem by launching a comprehensive campaign. Our initiative aligns with feminist core principles, prioritises cooperation, and is firmly committed to creating safe, inclusive, and harassment-free workplaces for men and women while empowering the region's youth.



Campaign Overview



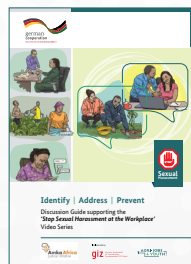
10-part video series

Highlighting different scenarios in formal and informal employment.



Promotional Fyler

A5 Print and digital flyer promoting the video series.



Discussion Guide

64-Page compendium for institutions and individuals.



Workplace Poster

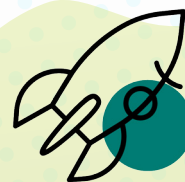
A1 Informational poster expressing zero tolerance on sexual harassment.

<https://amkafrica.org/media/amka-publications/>

Breaking Chains, Cultivating Equality: The 360° AgriJobs Approach Takes a Stand Against Sexual Harassment

Sexual harassment is a significant barrier to achieving gender equality in the workplace. The statistics in Kenya are alarming, with up to 47% of women experiencing gender-based violence in their lifetime. Our 360° AgriJobs Approach, focusing on youth employment, recognises the critical importance of addressing sexual harassment to ensure young workers' physical and mental well-being, career trajectories, and economic prospects.

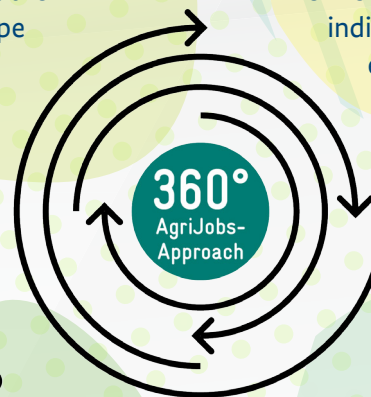
The 360° AgriJobs Approach is an integrated approach for employment promotion. Its application strengthens opportunities for youth employment in Western Kenya by highlighting employment potential in the agri-food sector. By bolstering the capabilities of government, civil society, and private sector entities, it creates jobs and income for the young and growing population in rural areas. It also addresses climate-related problems by promoting climate-smart agricultural technologies, innovations, and green jobs for sustainable livelihoods.



Promoting a competency-based learning system empowers young people to construct their livelihoods and shape their careers and businesses.



Catalysing private sector-led job creation is geared towards enriching opportunities for young individuals in formal and self-employment.



Engaging with employers, job seekers, and employment service providers makes available opportunities attractive, visible and accessible.



Empowering youth in agribusiness to establish independent and self-sustaining organisations creating opportunities and strengthening their voice.



Gender is not just a side note in our project; it's a fundamental aspect. We recognize that promoting gender equality isn't just about numbers but about fostering an environment where all individuals are treated with respect and dignity, regardless of their gender. Our work integrates gender considerations in every aspect of the 360° AgriJobs Approach, ensuring that gender sensitivity is woven into the fabric of our project, making it more inclusive and effective.

We understand that awareness is the first step in combating harassment in a setting where it's normalised. Our sensitisation campaign tailored to the agri-food sector informs and empowers individuals to recognise, report, and prevent harassment, making the workplace safer and more equitable.



Our Campaign Objectives and Impact



Short-term (till end of the year)

- ⊗ Launch of the campaign during the 16-Days of activism together with AMKA Justice initiative.
- ⊗ Promotion of the video series and starting a public discussion.
- ⊗ Conducting legal clinics and sensitising events.



Medium-term (next 6 months)

- ⊗ **40 Private Sector Partners** through Business Development Measures such as Human Resource Capacity Building within existing Partnerships.
- ⊗ **3.500 ATVET Students and job seekers** through sensitisation events and soft skills training at 13 institutions, preparing them to enter the job market successfully.
- ⊗ **4.000 Youth in the agri-food sector** through targeted support to five umbrella youth organisations.



Long-term impact

- ⊗ Changing the narrative on both job seeker and employer side, creating awareness on problematic behaviours.
- ⊗ Providing leads on referral pathways for bystanders and survivors.
- ⊗ Encouraging MSMEs to proactively deal with the topic and develop mechanisms to prevent and deal with cases.

Uniting Forces for Change:

A Collaborative Journey Combating Sexual Harassment in Western Kenya



Promoting gender equality and feminist principles is a collective effort. We engaged with diverse stakeholders throughout our campaign journey. The inspiration for our campaign sprang from the Gender Focal Point Initiative, where we conceptualised a comic book to raise awareness about the GIZ harassment policy among GIZ Kenya staff.



We began with thorough research on the issue's prevalence in Western Kenya, involving Focus Group Discussions to identify real-life cases of harassment in the agri-food sector. We collaborated with a Kenyan film team to create ten relatable short videos, initially launched by GIZ Kenya, gaining attention after a BBC documentary on harassment in the Kenyan Tea sector.



Realising the need for a deeper understanding and solutions, we created a discussion guide. Despite limited additional funding, we sought support several colleagues from other projects, as well as external consultants, to provide valuable insights during the process based on their passion for combating SGBV and sexual harassment. The guide also includes a legal classification and information on referral pathways, thanks to the pro bono support of a Kenyan law firm.

Working in collaboration with County Liaison Officers from the five partner counties in Western Kenya and a local NGO in Kisumu, we compiled a groundbreaking resource—an overview of service providers offering support to bystanders and survivors of sexual and gender-based violence in the region.

Finally, we formalised an MoU with the Kenyan NGO, AMKA Justice Initiative, known for its collaborative work with university legal clinics and grassroots organisations in promoting access to justice for marginalised and minority groups in Kenya and beyond. This agreement allows for republishing our video series on their channels and further disseminating our campaign materials.

Together, we're striving to make a lasting impact in the fight against sexual harassment and promoting gender equality in Western Kenya.

Our key success factors



Persistence: We never stopped looking for allies to support us in persistently addressing the issue of sexual harassment and gender equality – beyond project, cluster and organisational borders.



Individual Dedication: All campaign contributors are deeply committed to the cause, working tirelessly to make the agri-food sector safer and more equitable.



Willingness to Tackle Sensitive Issues: We are not afraid to confront the uncomfortable truths surrounding sexual harassment and gender inequality, promoting open dialogue and change.

Fighting the Roots:

A Holistic Approach to Combating SGBV and Sexual Harassment through Feminist Core Principles

Gender-based violence and the prevalence of sexual harassment are interrelated aspects of gender inequality and discrimination. While they are distinct concepts, they often overlap and reinforce each other, contributing to a culture of gender-based violence and discrimination.

Our campaign contributes to the implementation of feminist core principles by:



Promoting the idea that addressing SGV and sexual harassment is not merely a moral obligation but a legal one. It helps frame these issues as **human rights violations**, encouraging legal action and redress for victims. Human rights-based approaches emphasise that everyone has the right to live and work in a safe and dignified environment, free from any form of violence or discrimination. This principle underpins the fight against SGV and sexual harassment at the workplace and in self-employment, as these issues directly infringe upon an individual's human rights.



Addressing the **structural causes of gender inequality and the power imbalances** that enable harassment, gender transformative approaches aim to change cultural and societal norms. They challenge the acceptance and normalisation of SGBV, shifting the focus from blaming victims to addressing the root causes. Additionally, we are opening up conversations on male victims and female perpetrators. A topic that is largely unrecognised in Kenya.



Acknowledging the importance of an **intersectional and gender-inclusive perspective** ensures that the fight against SGV addresses all individuals' unique experiences and vulnerabilities by, for example, highlighting gender-specific violence against pregnant women or the situation of young, female rural youth looking for a job.

