PIER-K
PROMOTING INCLUSIVE ELECTORAL REFORMS IN KENYA

Call for Concepts

Background and Rationale

Kenya's democracy stands at an important juncture as the country prepares for the 2027 elections. Despite progress since the 2010 Constitution, key gaps remain: unimplemented electoral reforms (campaign finance regulation, two-thirds gender rule, representation of special interest groups, etc), mistrust in electoral institutions, high election costs, voter apathy among youth, and exclusion of marginalized groups.

Young people make up nearly 40% of voters yet remain underrepresented in political processes. Many lack trust in electoral institutions and often consume political content through digital platforms such as TikTok, Instagram, YouTube, podcasts, and X (formerly Twitter). Addressing this disconnect requires relatable, creative, and fact-based content that demystifies reforms while amplifying diverse youth voices.

At NIMD, we believe young people are central to building inclusive and sustainable democracies, both now and in the future. We are therefore seeking to collaborate with Kenyan youth to co-design and deliver innovative and relatable digital content that informs, educates, inspires, and entertains. The aim is to strengthen young people's agency and encourage their meaningful participation in democratic life, governance, politics, and elections through the inclusive electoral reform agenda.

Through this initiative, we aim to produce engaging content across digital platforms such as TikTok, YouTube, Instagram, podcasts, and X. The content should speak the language of youth, reflect their realities, and encourage open and constructive conversations about the state of democracy and governance in Kenya.

Overall Goal

To increase youth and marginalized groups' awareness, participation, and agency in Kenya's electoral reform process through creative, engaging, and inclusive digital content.

Scope of Work

We invite concept ideas from individual creatives, content creators, youth collectives, and local agencies. We are looking for ideas that: -

- Translate complex electoral reform issues into relatable digital narratives for youth.
- Shares impartial information on political processes, rights, and responsibilities in a clear, simple, and relatable way.

- Use creativity- whether through short reels, skits, music, memes, animation, political satire, art, or podcasts.
- Educate, impartially inform, inspire, and entertain through storytelling, visuals, or relatable characters.
- Encourage dialogue, peer-to-peer learning, and youth-led conversations across platforms.
- Can easily plug into existing youth platforms, conversations, or communities to maximize reach and relevance.

Examples of Deliverables

- Short video series (TikTok/YouTube) blending humor, drama, or music to explore civic themes.
- Podcasts, Instagram Live sessions, or X-Spaces featuring young voices, activists, artists, influencers, or everyday changemakers.
- Infographics, reels, memes, or animated explainers for quick and engaging digital sharing.
- Campaign ideas that connect civic participation to youth culture—sports, music, fashion, or gaming.
- Concepts that integrate with existing youth-driven platforms, shows, or online communities.

Eligibility

- Open to Kenyan creatives, influencers, digital storytellers, and creative agencies with experience producing high-quality content.
- Submissions may be individual or collaborative (e.g., youth collectives or registered agencies).

Selection Criteria

Submissions will be reviewed against the following considerations:

- **Creativity and innovation**: Originality of the idea and ability to capture attention.
- **Relevance**: How well the content connects with youth experiences, culture, and democratic participation.
- **Engagement potential**: Likelihood of sparking conversations, dialogue, and peer-to-peer learning.
- **Feasibility and quality**: Practicality of the proposal, clarity of the plan, and demonstrated capacity to deliver.
- **Inclusivity and diversity**: Ability to reflect a broad spectrum of youth voices and perspectives.
- **Value for money**: Cost-effectiveness of the proposed budget in relation to the expected impact.

Measurement of success

Success will be measured through both digital analytics and qualitative impact:

- Reach & Engagement: Number of views, shares, comments, impressions across platforms.
- Diversity of Voices: Representation of women, youth, PWDs, and minorities in content produced.

- Perception Change: Pre/post short polls with youth audiences on awareness of key reforms

Intellectual Property (IP) Rights
Final IP and usage rights for commissioned content will be negotiated and outlined in the grant/contract agreement. Applicants must ensure that their submissions are fully original and free of third-party claims.

Submission Requirements
- A short concept note (maximum 3 pages) outlining the idea, content format(s), target audience, engagement strategy, and distribution plan.
- An indicative budget designed for a campaign period of approximately 3 months, with clear budget lines for production and roll-out.
- A portfolio or samples of previous work.

Deadline: Friday, 17 October 2025
Submission Email: infokenya@nimd.org

Please note: Due to the high number of concepts expected, only shortlisted applicants will be invited to present their ideas.