

**ASSESSING THE AWARENESS OF AGENDA 2063 ON GENDER DEVELOPMENT  
IN MALINDI, KENYA**

**<sup>1</sup>Dr. Dorothy Tsuma**

**<sup>2</sup>Evans Makasanda**

<sup>1,2</sup> Management University of Africa

Corresponding Author's Email: [dtsuma@mua.ac.ke](mailto:dtsuma@mua.ac.ke)

**ABSTRACT**

This study assessed the awareness of Agenda 2063 on gender development in Malindi, Kenya, aiming to explore its implementation and impact within the local community. Malindi, a coastal town in Kenya, represents a diverse demographic with specific socio-economic challenges that necessitate targeted gender development strategies. Despite global and national commitments to gender equality, local implementation and awareness of Agenda 2063 remain understudied, highlighting a critical research gap. Statistics indicate that only 30% of the population in Malindi is aware of Agenda 2063, with serious disparities in understanding its gender-focused initiatives. The purpose of this study was therefore to evaluate the extent of Agenda 2063 awareness on gender development in Malindi, emphasizing its relevance and potential impact on socio-economic outcomes. This study was anchored on Gender and Development Theory. The study employed a descriptive research design. The target population comprised community members, local authorities, and civil society organizations actively engaged in gender-related initiatives in Malindi. Data collection involved structured questionnaires distributed among 250 respondents, selected through stratified sampling. Statistical analysis was conducted using SPSS for quantitative data, focusing on descriptive statistics and inferential tests to assess awareness levels. The analysis involved both descriptive statistics and inferential statistics. Key findings indicated a moderate awareness level of Agenda 2063 on gender development in Malindi, with 45% of respondents expressing familiarity with its objectives and principles. Further analysis revealed that awareness levels varied significantly across different demographic groups. For instance, younger respondents and those with higher education levels were more likely to be aware of Agenda 2063. Additionally, respondents actively engaged with local authorities or civil society organizations showed higher levels of awareness and understanding of the gender-focused initiatives under Agenda 2063. However, significant gaps existed in understanding specific strategies and implementation mechanisms. The study concludes that there is need for localized advocacy and capacity-building efforts to advance gender development goals in Malindi. Moreover, the study concludes that there is a need for localized advocacy and capacity-building efforts to advance gender development goals in Malindi. In view of the findings, the study recommends enhancing educational programs to raise awareness about Agenda 2063 and its gender-related objectives. Strengthening community outreach is also essential to ensure that information reaches all segments of the population. Furthermore, fostering partnerships between local authorities and civil society organizations within Malindi can

facilitate the dissemination of information and the implementation of gender development strategies. In view of the findings, the study recommends that there is need to enhance educational programs, strengthening community outreach, and fostering partnerships between local authorities and civil society organizations within Malindi. These efforts are crucial for realizing Agenda 2063's vision of inclusive development and gender equality across Kenya.

**Keywords:** *Agenda 2063, gender development, awareness, Malindi, Kenya.*

## INTRODUCTION

The African Union came up with Agenda 2063 as a blueprint for achieving inclusive and sustainable socio-economic development for 50 years. The agenda advocates for a more inclusive society where all citizens participate in decision-making, and more so, it ensures no one is left behind due to gender, political affiliation, religion, ethnicity, or age. Seven aspirations drive the 2063 agenda, however, Aspiration 6 of Agenda 2063 is a people-driven approach, relying on the potential of African people, especially women and youth, and caring for children. Despite global and national commitments to gender equality, local implementation and awareness of Agenda 2063 remain understudied, highlighting a critical research gap. This study assesses the awareness of Agenda 2063 on gender development in Malindi, Kenya, aiming to explore its implementation and impact within the local community. Malindi, a coastal town in Kenya, represents a diverse demographic with specific socio-economic challenges that necessitate targeted gender development strategies. Statistics indicate that only 30% of the population in Malindi is aware of Agenda 2063, with serious disparities in understanding its gender-focused initiatives. Therefore, this study aimed to evaluate the extent of Agenda 2063 awareness on gender development in Malindi, emphasizing its relevance and potential impact on socio-economic outcomes.

### Problem statement

Despite the existence of frameworks like Agenda 2063, there remains a gap in awareness and understanding among local communities regarding its provisions for gender development. This lack of awareness can hinder the effective participation of women in socio-economic activities and decision-making processes, perpetuating cycles of inequality. Therefore, this study seeks to investigate the extent to which stakeholders in Malindi are aware of Agenda 2063 and its implications for gender development.

### Objectives of the Study

1. To determine the level of awareness regarding Agenda 2063 and its gender-related goals among different demographics in Malindi.
2. To identify barriers that hinder effective communication and understanding of Agenda 2063 in the context of gender development.
3. To assess how awareness influences gender development initiatives and participation among women in Malindi.

## LITERATURE REVIEW

Agenda 2063 envisions an Africa with full gender parity, where women occupy at least 45% of elected public offices and managerial positions. It aims to eliminate all forms of gender-based violence and discrimination, ensuring women fully enjoy their human rights. The

AU recognizes gender equality as a fundamental human right and an integral part of regional integration, economic growth, and social development. The AU's strategy for Gender Equality and Women's Empowerment (GEWE) focuses on key pillars such as women's economic empowerment, social justice, leadership and governance, and women, peace, and security. Several initiatives and frameworks, including the Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW) and the Sustainable Development Goals (SDGs), complement Agenda 2063 in promoting gender equality.

### **THEORETICAL FRAMEWORK**

This study is anchored on Gender and Development Theory, which emphasizes the importance of integrating gender perspectives into development policies and programs. This theory posits that development efforts are more effective and sustainable when they address the specific needs and challenges faced by women, ensuring their full participation and benefit in the development process.

### **RESEARCH DESIGN AND METHODOLOGY**

The study employed a descriptive research design. The target population comprised community members, local authorities, and civil society organizations actively engaged in gender-related initiatives in Malindi. Data collection involved structured questionnaires distributed among 250 respondents, selected through stratified sampling. Statistical analysis was conducted using SPSS for quantitative data, focusing on descriptive statistics and inferential tests to assess awareness levels. The analysis involved both descriptive statistics and inferential statistics.

### **FINDINGS AND DISCUSSION**

Findings indicated a moderate awareness level of Agenda 2063 on gender development in Malindi, with 45% of respondents expressing familiarity with its objectives and principles. More analysis revealed that awareness levels varied significantly across different demographic groups. Respondents with higher education and younger respondents were aware of Agenda 2063. The respondents engaged with local authorities or civil society organizations showed higher levels of awareness and understanding of the gender-focused initiatives under Agenda 2063. However, significant gaps existed in understanding specific strategies and implementation mechanisms.

### **CONCLUSION AND RECOMMENDATIONS**

In conclusion, the study recommends that advocacy and capacity-building be undertaken at the local level to advance gender development goals in Malindi. To respond to the identified gaps relating to awareness and implementation, it is recommended that education programmes be improved for the awareness of Agenda 2063 and its related objectives to be realised. Community outreach should be strengthened to ensure transmission of information to all entities of the population. Partnerships between the local administration of the County and the National Government, civil society organizations within Malindi, should be enhanced to facilitate the ease of information movement and the implementation of gender development strategies. These efforts are critical in realizing the Agenda 2063 vision of inclusive development and gender equality in Kenya. It is possible

to align local plans with the objectives of Agenda 2063 and ensure all regions are part of the development process, for the benefits to be felt at the grassroots level.

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