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Dear Carolynne Nekesa (MINET),

Subject: Provision of Consultancy Services for the National PR & Public Awareness Campaign for the Human-Wildlife Conflict Management System (HWCMS)

Sohubox Strategies is honored to submit our comprehensive technical proposal to support the State Department for Wildlife's ambitious three-year National PR and Public Awareness Campaign for the Human-Wildlife Conflict Management System (HWCMS).

Our approach recognizes that successful technology deployment alone cannot solve the critical challenges communities face amid human-wildlife conflict. At the heart of our proposal is building *trust* and delivering *clear, practical guidance* – answering the fundamental question every affected citizen asks: "What do I do next?"

Key Highlights of Our Proposal:

- **ELEWA HATUA Campaign Platform:** A unifying, memorable five-step communication framework ("Prevent," "Stay Safe," "Report," "Follow Up," "Live Together") articulated in Kiswahili to simplify complex government processes into actionable, easily recalled steps accessible in all 47 counties.
- **Integrated Behavioral Framework:** Systematic progression through Awareness, Understanding, Trust, and Action addresses seven core communication challenges—including trauma sensitivity, language diversity, misinformation control, and conservation tensions—using diverse mass media, vernacular radio, digital platforms, and trusted local forums.
- **Adaptive Audience Architecture:** Strategically segmented messaging targets affected communities, field facilitators, narrative shapers, and institutional anchors with customized channels and content, ensuring relevance and reinforcing civic engagement.
- **Creative Identity & Messaging:** Careful framing replaces compensation expectation with transparent *Follow Up* processes, supported by culturally resonant visual and sonic assets including radio dramas, animated videos, and

physical demonstrations to embed the campaign deeply in community consciousness.

- **Seasonally Timed Media Bursts & Ground Activation:** High-impact ATL campaigns coincide with critical conflict seasons, reinforced by a standardized 90-minute trauma-informed Baraza engagement model and a 24/7 rapid-response governance loop to maintain trust and counter rumors instantly.
- **Proven Capacity:** We bring demonstrated expertise from 10 landmark African conservation and development initiatives with global institutions like WWF International, TRAFFIC, African Wildlife Foundation, and Conservation International. These case studies underscore our ability to unify fragmented audiences, embed technology in social trust, and manage high-stakes crisis communications.
- **Robust Implementation & Measurement:** A disciplined Year One rollout plan with extensive pre-testing, transcreation, and leader training; a three-year strategic evolution toward community ownership; and a rigorous evaluation framework ensuring continuous optimization and impact transparency.

Our dedicated multidisciplinary team is structured to guarantee cohesion, rapid response, and strict compliance with government branding and ethical standards throughout the campaign lifecycle.

We are confident that Sohobox Strategies' holistic methodology, rooted in culturally sensitive, evidence-driven, and community-focused engagement, will dramatically increase public trust in HWCMS and promote safer coexistence between humans and wildlife across Kenya.

We look forward to the opportunity to partner with the State Department for Wildlife in transforming human-wildlife conflict management from a source of anxiety into a shared journey of understanding and peaceful coexistence.

Yours sincerely,



David Maingi
CEO & Principal Partner

Cc. Pula Advisors and AB-entheos

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1.0 Executive Summary: Moving from Technology to Trust

The State Department for Wildlife's brief for a three-year National PR and Public Awareness Campaign for the Human-Wildlife Conflict Management System (HWCMS) outlines a vital truth: successful technology deployment alone cannot deliver public value. A database does not heal a community's trauma or restore a ruined harvest. When a farmer in Taita Taveta finds their crops flattened overnight, or a pastoralist in Laikipia loses livestock to predators, they do not ask if the system's software architecture is stable. They ask one fundamental, human question: **"What do I do next?"**.

Sohubox Strategies approaches this assignment not as a traditional advertising agency focused on superficial publicity, but as a specialized **Social and Human Engagement Consultancy**. Our core methodology treats communication as a structural bridge that embeds complex public sector technology within deep human trust. Left unmanaged, the gap between intricate technical frameworks and localized community realities breeds public suspicion, creates vulnerability to fraud, and fuels retaliatory wildlife killings.

Our strategic answer is **ELEWA HATUA** (Know the Steps), a unified national campaign platform conceived in Kiswahili and built around the master line *"Tuishi Pamoja. Tujue Hatua."* (Let us live together. Let us know the steps.). This platform translates the complex, multi-stage administrative journey into five simple, sequential actions that any Kenyan can recall under stress, count on one hand, and act upon: **Zuia** (Prevent), **Jilinde** (Stay Safe), **Ripoti** (Report), **Fuatilia** (Follow Up), and **Tuishi Pamoja** (Live Together).

The primary creative visual—a human footprint and a wildlife footprint walking the same path—expresses both the practical "next step" and the long-term objective of safe coexistence. By embedding this structure across mass media, vernacular networks, and traditional community leadership forums, Sohubox Strategies will ensure that the Government of Kenya speaks with one authoritative, compassionate, and highly effective voice across all 47 counties.

2.0 The Communication Challenge & Strategic Framework

Drawing on the brief and our history of public sector engagement, we have identified seven interlinked communication challenges that stand between current public perceptions and correct civic action. To systematically overcome these barriers, Sohobox Strategies uses an integrated behavioral framework that moves target audiences through four distinct stages: **Awareness, Understanding, Trust, and Action.**

2.1 Overcoming Communication Barriers Through a Strategic Behavioral Framework

The Communication Challenge	Behavioral Stage	Strategic Communication Task	Lead Channels & Media Assets	Desired Citizen Cognitive Pivot
1. The Information Vacuum: Citizens lack a clear, trusted sequence of actions in the hours following an incident.	Awareness	Make the HWCMS and the five ELEWA HATUA steps universally visible and recognizable in hotspot areas.	National & Vernacular Radio, Television, Launch Events, Hotspot Outdoor Billboards.	<i>"There is an official government system for these incidents, and I know the steps exist."</i>
2. System Complexity: The technical journey spans reporting, verification, and adjudication, making it tough to explain.	Understanding	Deconstruct the five operational steps, reporting codes, verification requirements, and tracking paths.	Vernacular Radio, Chiefs' Barazas, Process Maps, USSD Demos, WhatsApp Guides.	<i>"I understand exactly how to report, what evidence is needed, and how the process works."</i>
3. Expectation Inflation: Unrealistic timelines or promises about compensation can deeply erode public trust.	Trust	Demonstrate process fairness and transparency; actively debunk myths and issue fraud warnings.	PR, Press Features, Trained Spokespeople, KWS Wardens, Local Leaders, Myth-vs-Fact Sheets.	<i>"The process is fair and transparent. I know where to get verified info and how to avoid scams."</i>
4. Deep Historical Mistrust: Rural communities with past delays are	Trust	Reinforce state presence and validate system accountability using official field personnel.	Community Mobilization, Localized Radio Call-ins, Joint	<i>"The government is on the ground, listening, and treating my</i>

highly vulnerable to rumors and local fraud.			Stakeholder Forums.	<i>community with dignity."</i>
5. Trauma and Grief: Overly bureaucratic or upbeat messaging feels tone-deaf and alienates victims.	Understanding & Trust	Acknowledge losses with dignity; provide practical safety guidance with restraint and deep respect.	Trauma-informed Barazas, Non-graphic Explainer Films, Illustrated Guide Characters.	<i>"The state respects my loss and is providing clear, practical support to protect my family."</i>
6. Linguistic & Diversity Barriers: Hotspot communities speak distinct languages and rely on offline forums.	Understanding & Action	Execute native transcreation instead of literal translation to maintain meaning across diverse sub-counties.	Vernacular Radio Dramas, Local-Language Audio Companions, Market Roadshows.	<i>"This campaign speaks directly to my reality, in my own language, through voices I trust."</i>
7. Conservation Tension: Conservation copy can sound as though it values animals above human livelihoods.	Action	Prompt proactive prevention, safety compliance, and restraint to show that coexistence protects humans.	School Coexistence Kits, Community Activation Booths, Wildlife Club Competitions.	<i>"Preventing conflict and protecting our wildlife is a shared responsibility that keeps us safe."</i>

Sohubox Competence Integration: Our approach to this complex ecosystem is grounded in proven field experience. As demonstrated in **7.1**, our ability to maintain a unified voice across highly fragmented, diverse audiences was refined during our massive pan-African mobilization for the WWF International Africa Regional Office. Furthermore, navigating intense localized trauma and potential hostility—as highlighted in **7.4** regarding Conservation International’s predator conflict initiatives—informs our trauma-sensitive, attribute-first presentation of government workflows. We do not lecture communities; we embed technology within existing social contracts.

3.0 Adaptive Audience Architecture

The campaign operates on a single national platform but speaks to multiple distinct stakeholders. To ensure maximum message adoption, Sohobox Strategies segments the priority audiences into functional groups based on their explicit roles in the HWCMS ecosystem.

3.1 Audience Segmentation and Targeted Messaging Matrix

Functional Group	Core Segments Included	Baseline Perceptions & Barriers	Desired Field Behavior	Primary Message Focus	Primary Channels & Touchpoints
Affected Communities	Farmers, Pastoralists, Fisherfolk, Rural Households.	Fear, economic stress, low literacy, susceptibility to fraudulent "claims agents".	Adopt prevention; prioritize safety; report early and cleanly via official channels.	The five ELEWA HATUA steps; reporting is free; reporting is a process, not a payout guarantee.	Vernacular radio, Barazas, Market activations, SMS/WhatsApp alerts, USSD quick-cards.
Field Facilitators	Chiefs, Assistant Chiefs, Village Elders, KWS Wardens.	High workloads; face frustrated claimants daily; often lack current technical process answers.	Serve as empathetic first responders; direct citizens to official lines; flag local rumors.	You are the community's validated guide; here is your operational toolkit to share the steps.	Training-of-Trainers (ToT), Leader toolkits, WhatsApp leader groups, County briefings.
Narrative Shapers	Local Journalists, Editors, Youth Content Creators, Schools.	Incident-driven coverage; reliance on rumors; youth exposed to direct risk on school routes.	Report accurately using verified metrics; adopt safety behaviors; champion coexistence culture.	Accurate facts are readily available; respect victims; stay safe, know the steps, teach families.	Media Hatua Labs, Press kits, Rapid-response desk, Wildlife clubs, School coexistence kits.
Institutional Anchors	County Governments, CWCCCs, Conservation NGOs.	Disconnected local messaging; varying levels of HWCMS technical awareness.	Align local outreach with national platform; support rollout; share verified process data.	Your role in a fair, transparent process under official national government protocol.	Stakeholder forums, County launch events, Progress dashboards, Co-branded toolkits.

Sohubox Competence Integration: Our strategy of breaking down massive institutional communication briefs into clear stakeholder matrices mirrors our work detailed in **7.5**, where we successfully aligned overlapping development mandates for WWF International. Additionally, our structured engagement with narrative shapers draws directly from our experience in **7.3** (African Wildlife Foundation), where we built specialized media fellowship pipelines to convert complex, technical wildlife data into clear, public-facing civic reporting.

4.0 Key Message & Creative Architecture

To guarantee total consistency from a 10-second radio announcement to a Ministerial press statement, Sohobox Strategies has engineered a rigid, tiered message hierarchy. The core structural change we have introduced to the brief's raw concepts is framing the recovery stage as **Fuatilia (Follow Up)** rather than "Compensation." This shifts the citizen's mindset from an implied promise of an automatic payout to an active, transparent public service process that explicitly mitigates fraud.

The Umbrella Proposition

- **English:** *When human-wildlife conflict happens, you are not alone. Know the steps, report early through official channels, and follow your case—together we can live safely alongside wildlife.*
- **Kiswahili:** *Mgogoro wa binadamu na wanyamapori ukitokea, hauko peke yako. Elewa Hatua, ripoti mapema kupitia njia rasmi, na fuatilia—pamoja tunaweza kuishi salama na wanyamapori.*

4.1 Creative Identity and Step Pillars

Step Pillar	Kiswahili Directive	Technical Action Expected from Citizen	Visual Icon Symbol	Sonic and Creative Assets
1. Zuia (Prevent)	<i>Zuia hatari mapema.</i>	Deploy practical, locally relevant crop/livestock protection methods; follow KWS seasonal alerts.	A reinforced homestead fence paired with an early-warning bell.	60" Anthem Film cut-downs; "Jirani Pori" radio drama episodes; local language voice notes.
2. Jilinde (Stay Safe)	<i>Maisha kwanza—jilinde.</i>	Prioritize human life above all else; immediately move to safety; never confront or provoke wildlife.	A simplified silhouette of a person safely entering a secure house.	Reflective visibility herding vests; youth digital content; school safety cards.
3. Ripoti (Report)	<i>Ripoti mapema kwa njia rasmi.</i>	Report all incidents immediately through approved channels only (USSD, Chief, KWS); reporting is 100% free.	A basic mobile feature phone displaying an active USSD menu prompt.	Pocket-sized reporting guides; household fridge magnets; local station DJ mentions.
4. Fuatilia (Follow Up)	<i>Fuatilia dai lako rasmi.</i>	Preserve scene evidence safely; cooperate with KWS verifiers; track case status	A structured, linear path marked by clear verification checkpoints.	Animated "Hatua kwa Dakika" digital explainers; Frontline FAQ scripts for verifiers.

		officially; report all bribe requests.		
5. Tuishi Pamoja (Live Together)	<i>Tuishi pamoja kwa amani.</i>	Reject illegal or dangerous retaliatory actions; actively share verified facts; champion national wildlife heritage.	A human footprint and a wildlife footprint walking side-by-side along one path.	Permanent village camp murals; youth community challenges; annual impact public reporting.

Sohubox Competence Integration: This rigorous alignment of behavioral steps with specific creative assets replicates the methodology utilized in **7.9**, where we rolled out advanced ecological monitoring tools for WWF International by embedding the technology within highly practical, low-literacy physical demonstration models. Furthermore, our strict insistence on creating verified, independent language glossaries—avoiding literal translation to eliminate communication drift—is drawn directly from the cross-border transcreation workflows we developed for TRAFFIC in East Africa (**7.2**).

5.0 Media Approach & Flighting Strategy (ATL Strategy)

Sohubox Strategies completely rejects the highly inefficient practice of spreading campaign budgets thinly across a twelve-month calendar. Because human-wildlife conflict is highly seasonal, mass media deployment will be executed in concentrated, high-weight bursts timed to periods of heightened real-world risk—specifically planting and harvesting seasons (when crop-raiding peaks) and dry seasons (when humans and wildlife compete intensely for water and pasture).

5.1 Targeted Media Channel Roles

Media Channel	Specific Role within the ELEWA HATUA Platform	Primary Execution Formats
Vernacular & Community Radio	The primary engine for local understanding and action across priority counties; serves as the most trusted regional voice.	Localized spots; weekly 30-minute interactive Elewa Hatua Call-In Segments with KWS wardens; the "Jirani Pori" radio serial.
National Television	Establishes national legitimacy, demonstrates clear government ownership, and influences urban policy makers.	60" Anthem film (<i>Njia Moja</i>); 15" step-specific cut-downs; sponsored prime-time explainer features.
National Radio (Kiswahili/English)	Builds broad, country-wide frequency for the master platform and promotes official state reporting codes.	30" and 60" spots; live studio reads; structured talk-show participation by senior state spokespeople.
Targeted Outdoor & Transit Visuals	Delivers continuous, high-visibility behavioral reminders at physical points of trade, transit, and congregation.	Market-center billboards; regional public transport (<i>matatu</i>) branding; permanent painted wall murals at chiefs' camps.
Digital, Social & SMS layers	Operates as the always-on public education layer to counteract rumors and equip field intermediaries with shareable facts.	WhatsApp voice notes; short-form TikTok/Instagram creator explainer videos; automated text alerts.

5.2 Year One Campaign Flying Model

Activity	Month	Scope	Focus
BURST 1 - MOVEMENT LAUNCH	Month 4 to 5	Heaviest Weight across TV, National/Vernacular Radio, Digital	Mass platform exposure, visibility of the five steps & official codes
BURST 2 - UNDERSTANDING	Month 6 to 7	Coincides with Main Crop-Harvesting & High Crop-Raiding Seasons	Deep-dive on reporting mechanics, evidence tracking, and verification
BURST 3 - TRUST & SAFETY	Month 9 to 10	Coincides with Peak Dry Season & Water/Pasture Competition	Practical prevention, safety compliance, myth-busting, and fraud alerts
ALWAYS - ON EDUCATION	Continuous across 12 Months	Sustained Low-Level Digital, Social, and PR Feeds	Weekly call-in segments, community FAQ management, and rapid response

6.0 Ground Engagement & Operational Governance (BTL, PR & Digital)

Mass media bursts only succeed when backed by direct, face-to-face dialogue on the ground. Our Below-The-Line (BTL) approach embeds the **ELEWA HATUA** framework directly into existing local administrative structures through a highly disciplined, repeatable 90-minute Baraza model.

6.1 The Standardized 90-Minute ELEWA HATUA Baraza Interaction Sequence

Segment Time	Segment Focus	Detailed Operational Content & Activity
00 - 10 Minutes	Welcome & Dignity	Formal opening by the local chief; trauma-informed, respectful acknowledgment of wildlife losses within the ward.
10 - 30 Minutes	The Five Steps	Facilitated education on Zuia, Jilinde, Ripoti, Fuatilia, and Tuishi Pamoja utilizing large pictorial flipcharts and the hand mnemonic.
30 - 45 Minutes	Live Tech Demo	Step-by-step reporting demonstration using a simulated field incident, allowing community volunteers to practice active codes on their own mobile devices.
45 - 60 Minutes	Verification Reality	Frontline KWS personnel transparently explain evidence rules, scene verification timelines, and how to spot and report local financial fraud.
60 - 80 Minutes	Open Managed Q&A	Direct community questions answered on site by officials; all unresolved technical queries are formally logged via mobile intake sheets.
80 - 90 Minutes	Collective Pledge	Recitation of the community 'Hatua' commitment; distribution of high-utility how-to guide cards and household magnets.

Operational Governance and Standing Rapid-Response Loop

Because human-wildlife conflict is inherently incident-driven, the communication landscape can shift instantly following a localized injury, crop raid, or viral rumor. Sohobox Strategies implements a 24/7 rapid-response operational loop, entirely bypassing typical marketing agency delays.

STAGE	RESPONSE
MONITOR	24/7 Social listening, regional media tracking, and field alerts from local chief networks
ASSESS	Instant fact verification with technical KWS teams; rapid classification of incident severity
ESCALATE	Level 3 incidents (fatalities/unrest) immediately trigger the State Department Crisis Cell within 2 hours
RESPOND	Immediate deployment of pre-validated holding lines to media; deployment of designated state spokespeople
LOCALIZE	Immediate translation and broadcast of factual lines via regional vernacular radio and WhatsApp text channels

To protect public trust, our content governance model includes strict, mandatory approval gates managed through an enterprise workflow. Strategy, creative concepts, and factual process claims must clear respective technical reviews before a single asset hits the public sphere.

Sohobox Competence Integration: Our standardized field activation and baraza management are backed by the exact protocols we deployed for Conservation International in the Greater Mara Ecosystem (7.4), where community-led mapping and face-to-face safety pathways successfully replaced localized conflict. Furthermore, our highly rapid 2-hour clear-to-air crisis communication cycle is modeled directly on the corporate turnaround and emergency operations frameworks we engineered for the African Wildlife Foundation during high-profile regional land disputes (7.7).

7.0 Case Study Portfolio

The following ten case studies document the proven competence, regional scope, and specialized capabilities of Sohobox Strategies across Africa's leading conservation, advocacy, and state engagement initiatives:

7.1 WWF International Africa Regional Office - The Global Earth Hour Mobilization

- **The Challenge:** Mobilizing millions of diverse community stakeholders, urban populations, and civil society groups across multiple African nations to shift from passive environmental awareness to active, auditable conservation action.
- **The Mechanics:** Designed and executed a comprehensive multi-layered regional media architecture and stakeholder mobilization framework. Led and synchronized over 35 country-based communication specialists to deploy localized messaging bursts across vernacular and mass media channels, ensuring global alignment while respecting localized socio-economic contexts.
- **The Client Benefit:** Built a highly unified pan-African voice that maximized civil participation, resulting in record-breaking public engagement metrics, high-visibility policy support, and an auditable expansion of the Earth Hour initiative across sub-Saharan Africa.

7.2 TRAFFIC - East Africa Wildlife Trade Sensitization Campaign

- **The Challenge:** Dismantling deeply embedded local supply networks for illegal wildlife products by transforming community behavioral perceptions within highly sensitive transboundary trading zones and transport hotspots.
- **The Mechanics:** Deployed a targeted, community-first behavioral modification program that matched face-to-face field workshops with localized vernacular radio drama series. To counter deep-seated market rumors, our team established strict, controlled communication glossaries that eliminated meaning drift and ensured legal precision across border communities.
- **The Client Benefit:** Significantly minimized unverified, rumor-based local reporting and optimized the flow of high-quality, actionable tip-offs to border law enforcement agencies, providing a clean behavioral model for public reporting frameworks.

7.3 African Wildlife Foundation (AWF) - Strategic Communications Fellowship Model

- **The Challenge:** Scaling regional conservation awareness across sub-Saharan landscapes while eliminating dense academic, scientific, and technical jargon that frequently alienates frontline communities and rural landowners.
- **The Mechanics:** Formulated an intensive capacity-extension model that selected, trained, and embedded regional communication fellows to act as direct field-to-media conduits. We instituted a rigorous baseline media-monitoring protocol to track competitive share-of-voice shifts across major regional media houses, securing consistent placement of human-interest stories.
- **The Client Benefit:** Elevated the client's institutional authority by translating high-level scientific policy papers into accessible, human-centric narratives that directly influenced regional wildlife management agendas and increased public funding alignment.

7.4 Conservation International - Greater Mara Ecosystem Coexistence Initiative

- **The Challenge:** Resolving acute, highly volatile retaliatory predator conflicts between traditional pastoralist herders and migratory wildlife over shared water points and grazing blocks during severe dry seasons.
- **The Mechanics:** Engineered an attribute-first, trauma-sensitive field communication framework. Rather than deploying abstract global conservation messaging, we facilitated collaborative mapping sessions where local herders co-developed seasonal early-warning visual alerts and established community-led safety routes that kept livestock away from high-risk ambush zones.
- **The Client Benefit:** Delivered a verified, measurable drop in retaliatory predator poisonings while preserving the economic baseline, safety, and security of the community's primary livestock assets.

7.5 WWF International - The African Infrastructure Development Corridor Partnership

- **The Challenge:** Maintaining the biological integrity of critical migratory wildlife corridors across multi-billion-dollar infrastructure developments by aligning the communication strategies of three distinct sovereign governments and their respective transport ministries.
- **The Mechanics:** Spearheaded a rigorous brand and endorsement architecture that unified municipal planning bodies, international donors, and national development agencies. We conducted deep media landscape audits to create

- non-promotional public information toolkits that clearly explained infrastructure land-use changes without generating public alarm.
- **The Client Benefit:** Successfully eliminated conflicting messaging silos across overlapping national borders, ensuring that large-scale infrastructure investments retained transparent, legally binding environmental and corridor-protection safeguards.

7.6 TRAFFIC - Horn of Africa Consumer Demand Reduction Program

- **The Challenge:** Neutralizing sophisticated digital misinformation networks and speculative market pricing run by illicit transit syndicates targeting urban youth via local mobile networks and closed chat channels.
- **The Mechanics:** Launched a continuous social listening and rapid clarification matrix. We completely replaced dense, text-heavy legislative policy briefs with punchy, highly visual short-form animated explainers optimized specifically for peer-to-peer WhatsApp distribution and micro-influencer channels.
- **The Client Benefit:** Achieved immediate correction of market misconceptions within hours of emergence, substantially increasing public trust in official, legal wildlife reporting channels and suppressing speculative illicit trade volumes.

7.7 African Wildlife Foundation (AWF) - Crisis Communications and Rapid Response Protocol

- **The Challenge:** Managing intense public outrage and localized political backlash following an unfortunate community security incident within a protected park ecosystem that threatened to disrupt multi-year tourism operations.
- **The Mechanics:** Formulated an enterprise-grade rapid-response communications protocol utilizing a clear severity classification matrix. We established an agile, joint operations cell that delivered pre-approved factual holding lines to international and national press within a strict 2-hour window, completely bypassing typical internal bureaucratic approval lags.
- **The Client Benefit:** Effectively neutralized negative media speculation by flooding communication channels with verified, factual progress reports, successfully protecting the long-term funding stability and institutional reputation of the landscape managers.

7.8 Conservation International - Communal Land Tenure and Rights Communication Strategy

- **The Challenge:** Overcoming deep-seated community suspicion and historical grievances regarding boundary changes and zoning revisions intended for local wildlife conservancies in remote, low-literacy zones.

- **The Mechanics:** Abandoned literal, word-for-word English-to-vernacular translation in favor of deep cultural transcreation. We worked alongside native-speaker elders to translate core spatial conservation concepts into ancestral storytelling structures, supported by pictorial process maps and audio companions.
- **The Client Benefit:** Secured full, informed local consensus and a legally airtight land-management framework, preventing subsequent boundary disputes and fostering long-term community ownership of the conservancy model.

7.9 WWF International – Southern Africa Human-Wildlife Mitigation Strategy Rollout

- **The Challenge:** Introducing complex satellite-linked geofencing tracking tools and digital alerting systems to traditional agricultural cooperatives who viewed high-tech interventions as intrusive external monitoring or surveillance.
- **The Mechanics:** Positioned trusted local agricultural extension officers and traditional leaders as the primary first-responder voices of the campaign. We designed completely offline, physical demonstration kits that allowed smallholders to see and test the alert-response loop in a face-to-face setting before field deployment.
- **The Client Benefit:** Achieved exceptional technology adoption rates across agricultural blocks, proving that technological tools only succeed when embedded within deep social trust and tangible, physical demonstrations.

7.10 AWF & Conservation International Joint Landscape Initiative – Regional Policy Harmonization

- **The Challenge:** Resolving conflicting public communication messages between state wildlife rangers, local county spatial planning departments, and overlapping conservation NGOs during acute human-elephant conflict outbreaks across transboundary ecosystems.
- **The Mechanics:** Established a unified joint-communications steering framework. We mapped all institutional touchpoints to develop a single, pre-validated fact base and message architecture, successfully aligning all field entities to a central public narrative that respected state supremacy.
- **The Client Benefit:** Replaced public confusion and media contradictions with a single, clear, and universally respected reporting path, providing the operational blueprint that underpins the **ELEWA HATUA** campaign structure.

8.0 Implementation Roadmap, Milestones & Measurement Framework

Year One implementation follows a rigid, proof-led sequence where research, transcreation, independent back-translation, and field pre-testing are entirely completed before a single advertisement or public notice is released to the Kenyan public.

8.1 Year One Month-by-Month Activity Plan

Workstream	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Inception, Governance & Baseline Survey	•	•										
Creative Concept Refinement & Pre-Testing		•	•									
Vernacular Transcreation & Material Production			•	•								
Stakeholder Briefings & Media Hatua Labs			•	•			•					
Training of Trainers (Leaders, Chiefs, KWS)			•	•				•				
National Launch & Simultaneous County Echoes				•								
ATL Media Bursts Execution (High-Weight)				•	•			•			•	
Vernacular Radio Programming & Jirani Pori Serial				•	•	•	•	•	•	•	•	•
Barazas & Hotspot Market Activations				•	•	•	•	•	•	•	•	•
Schools Coexistence Program Deployment					•	•		•	•		•	

Always-On Digital Content & PR Features	•	•	•	•	•	•	•	•	•	•
Standing Rapid-Response Operations	•	•	•	•	•	•	•	•	•	•
Continuous Monitoring & Quarterly Optimization	•			•			•			•
Year One Tracking Survey & Annual Evaluation									•	•

The Three-Year Strategic Roadmap

Our campaign design scales cumulatively across a structured three-year journey, ensuring that initial visibility evolves into permanent, community-led institutional memory.

- **Year 1: Visibility & Acceptability (*Elewa Hatua*)** – Focuses on launching the national platform, driving broad awareness of the five steps, introducing approved technical reporting codes, and anchoring state ownership.
- **Year 2: Usability (*Fuata Hatua*)** – Focuses on deep education regarding evidence collection, scene verification protocols, and correcting behavioral adoption gaps identified by Year 1 tracking metrics.
- **Year 3: Performance & Legacy (*Hatua kwa Hatua, Tunaishi Pamoja*)** – Focuses on publicizing data-backed impact metrics, highlighting community-led coexistence stories, and completely handing over campaign platforms and asset playbooks to State Department and KWS communications teams.

8.2 Rigorous Evaluation Design and Target Indicators

Measurement Level	Core Metric / Indicator	Verification Methodology & Source	Evaluation Frequency	Indicative Year 3 Target
Mass Media Outputs	Reach and frequency of ATL channels across priority counties; broadcast compliance.	Independent media monitoring log analysis; post-buy spot audits.	Per active burst.	≥ 70% prompted reach of adult populations within target landscapes.
Ground Community Outputs	Total Barazas, market roadshows, and school activation sessions successfully delivered.	Digital attendance logs, geofenced field photos, signed chief confirmation letters.	Monthly.	≥ 40% active participation by women across all localized forums.

Public Platform Awareness	Percentage of target populations with prompted awareness of ELEWA HATUA and HWCMS.	Representative household KAP (Knowledge, Attitudes, Practices) surveys.	Annual.	≥ 65% awareness rate across priority high-incidence counties.
Process Understanding	Percentage of citizens who can name an official code and recall three or more campaign steps.	Structured field questionnaires; post-testing recall interviews.	Annual.	≥ 60% naming correct official channel ; ≥ 45% step recall.
Expectation Realism	Percentage of target population understanding that reporting initiates a checked verification process, not a payment guarantee.	Scenario-based KAP survey prompts.	Annual.	≥ 55% accurate structural understanding across claimants.
Behavioral Civic Action	Speed and volume of human reports submitted through validated channels following an incident.	Anonymized HWCMS backend usage data; formal KWS station records.	Quarterly.	Significant positive trend in reporting speed vs. baseline metrics.
Press Operations Quality	Volume, underlying tone, and technical accuracy of media articles regarding HWC events.	Continuous media content analysis and share-of-voice tracking.	Monthly.	≥ 70% technically accurate coverage referencing official state sources.
Rapid-Response Efficacy	Tracking response cycle duration against standard escalation severity matrices.	Internal rapid-response communications operations logs.	Monthly.	≥ 90% of Level 1 and 2 issues cleared within established target windows.

9.0 Comprehensive Team Structure & Governance Architecture

To ensure a seamless, high-impact delivery of the **ELEWA HATUA** campaign over its three-year roadmap, Sohobox Strategies proposes a battle-tested, multidisciplinary team structure. This composition directly bridges the gap between high-level institutional PR and grassroots community mobilization.

The team is structured hierarchically into four core operational tiers to ensure strict quality control, rapid-response capabilities, and absolute alignment with the State Department for Wildlife (SDW) and the Kenya Wildlife Service (KWS).

Operational Hierarchy Model

Tier 1: Strategic Leadership & Sovereign Accountability

- **Campaign Director (Account Lead) - 1 Role**

Key Responsibilities: Serves as the single point of contact for the SDW Steering Committee; signs off on monthly performance metrics; manages high-level political sensitivities; ensures the campaign remains strictly aligned with the Government of Kenya's branding protocols.

- **Deputy Campaign & Governance Lead (Compliance Officer) - 1 Role**

Key Responsibilities: Manages the complex 6-gate content approval workflow (Strategy, Creative, Factual, Government Messaging, Production, Public Release); audits every asset against strict ethical safeguards; ensures no unapproved payment timelines or sensationalist visuals are released; ensures absolute compliance with the Data Protection Act, 2019 regarding claimant privacy.

Tier 2: PR & Narrative Shaping Tier (Mass Reach & Crisis Shielding)

- **PR & Media Relations Lead - 1 Role**

Key Responsibilities: Orchestrates the *Media Hatua Labs* and journalist sensitisation workshops; manages the online Media Centre press room; coordinates profile pieces and opinion editorials for senior state spokespeople to build institutional **Trust**.

- **Rapid-Response Duty Desk - 2 Roles (Rotational)**

Key Responsibilities: Conducts 24/7 social listening and daily vernacular media mapping; flags Level 1, 2, and 3 risks; pulls from the pre-validated message bank to

push out official government holding lines within the strict 2-hour window during critical field incidents.

Tier 3: Creative, Digital, & Language Tier (The ELEWA HATUA Experience Core)

- **Creative Director - 1 Role**

Key Responsibilities: Directs the production of the 60" *Njia Moja* anthem film, the *Hatua Tano* hand mnemonic artwork, and the spatial design of the *Walk the Path* launch installation; ensures the color palette strictly avoids alarmist tones.

- **Kiswahili Copy Chief & Language Coordinator - 1 Role**

Key Responsibilities: Manages the independent back-translation loop and controlled glossaries across the 11+ required indigenous languages (Maa, Kamba, Taita, Samburu, etc.); scripts the 26-episode *Jirani Pori* radio drama to ensure technical reporting terms never suffer from meaning drift.

- **Digital Strategy & Content Lead - 1 Role**

Key Responsibilities: Scripts the *Hatua kwa Dakika* animated video series; manages the automated WhatsApp broadcast lines for community leaders; builds the youth ambassador pipeline via TikTok and Instagram safety challenges.

Tier 4: Field Action & Evaluation Tier (Ground Deployment & Verifiable Analytics)

- **BTL, Experiential & Activations Manager - 1 Role**

Key Responsibilities: Rolls out the standardized 90-minute Chief's Baraza model across sub-counties; coordinates branded ELEWA HATUA activation booths at weekly livestock auctions; distributes functional, durable merchandise (visibility vests, guides, phone stickers).

- **County Coordinators - 14 Roles (Embedded in Priority Counties)**

Key Responsibilities: Collaborates face-to-face with County Commissioners, KWS Wardens, and local chiefs; coordinates the logistics of the *County Echo Launches*; feeds localized field data and community feedback forms back to the central team.

- **Monitoring, Evaluation & Learning (MEL) Specialist - 1 Role**

Key Responsibilities: Designs and executes independent Baseline, Midline, and Endline KAP surveys; aggregates digital baraza logs and platform analytics; collaborates with the KWS technical team to map campaign spikes against real-world trends in early, official reporting data.

Coherence and Coordination Mechanics

To ensure this composition does not fragment over the 3-year deployment, Sohobox Strategies institutes three mandatory operational rhythms:

1. **The Weekly Tactical Sync:** A Monday morning briefing where the core functional teams align schedules for the upcoming week, ensuring that what is being discussed at a Baraza directly matches that week's vernacular radio call-in topics.
2. **The Bi-Weekly County Intelligence Loop:** Field teams gather digital intake sheets from all 14 priority counties. Emerging regional rumors or fraud schemes are instantly extracted to generate immediate "Myth-vs-Fact" digital assets.
3. **The 3-Year Strategic Evolution Path:** As the campaign transitions from Year 1 (*Elewa Hatua* - Awareness) to Year 2 (*Fuata Hatua* - Usability) and Year 3 (*Hatua kwa Hatua* - Legacy), the internal resource allocation dynamically shifts communication capacity directly into your internal state teams.