<table>
<thead>
<tr>
<th>CONTENTS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>I. EXECUTIVE SUMMARY</td>
<td>02</td>
</tr>
<tr>
<td>II. INTRODUCTION</td>
<td>03</td>
</tr>
<tr>
<td>III. MKENYA DAIMA STEERING TEAM</td>
<td>04</td>
</tr>
<tr>
<td>IV. MKENYA DAIMA PARTNERS</td>
<td>06</td>
</tr>
<tr>
<td>V. CONTRIBUTORS</td>
<td>06</td>
</tr>
<tr>
<td>VI. ACTIVITIES UNDERTAKEN SINCE LAUNCH</td>
<td>07</td>
</tr>
<tr>
<td>PHASE I</td>
<td>07</td>
</tr>
<tr>
<td>PHASE II</td>
<td>12</td>
</tr>
<tr>
<td>PHASE III</td>
<td>16</td>
</tr>
<tr>
<td>VII. EXPERIENCES &amp; FINDINGS DURING MKENYA DAIMA CAMPAIGN PERIOD</td>
<td>22</td>
</tr>
<tr>
<td>VIII. CONCLUSION</td>
<td>23</td>
</tr>
</tbody>
</table>
During every election year, Kenya experiences a certain level of political instability which causes disruption in social and economic life. Point in case is the horrendous Post-Election Violence (PEV) experienced in December 2007 and early 2008 which resulted in damage of property, injury and loss of life. Statistics show that this political instability cost 1,133 lives, over 600,000 internally displaced persons and billions of shillings lost in damaged property.

Following the 2007/8 post election violence, business leaders under KEPSA’s umbrella proactively engaged themselves in solving issues around the disputed General Election. This was through mobilizing the private sector and, in consultations with other stakeholders, mounted a spirited campaign towards finding a solution to the crisis. In addition to dialoguing with the main political leaders, pressure was also exerted through paid adverts in the media. This effort therefore contributed to the National Accord.

Evidence suggests that civil unrest has considerable cost and losses to businesses by impacting on the purchasing power of citizens. This in turn erodes economic activities affecting the cohesion of communities at a national level. It's against this background that the Kenyan business community, in collaboration with other stakeholders, formulated the 'My Kenya' initiative to ensure that this disruption does not recur, that the electoral process is peaceful, and equips citizens with information and knowledge to elect leaders of integrity.

The My-Kenya campaign had an average of 200 peace initiatives all over the country and ran for 15 months in 4 phases:

**Phase I:** Mwenye-nchi sio Mwananchi- citizenship awareness and commitment to peaceful elections.....MY KENYA IS (March-June 2012)

**Phase II:** Celebrating Kenya and handling the negatives that divide us as Kenyans...MY KENYA IS NOT- (July-November 2012)

**Phase III:** Rights with Responsibilities...Our rights call for our responsibility and each Kenyan is responsible for Kenya. MY KENYA WILL BE (November – March 2013)

**Phase IV:** Conflict Mitigation... (March-May 2013). This phase ran concurrently with phase III.
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The ‘My Kenya’ Campaign dubbed ‘Mkenya Daima’ was launched on 30th of January 2012 at the Serena Hotel (a significant location as this is where the peace accord was signed in 2008). Its primary purpose was to inspire peaceful elections and a peaceful transition.

The ultimate aim of Mkenya Daima campaign was to contribute to building a foundation for a better Kenya in line with the New Constitution and our aspirations as a nation. A Kenya with leaders of integrity who will work to improve the quality of life enjoyed by ordinary citizens everywhere in the country; a Kenya that has responsible and actively engaged citizens who will themselves rise up to the challenge of improving their own lives as well as hold leaders and institutions to account and a Kenya that provides a conducive environment for business and for every stakeholder and citizen to realize their highest aspirations.

The campaign aimed to end the vicious political cycle that had sadly become part of Kenya’s electoral landscape. In the 2007/8 hot spots areas, agricultural activities (The leading sector per GDP) were hugely impacted threatening food security and rural livelihoods. It was no longer a “wait and see” after the experiences of 2008 and most of the last few elections that led to loss of life and property. The frequent investment “stop-starts” after every political disruption always results in loss of development momentum; business contraction, postponed investments, wasted resources and above all loss of national esteem and diminished international standing.

The business community remained engaged in the reform agenda in a more deliberate manner and sought partnerships with other like-minded stakeholders. Agenda 4, which was the back bone of the National Accord signed by the two principles after the Post-Election Violence (PEV), continued to receive great input from the private sector with constant reviews with the two principles, government as a whole, the Panel of Eminent African Personalities and other stakeholders.

II. INTRODUCTION

Mr. Vimal Shah, Chair of Mkenya Daima Campaign and Abbas Gullet Secretary General of Kenya Red Cross during the Chagua Amani peace campaign held on 28th February at Uhuru Park

KEPSA staff celebrate Mkenya Daima day that is held on the 4th day of every month
III. MKENYA DAIMA STEERING TEAM

Vimal Shah  
KEPSA Vice Chair | Chair of Mkenya Daima Campaign

Polycarp Igathe  
CEO-Vivo Energy | Chair of Mkenya Daima Operations Team

Mugo Kibati  
Director General | Vision 2030

Martin Oduor-Otieno  
Outgoing CEO-Kenya Commercial Bank  
Chair of Mkenya Daima Fundraising Team

Carole Kariuki  
CEO | KEPSA

Caesar Mwangi  
CEO-Sasini Ltd

Lucy Karume  
Chair | Kenya Tourism Federation (KTF)

Ken Njiru  
Ungwana Initiative

Oscar Muriu  
Senior Pastor | Nairobi Chapel

Bob Collymore  
CEO | Safaricom

Morris Odhiambo  
President | National Civil Society Congress
III. MKENYA DAIMA STEERING TEAM

Paul Wanyagah
CEO | Media Max

Munene Nyaga
Presenter | Easy FM-Nation Media Group

Muhia Karianjahi
Tanari Trust | KEPSA Youth Sector board-member

Betty Maina
CEO | Kenya Association of Manufacturers

Josphat Mwaura
CEO & Senior Partner | KPMG

Linus Gitahi
CEO | Nation Media Group

Japh Olende
MD | AIG Kenya

James Wambugu
MD | UAP Insurance

Bharat Thakrar
CEO | Scangroup

Hassan Kulundu
Member | Editors Guild

Patrick Obath
KEPSA Chair
The campaign received support from KEPSA members, Development Partners, Civil Society, Religious Groups, media fraternity, Kenya University Student's Organisation (KUSO) among others. The contribution was done through both cash and in kind. Cash contributions totaled Kshs 60,077,002.

Some of the corporate members that gave their contributions included; Safaricom, Bidco Oil Limited, Kenya Commercial Bank (KCB), Mabati Rolling Mills (MRM), AAR, Apec Consortium Ltd, Avenue Healthcare Ltd, Bahari Forwarders, Bio Gas Power Holdings Ltd, Cheli and Peacock, Elgon Kenya Ltd, Kalu Works, Kenya Bus Services, and Sasini (Sameer Group). Danida, Oxfam and International Rescue Committee also gave their cash contributions.

VI. ACTIVITIES UNDERTAKEN SINCE THE LAUNCH

PHASE I

1. Launch of Mkenya Daima Campaign

The steering team launched the campaign on January 30th, 2012 at Serena Hotel with approximately 200 people in attendance.

2. Closed door meetings as part of phase I of the campaign

The following meetings were held:

Meeting with the donors/development partners - October 27, 2011 to sensitize them on the campaign and see how Mkenya Daima could work with them to avoid a repeat of the 2007/08 PEV.

Meeting with the media anchors/presenters - October 25, 2011 to sensitize on role of media and peaceful elections as well as Mkenya Daima.

Meeting with the Media Owners Association (MOA) - March 26, 2012 to get the Media Owners to officially commit to give value for value for the Mkenya Daima ads that ran on media.
Meeting with the Inter religious council - November 21, 2011 and the Inter religious group committed to preach peace in their respective places of worship.

Civil Society breakfast meeting - March 15, 2012 where members were urged to own their destiny by maintaining peace before, during and after the recently held general elections.

Political Parties Closed Meeting - May 28, 2012 at the K.I.C.C. The meeting sought to sensitize the Political Party aspirants on peaceful elections and this was well embraced.

Mr. John Githongo of Inuka Trust and Mrs. Rukia Subow the National Chairman of Maendeleo Ya Wanawake share a light moment during the Civil Society breakfast meeting held on 15th March 2012.
Meeting with the Parliamentarians and top level Government and Judiciary leaders and other Institutions - June 8 and 9, 2012 in Mombasa in partnership with Ministry of Justice, National Cohesion and Constitutional Affairs (MOJNCA) on peaceful elections and role Mkenya Daima played. The aim of this forum was to get the Members of Parliament (MPs) to commit to preach peace even as they went ahead with their political campaigns and this was evidenced by signing the National Cohesion and Integration Commission (NCIC) peace charter.

Meeting with the Chief Justice - This took place on 28th June 2012 at the Intercontinental Hotel. As a sign of his personal commitment to the campaign, the Chief Justice and his team signed the Kenya Kwanza Campaign (NCIC) Peace Charter. The Chief Justice also mentioned the initiatives that his office undertook before the elections towards a total judicial transformation. This was through the recently launched Judiciary Transformational Framework and the establishment of the Judiciary Working Committee on election preparedness.
3. Grass root / community forums:

These forums took place in Nairobi on 28th and 29th April 2012 in Langata, Kariobangi, Korogocho, Huruma, Kibera and Eastleigh. The aim of these forums was to emphasis the Mkenya Daima messages and the need for peace in the past elections and the target was to also focus on areas that were hot spots for violence in the past.

Engagement with the Evangelical Pastors of Kibera: This took place on 15th May 2012 at Christ the King, Laini Saba.

Engagement with Bunge la Mwananchi: This was held on 6th May 2012 at Jevanjee gardens.

4. Media roll out:

This was also part of phase I of the campaign where the Mkenya Daima ads were rolled out on April 17, 2012 in all the media houses through print (newspapers/ billboards), TV, radio and social media. The aim of these advertisements was to introduce Mkenya Daima Campaign to Kenyans as well as inform them what it was all about.

5. Flashmob activations:

This also took place on 17th April 2012 at Tom Mboya Street-Next to the Statue and Aga Khan Walk opposite Uchumi Supermarket. The objective was to promote peace and encourage the public that life still continues after elections as well as edify Kenyans what Mkenya Daima is all about.

6. Sports activities:

This was also an activity undertaken as part of the phase I of the campaign. Mkenya Daima took part in the Kenya vs. Malawi World Cup pre-qualifier match that was held on 2nd June 2012 at the Moi International Sports Centre where the campaigns ads ran on the screens during half time. The campaigns theme song “Tushangilie Kenya” was also played before and after the match.

6. Roadshow activities:

These took place from April to August 2012. Mkenya Daima had two caravans donated by Mabati Rolling Mills (MRM) that toured the North Rift region, Western, Nyanza, Central and Eastern regions to preach peace messages. These were also part of the phase I of the campaign.
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PHASE II

1. Launch of Phase II/ Press conference:

This was held on 4th July 2012 at Serena Hotel to launch phase II activities and the campaign’s theme song “Tushangilie Kenya” where Mwalimu Wesonga (the composer) and his choir performed to the audience.

2. Closed door meetings that were part of the phase II of the campaign

National Women’s peace forum: This was held on 5th July 2012 where Mkenya Daima mobilized women from all the 47 counties to get them to be peace ambassadors back in their communities since women and children were the most affected in the previous election in 2007/08.

A peace pledge dubbed, ‘Mkenya Daima……Sauti ya Mama’ was signed by the women as a sign of their commitment to peaceful elections and was later presented to the former President, H.E Mwai Kibaki during the Presidential Private Sector Working Forum (PPSWF) in July 2012 as his commitment to the campaign.

Meeting with the youth representatives: This was held on 8th August 2012 where the youth agreed to be peace ambassadors and also promote Mkenya Daima through their various platforms.

Meeting with the Kenya University Student Organization (KUSO): This took place on 11th July 2012. The university student leaders agreed to promote the campaign’s theme song through their campus radio stations. They also agreed to mobilize other students to sing the National Anthem on the 4th day of every month, which was one of the Mkenya Daima activities.
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3. KEPSA - Kenya Youth Empowerment Project (KYEP) cycle 2 orientation program:

Mkenya Daima participated in the KEPSA - KYEP internship orientation program that was held at the Kabete Technical Training Institute on 31st July and 2nd August 2012 in Mombasa, Bandari College. This is a project that provides the selected youth with an opportunity to acquire relevant work experience and skills, through a private sector internship and training program.

4. Mkenya Daima Day:

This was an activity undertaken in all the phases and it included singing of the National Anthem on the 4th day of every month at 5 minutes to 1pm across the country until the elections day 4th March 2013. Corporates, University students, faith based organizations, civil society and Kenyans as a whole all took part in this activity because the National Anthem was a National prayer for peaceful elections in our country and also a sign of patriotism.
5. County forums:

These were activities under phase II and they took place from 13th – 18th August 2012 in all the 47 counties. These forums were held in partnership with the Ministry of Justice, National and Constitutional Affairs. Justification for Peace before, during and after the elections and the role of the Private Sector in peaceful elections, were some of the key things that were addressed during the forums.

6. I Am Kenyan team peace march:

The “I Am Kenyan team”, one of the Mkenya Daima’s partners, held a public city march on peace on 11th August 2012 from Uhuru Park to Kenyatta International Conference Centre (KICC). The project was a Kenyan youth led awareness campaign that used photography as a unique platform to advocate for individual responsibility for peace.

7. National conference on peaceful elections/ Launch of the National Peace Education Torch:

This was held on 27th & 28th August 2012 at the Bomas of Kenya and was officially launched by the former President, H.E. Mwai Kibaki. This was the climax of the county forums that had been organized by Mkenya Daima and the Ministry of Justice.

8. 9th UAP Ndakaini marathon:

This was held on 15th September 2012 where Mkenya Daima was given a platform to participate in the event.

9. Nairobi International Trade Fair:

Mkenya Daima campaign took part in the Nairobi International Trade Fair that was held at the Jamhuri Park Showground from 1st -7th October 2012.

10. Golf activities:

Mkenya Daima, through UAP Insurance, sensitized Golf Clubs countrywide to carry the peace messages during their tournaments.
11. Mkenya Daima Schools Art Exhibition:
Mkenya Daima partnered with the Insyder (a schools magazine) team to activate a schools art exhibition dubbed 'My Kenya is Not...' for the promotion of peace in the just held general elections. The students got to draw and paint images of their own choice representing what they thought “Kenya is not/should not be”. This included participation of 6 schools within Nairobi.

12. Talk shows/media interviews:
Some members from the Mkenya Daima Steering Team represented Mkenya Daima in the TV/radio interviews to discuss and talk about the campaign and other issues that revolved around peaceful elections in Kenya.

13. Mkenya Daima participation at the Olympics:
The campaign's theme song 'Tushangilie Kenya' was played at the Kenya House during the 2012 Olympics to celebrate the Kenyan athletes.

14. Kenya Diaspora Conference:
This was held in October 2012 in the U.S where KEPSA Chairman, Eng. Patrick Obath, gave a presentation on Mkenya Daima and also appealed for contribution.
PHASE III

1. Op-Ed articles and media:

In a bid to advocate for peaceful elections, Mkenya Daima participated in various Op/Ed articles that appeared in the newspapers and magazines. This initiative was in a bid to strengthen the message through written articles which evidence suggested that they were more effective than the talk shows. Other stakeholders also wrote articles on the effectiveness of the campaign.

2. Uasin Gishu ‘Yes Youth Can’ training on Mkenya Daima:

This was held on 9th and 10th October in Eldoret and the youth implemented the activities that helped prevent election violence in their constituencies.

3. Kenya University Students Organization (KUSO) peace caravan:

KUSO; which was one of the Mkenya Daima partners, held a peace caravan at the Kibera grounds next to the DC's office on 18th November 2012. The aim of the event was to engage the people of Kibera and sensitize them on the need to maintain peace as in the recently held elections. There was also a free medical camp by Avenue Healthcare who donated their ambulances and first aid services to Mkenya Daima as their contribution.

4. Kisii, Nyamira, Kericho Engagements:

Mkenya Daima took part in the Kisii, Nyamira and Kericho engagements during an Independent Electoral and Boundaries Commission (IEBC) forum with the Political Parties Liaison Committees on peaceful elections. This was a three day event that took place from 26th -28th Nov 2012.
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5. Linda Amani concert:
This was held on 12th December 2012 at the August 7th Memorial Park in Nairobi. The concert marked the climax of a series of events and activities towards peace-building that took place across the country over 3 months. Mkenya Daima was well represented in the activities and concert as well.

6. Launch of peace anthem by Kenya Youth for peace:
This took place on 23rd November 2012 at the Catholic University of Eastern Africa. This is an initiative that brought together University students and empowered them to be peace ambassadors as the country prepared for the general elections that were held on 4th March 2013. The team also worked in collaboration with “Mkenya Daima” in a number of trainings that involved the young people.

7. Nyanza Civil Society Peace forum:
This took place on 25th January 2013 at Ukweli Pastoral Center in Kisumu. The aim of the forum was to mitigate the tensions and violence that had already spurred after the nomination primaries.

8. Civil society electoral preparedness forum:
The forum was held on 28th January 2013 at Ufungamano house. The aim of the meeting was to take stock of the electoral process and come up with recommendations on possible actions.

9. Truth Justice & Reconciliation (TJRC) Forum:
This was held on 1st February 2013 at the Kilifi County. The aim of the forum was to analyze the peace status in Kilifi. This also took place in Kwale and Mombasa.
10. Forum by Media & Civil Society on the prevention of election related violence in Kenya:

This was held on 11th February 2013 and it was organized by the Nairobi Peace Initiative – Africa (NPI-Africa), a peace building civil society organization, in collaboration with the Global Partnership for the Prevention of Armed Conflict (GPPAC), a global multi-stakeholder network comprising civil society organizations, governments, regional organizations and the United Nations.

11. Wakenya Peace Walk:

This took place on 23rd February 2013. It's a peace Initiative that had been organized for all the initiatives that dealt with peace in Kenya.

12. Nairobi Chapel Sermon Series:

Nairobi chapel held a sermon series titled 'prepping for elections' from 10th Feb -3rd March 2013. The aim of these sermons was to help congregants understand the new posts under new constitution and their functions; expose the uniqueness of the just held elections under the new constitution; and the major things that one needed to know to participate fully.

13. Speaker’s Round Table (SPRT):

This forum was hosted jointly by KEPSA and Parliament at Leisure Lodge Resort in Diani, Mombasa on 17th December 2012 where Mkenya Daima was also well represented. The theme of the forum was “The Nation and Election preparedness; the role of public and private leadership”.

14. Media ads:

These were rolled out on 4th Feb and were aired all through the presidential debates.

15. Presidential debates:

This was an activity under phase III of the campaign and it was run by the media and Mkenya Daima was an associate. First debate took place on 11th Feb while the second one took place on 25th February 2013. KEPSA’s National Business Agenda (NBA) that addresses the business agenda also ran as ad during the debates.

16. County debates:

A KEPSA member, Kenya Association of Manufacturers (KAM), hosted the county gubernatorial debates which contributed to Phase 3 of “Mkenya Daima” strategy on “Rights come with responsibilities” and focused on vision 2030 sectors.

17. Kenya Association of Manufacturers (KAM) ads (support to Mkenya Daima):

KAM ran an ad on 11th February 2013 in four papers on issues of concern to businesses. These issues were extracted from the KAM Industrial Business Agenda and the KEPSA National Business Agenda.

18. Mkenya Daima’s participation on Valentine’s day:

The Kenya Flower Council (KFC), a KEPSA member, displayed the “Mkenya Daima” peace messages at the flower booths and also gave out Mkenya Daima” stickers during valentine’s day.
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19. The Medical Students Association of Kenya (MSAK)
also emphasized on the message of peace on Valentine's Day during their event on 'My Kenya, My Valentine' that was held at the Kenyatta Hospital.

19. EU HoMs Meeting with Civil Society, Private Sector, Youth Organizations and Faith Based Organizations:
on 14th February 2013, the EU Delegation hosted an informal EU Heads of Mission meeting with the Civil Society, Mkenya Daima, Faith based and Youth organisations at the EU Delegation in Upper Hill. The meeting served as an opportunity to have an exchange of views on how to support each other and to have transparent, credible and peaceful elections.

20. Engagement with the business, Government and development leaders on election preparedness:
this forum was held on February 15, 2013 in Nairobi and the aim was to identify the elections progress in relation to investments, security and how best the private sector can partner with the development counterparts to support the Governments initiatives.

21. Tuko Rada peace concert:
This took place on 16th February 2013 at the Kenyatta International Conference Centre (K.I.C.C) grounds and was organized by Amani Kenya 2030 one of the Mkenya Daima partners. The aim of the concert was to preach peace messages to the youth through performances from the musicians such as; Juliani, Nameless, Wahu, Mercy Wairegi, among others.

22. NCCK pledge to preach peace:
The National Council of Churches of Kenya (NCCK) pledged to be active and committed players in the just held elections. In a statement issued on 13th February 2012, they urged all Kenyans to do all they can for the country to achieve peace before, during and after the elections. The full statement issued by the NCCK elders is available on the link below:

23. Mkenya Daima grassroots activation:
The campaign participated in several activities among them include: Moving the goal post match which took place on 24th February 2013 at Lugawe primary school in Kilifi. The aim of this inter-ethnic football matches was to enhance peaceful co-existence among the community; a parliamentary candidates debate of Kibra society was held on 26th February 2013 at the AIC Church hall in Kibra (Olympic). This forum gave candidates an avenue to share their development agenda and also reaffirm their commitment to peaceful election since Kibra was adversely affected during 2008 PEV.
24. 5th anniversary to mark the signing of the National Peace Accord:
This was held on 28th February 2013 and included singing of the National Anthem across the country at 1 pm to mark the 5th anniversary of the signing of the Peace Accord.

25. Research Triangle Africa
A KEPSA member, also supported the Mkenya Daima Campaign’s efforts. This was through taking the peace messages to the people in the informal settlements in Nairobi. On 16th February 2013; Research Triangle also participated in a Street Soccer for Peace and Youth Crime Prevention Tournament that was held at Huruma Grounds. “One of the highlights from this process has been encountering a group of 100 reformed youths (boys and girls) who are determined to move from Crime to Alternative source of livelihood”. Said Mr. Agevi, Research Triangle CEO. These activities were implemented in partnership with: the office of the Provincial Commissioner; City Council; Kenya Focal Point on Small arms and Light weapons; and Safer Nairobi Initiative under the auspices of Nairobi Peaceful Elections Forum.

26. Mkenya Daima/ Radio Africa partnership:
Mkenya Daima partnered with Radio Africa just before the March 4th elections to have produced audio recordings from some of the business leaders on why Kenyans need to vote. These messages were voiced through their four radio stations.

27. KEPSA/ Mkenya Daima press conference:
This was held on 6th March 2013 where KEPSA and Mkenya Daima members came together to urge businesses to go back to normalcy as the country awaited the announcement of the electoral results.

28. Mkenya Daima press conference:
On 26th March 2013, Mkenya Daima steering committee called on all the political leaders to urge their supporters to maintain peace and focus on building the nation as the country awaited the Supreme Court’s ruling.
Mkenya Daima can proudly say that it was able to achieve its main objective, which was to inspire peace and by elections. All political leaders, community leaders, institutional leaders and the public as a whole talked about peace and peaceful elections and that did prevail in the whole process of elections that took about a month to be completed. The messages for the different phases continued to inspire Kenyans on peaceful co-existence, freed with responsibility and a focus on Vision 2030 as the campaigns goal. Not only did the campaign meet its goal, but there have been many unintended positive consequences as a result of the campaign. The private sector proved that business thrives in a stable political environment and are willing to join other sectors to ensure that the business environment is not affected.

VIII. CONCLUSION

Most elections in Kenya were characterized by violence that was provoked by incitements that caused hatred. The scenario was much worse during the 2007/08 elections which led to loss of life and property. Kenyans decided to change the “wait and see” attitude by being proactive and aggressive in preventing activities that would provoke violence, hatred or incitement during the electioneering period.

Different stakeholders i.e. the Civil Society Organizations, religious groups, the business community, media fraternity, local musicians, youths and the university students all came together under one banner to address the same cause which was to push for the peace agenda.

The campaign gained support from the politicians who, as they hunted for votes, appealed to their supporters to maintain peace and vote wisely on the day of the elections.

The media proved to be a powerful tool in conveying the peace messages as the outreach was far and wide.

Patriotism was portrayed through the National Anthem that acted as a national prayer for the country.

Kenyans embraced the fact that they own the country ‘My Kenya’ hence their responsibility to take care of it ‘I shall not destroy it’.

Kenyans volunteered to be peace ambassadors.

The first ever Presidential debates brought together the presidential candidates on one platform to address and debate on issue based topics. This showed the spirit of oneness despite their political differences.

The private sector proved that business thrives in a stable political environment and was open to joining other sectors to ensure that the business environment was not affected.
Mkenya Daima can proudly say that it was able to achieve its main objective, which was to inspire peace and by elections. All political leaders, community leaders, institutional leaders and the public as a whole talked about peace and peaceful elections and that did prevail in the whole process of elections that took about a month to be completed. The messages for the different phases continued to inspire Kenyans on peaceful co-existence, freed with responsibility and a focus on Vision 2030 as the campaigns goal. Not only did the campaign meet its goal, but there have been many unintended positive consequences as a result of the campaign. The private sector proved that business thrives in a stable political environment and are willing to join other sectors to ensure that the business environment is not affected.
This report is a result of the contributions and support from various stakeholders, whose admirable commitment to ensuring peace prevails in the country during and after the 2013 election period is an inspiration to us all. The Mkenya Daima Campaign experiences serve as a guide from which other countries can draw lessons.

The Kenya Private Sector Alliance (KEPSA) wishes to acknowledge the expertise, dedication and invaluable support of all those that made the campaign a success.

We would like to express our special gratitude to our members both the Corporate and Business Membership Organizations (BMO), our development partners, Civil Society Organizations, Faith Based Organizations and the wider Kenyan public for their kind contributions and donations towards the campaign.

A special tribute also to the Government of Kenya for its immense support and facilitation of a conducive environment for the project.

We especially thank the Mkenya Daima steering team, KEPSA members and partners for the crucial role and tireless dedication in making the campaign a success. A full list of their names is included on page

Last but not least, our appreciation goes to the Mkenya Daima and KEPSA secretariat who played an important facilitatory role in the management and execution of the campaign.

God bless you all, and may the words of our national anthem ring true;

\begin{quote}
Oh God of all creation, bless this our land and nation  
Justice be our shield and defender  
May we dwell in unity  
Peace and liberty  
Plenty be found within our borders
\end{quote}
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