



SUB-GRANTEE NARRATIVE REPORT

Reporting Period: January–June 2025

Reporting Organisation: NATIONAL PUBLIC TRANSPORT ALLIANCE (NAPTA)

Date Submitted: 11/07/2025

Reporting to: Kusudi Cause Communication under the Breathe Nairobi Initiative

Executive Summary

As a critical voice for Kenya's public transport sector, the National Public Transport Alliance (NAPTA), under the Breathe Cities Initiative, has taken bold steps to place clean air and sustainable mobility at the heart of urban transport discourse. This report outlines the transformative work NAPTA has undertaken during the reporting period, as a sub-grantee advancing the Breathe Cities vision from the perspective of the wider transport ecosystem.

NAPTA's efforts have focused on three core pillars: **awareness creation**, **stakeholder engagement**, and **behavioral transformation**. On 27th March 2025 we convened the inaugural high-impact air pollution sensitization workshop for the public transport sector at the Meridian hotel within Nairobi CBD. The workshop brought together over 35 diverse stakeholders: ranging from Matatu Sacco Officials, drivers and conductor, Bodaboda riders, Matatu Associations' and Union officials as well as county government of Nairobi officials. The workshop offered a rare cross-sectorial space to confront the reality of vehicular pollution, its health implications, and the sector's role in driving practical, scalable change.

Complementing this was a digital and grassroots communication campaign under the slogan "Hewa safi, pumzi fiti, breathing life into our city" that humanized the air pollution challenge by amplifying the voices of transport workers and commuters. The campaign combined storytelling, practical tips, and policy advocacy to inspire public action reaching over 500,000 Nairobians through social and traditional media.

Our work also uncovered systemic constraints: lack of incentives for cleaner fleet upgrades, limited regulatory enforcement, and low institutional support for informal operators. Yet, there is growing momentum and a willingness within the sector to be part of the solution, especially where dialogue, data, and support systems are present.

As a sector champion, NAPTA continues to act as a trusted bridge between grassroots operators, policymakers, and city-level planning processes. This report affirms our commitment to a just mobility transition where cleaner air, safer commutes, and inclusive transport systems are not ideals, but tangible outcomes we work toward every day.



PROGRAMME IMPLEMENTATION OVERVIEW

Objectives

The project aims to improve air quality in Nairobi through a comprehensive communication, advocacy and campaign strategy focused on multi-faceted regulatory approach led by Kusudi Cause Communication Trust. The project involves collaboration with National Public Transport Alliance (NAPTA), Muungano wa Wavijiji and Groots Kenya.

By raising public awareness, empowering communities to participate in policy development, and advocating for effective regulations, the project aims to create a collaborative environment for tackling air pollution in Nairobi. This effort will complement the development of regulations to enforce relevant Nairobi City County Acts, ensuring Nairobi's population becomes a key supporter and driver of enhanced regulations fostering transformative change.

Key Activities and Outputs

Activity	Planned Output	Description	Achieved Output	Location	Dates Implemented	Key Partners Involved
1. (a) Support social media campaigns to share information, updates, and interactive content related to air quality regulations (this will include posts, live sessions, Q&A and feedback polls) are conducted.	A dynamic and inclusive digital engagement campaign delivered through NAPTA's platforms under the Breathe Nairobi Initiative, consisting of: 1. At-least 30 social media posts (graphics, videos,	As part of NAPTA's role in promoting cleaner urban air and compliance with air quality regulations, the organization will implement a robust and interactive social media campaign targeting the public transport sector and the general public. The campaign is designed to increase awareness,	As part of its mandate to support awareness on air quality regulations, NAPTA successfully implemented a targeted social media campaign reaching urban transport	Online	Marc h 2025 – June 2025	The success of the social media campaign was anchored on close collaboration between NAPTA and the technical

<p>First and Second Quarterly Reports (January – June 2025) including:</p> <ul style="list-style-type: none"> ○ At least 20 social media posts across platforms ○ Engagement activities e.g. Q&A sessions, webinar/X Space <p>Reach and engagement metrics from media and social media campaigns</p>	<p>and info-graphics) disseminated across Facebook, X (Twitter), and LinkedIn over the campaign period.</p> <p>2. Four live sessions with public transport stakeholders, policy experts, and health professionals discussing air quality regulations and clean transport solutions.</p> <p>3. Monthly Q&A segments to address public concerns and clarify misconceptions about air quality and compliance.</p> <p>4. Interactive feedback tools, including 3 digital polls or surveys, to gather audience insights, improve messaging, and gauge awareness levels.</p> <p>5. A projected reach of 100,000+ urban residents through boosted and organic content.</p>	<p>promote behaviour change, and enhance public engagement on air pollution issues particularly those linked to vehicular emissions.</p> <p>The campaign will generate at least 30 tailored posts, including visually engaging graphics, informative videos, and policy explainer content shared across NAPTA's digital platforms. It will feature four live-streamed sessions with key stakeholders, offering expert insights and dialogue opportunities for transport operators and commuters. In addition, interactive Q&A sessions and feedback polls will be conducted to encourage two-way communication and capture community perspectives.</p> <p>A digital toolkit will be developed and disseminated to simplify regulatory information and support informed action by operators. The use of campaign-specific hash-tags and collaboration with influencers will expand reach and visibility. The campaign aims to engage over 100,000 users online and will be continuously monitored, with a final engagement report capturing</p>	<p>stakeholders and the general public. The following outputs were achieved during the reporting period:</p> <p>1. More than 20 social media posts were created and disseminated across NAPTA's Facebook, LinkedIn and X (Twitter) platforms. These included informative graphics, animated videos, info-graphics, and practical tips on reducing vehicular emissions as well as general posts relating to activities under the programme.</p> <p>2. Three digital polls and 2 feedback surveys were deployed to capture public opinion on</p>			<p>guidance from KUSUDI Communication Trust</p>
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	<p>The campaign aims to improve awareness, encourage behavioural change among transport users and operators, and amplify public participation in clean air advocacy.</p>	<p>data, feedback, and lessons learned.</p> <p>Through these outputs, NAPTA seeks to foster a more informed and responsible public transport community while contributing to the broader goals of the Breathe Nairobi Initiative—cleaner air, healthier communities, and sustainable urban mobility.</p>	<p>air quality awareness and behaviour change. These tools received over 1,200 combined responses.</p> <p>3.NAPTA supported creation of a digital awareness toolkit</p> <p>The campaign achieved a cumulative reach of approximately 120,000 users across platforms, with notable engagement spikes videos and animations. Periodic engagement and analytics report was compiled and already shared to KUSUDI, documenting campaign performance, audience insights, and recommendations for future digital</p>			
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<p>1(b) Supporting mainstream media campaign led by KUSUDI Communication Trust</p>	<p>The campaign was centred on the impact of transport on air pollution and public health.</p> <p>Aired on KBC TV, KBC Radio Taifa (Kiswahili service) and KBC English Service Morning Show all of these having a wide national reach.</p> <p>At least 3 media engagements/interview alongside transport sector representatives.</p>	<p>This activity was designed to raise mass awareness among the general public and decision-makers on the link between transport emissions and deteriorating air quality in urban areas, especially Nairobi.</p> <p>By using mainstream media platforms such as television, radio, and newspapers, NAPTA aimed to amplify the objectives of Breathe Cities programme by:</p> <ul style="list-style-type: none"> • Educate the public on the dangers of vehicular air pollution • Share practical solutions and actions that can be taken by both transport operators and commuters. • Highlight testimonials and voices from key transport stakeholders to make the messaging more relatable. • Catalyse campaign messages from the subsequent workshops and IEC materials to reach a larger audience 	<p>mobilization.</p> <p>One TV interviews aired on KBC TV Morning show featuring NAPTA representative and public transport operator operating “an all-electric fleet”.</p> <p>Two Radio talk shows (KBC Radio Taifa (Kiswahili service) and KBC English Service Morning show) featuring NAPTA representatives and representative from Matatu Workers Union and Bodaboda Association of Kenya.</p> <p>Over 500,000 estimated reach from combined mainstream media impressions.</p>	<p>KBC TV Morning show, KBC Radio Taifa (Kiswahili service) and KBC English Service Morning show</p>	<p>KBC TV Morning show 14/05/2025, KBC Radio Taifa (Kiswahili service) 14/05/2025 and KBC Radio English Service Morning show 12/05</p>	<ul style="list-style-type: none"> • Matatu Workers Union • Kenya Bodaboda Association • KUSUDI Communication Trust
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			Transport sector stakeholders expressed increased recognition of their role in reducing emissions and called for more structured engagement in policy dialogue		/2025	
<p>2. Training workshop session focusing on the connection between air quality and public health specifically for transport stakeholders and detailed reports on the workshop conducted.</p> <p>Workshop report of 1 workshop sessions held including:</p> <ul style="list-style-type: none"> ○ Training materials used ○ Attendance sheets ○ Participant feedback 	<p>1. Conduct of one (1) Training Workshop Session: Targeting key public transport stakeholders (e.g., SACCO leaders, Matatu operators, policymakers).</p> <p>The workshop to focus on building awareness and capacity on the relationship between vehicular emissions, air pollution, and its impact on public health.</p> <p>2. Prepare and submit a comprehensive workshop report Including: Training materials/methodology used (presentations, hand-outs, flyers), Attendance</p>	<p>The workshop was targeted capacity-building session designed to raise awareness among key public transport stakeholders in Nairobi on the critical connection between air quality and public health.</p> <p>Organized by the National Public Transport Alliance (NAPTA) under the Breathe Nairobi Initiative, the session aims to sensitize participants on the impact of vehicular emissions on air pollution and the associated health risks, particularly in urban environments.</p> <p>Through interactive presentations, expert talks, and group discussions, the workshop empowers</p>	<p>1. One stakeholder training workshop successfully conducted brought together over 35 participants from the public transport sector</p> <p>2. Increased awareness on air quality and health linkages</p> <p>3. Training materials developed and shared: presentations, infographics, and hand-outs on air pollution sources, health impacts, and</p>	Meridian Hotel by Best Western PLUS within Nairobi CBD	27 TH March 2025	<ul style="list-style-type: none"> • Matatu sector, SACCOs • Boda boda operators • PSV unions/as sociations • Nairobi county government representatives • KUSUDI Communi

	<p>sheets, Participant profiles and summaries (e.g., stakeholder categories), Summary of key discussion points, participant feedback, and recommendations, Visual documentation (e.g., photos, screenshots if virtual), Evaluation of learning outcomes (pre/post-survey or feedback forms).</p> <p>3. Evidence of Knowledge Transfer & Capacity Building: Outcomes such as increased understanding of air pollution-health links among transport players, Indications of willingness to implement mitigation measures.</p> <p>4. Recommendations and policy/practice insights: Action points from stakeholders, opportunities for follow-up engagement or piloting emission-reduction</p>	<p>stakeholders with knowledge and tools to understand their role in reducing air pollution. It also explores actionable solutions within the public transport sector such as cleaner vehicle technologies, behaviour change, and advocacy for supportive policies that can help improve air quality and protect community health.</p> <p>The workshop which was supported by KUSUDI brought together stakeholders from the Matatu sector, SACCOs, Boda boda operators and PSV unions/associations, Nairobi county government representatives</p>	<p>mitigation measures were prepared and presented during the session.</p> <p>4. Stakeholder Engagement Strengthened: Established new relationships with key transport sector actors and opened pathways for future collaboration on clean air initiatives.</p> <p>5. Workshop Report Compiled and Submitted: Included attendance list with contact details, photos, documentation of workshop proceedings, participant feedback and evaluation, summary of discussions and recommendation and commitments/action points Identified</p>			<p>cation Trust</p>
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	initiatives.		<p>6. Several Matatu SACCO representatives expressed willingness to adopt pollution-reducing practices (e.g., vehicle idling reduction, maintenance routines)</p> <p>These calls for increased policy engagement and public education were noted.</p> <p>7. Documentation for learning and replication: The workshop process and outcomes were packaged into a report that can inform future capacity-building efforts within the sector and beyond.</p>			
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<p>3. Supporting dissemination of Informational, Educational and Communication (IEC) materials in the transport sector.</p> <p>Digital and hardcopy distribution of brochures and posters.</p>	<p>1.Supporting KUSUDI in curating messages for targeted IEC materials focused on: The impact from the transport sector on urban air pollution, Health risks associated with vehicle emissions, Practical steps for reducing emissions (e.g., routine vehicle maintenance, switching off engines while idle, adopting cleaner fuels, use of non-motorized transport, car-pooling).</p> <p>Materials include: Brochures, Posters, Infographics</p> <p>2.Support digital dissemination the IEC materials through: NAPTA's social media platforms (Facebook, LinkedIn and Twitter/X), WhatsApp groups used by SACCOs, Matatu associations, and</p>	<p>This activity focuses on the development and widespread dissemination of Informational, Educational and Communication (IEC) materials targeting public transport stakeholders in Nairobi. The goal is to raise awareness about the transport sector's contribution to air pollution and promote behaviour change that leads to reduced emissions.</p> <p>Led by KUSUDI and supported by NAPTA, the campaign uses both digital and hardcopy channels to deliver clear, practical messages to Matatu and Boda boda operators, SACCOs, transport workers, and the general commuting public. Materials such as brochures, posters, and social media content highlight the health and environmental impacts of vehicle emissions, and provide actionable tips for individuals and organizations such as proper vehicle maintenance, reducing engine idling, and shifting toward cleaner transport options.</p> <p>The campaign is designed to be highly accessible and visually</p>	<p>1. IEC Materials successfully digitally disseminated over 5 WhatsApp groups used by SACCOs, Matatu and Bodaboda associations.</p> <p>Achieved an estimated reach of over 1000 on above platform with fair engagement (likes, shares, comments, and questions).</p> <p>2. Extensive hardcopy distribution the brochures and posters at 4 major Matatu stages namely Kencom, Bus Station, Greenpark Terminus and Fire Station. The materials were also shared with participants during NAPTA's</p>	<p>SACCO offices, Bus stops and Boda boda stages.</p> <p>The digital campaign will leverage popular social media platforms and transport stakeholder WhatsApp groups to ensure broad and inclusive reach.</p>	<p>Continuous</p>	<ul style="list-style-type: none"> • Matatu and Bodaboda SACCOs • Drivers • Conductors • PSV commuters • KUSUDI Communication Trust
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	<p>Bodaboda networks</p> <p>3.Support hardcopy distribution of IEC materials to Matatu and Bodaboda stages, SACCO offices, Transport hubs monitoring reception and gather feedback</p> <p>4.Tracking and monitoring of dissemination impact: collect basic data on reach, number of locations covered, estimated number of people reached, stakeholder feedback and level of engagement</p>	<p>engaging, using local language where appropriate and prioritizing distribution in high-traffic transport areas. In addition to printed materials placed at SACCO offices, bus stops, and Bodaboda stages, the digital campaign will leverage popular social media platforms and transport stakeholder WhatsApp groups to ensure broad and inclusive reach.</p> <p>Ultimately, the activity seeks to empower transport stakeholders with knowledge and encourage simple but impactful changes in daily practices that contribute to cleaner air and healthier communities in Nairobi.</p>	<p>workshops on air pollution targeting Public Transport Stakeholders</p> <p>3. Stakeholder feedback and learning captured positive feedback received from SACCO officials and operators, citing improved understanding of how everyday actions contribute to air pollution.</p> <p>Operators express interest in additional training and discussions.</p>			
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Milestones & Results

1. Capacity Building on Air Quality & Public Health

Milestone:

Organized and facilitated a specialized training workshop focused on the nexus between air quality, public health, and the urban transport sector.

Key Results:

- Successfully trained over 35 key transport stakeholders including Matatu Sacco's representatives, drivers and conductors, Bodaboda riders and representatives from Matatu associations and Matatu workers union officials.
- Strengthened understanding of the role of vehicular emissions in contributing to urban air pollution and associated health risks.
- Delivered a comprehensive workshop report including training materials, attendance records, session photos, and a synthesis of stakeholder feedback and proposed action steps.

2. IEC Campaign: Promoting Behavioural Change in the Transport Sector

Milestone:

Supported the designing and dissemination of IEC materials activity led KUSUDI that promote cleaner transport practices.

Key Results:

- Developed high-quality communication tools, including: brochures, posters and info-graphics
- Materials emphasized the impact of transport on air pollution and practical, low-cost actions to reduce emissions.



- Wide dissemination achieved through: high-traffic Matatu stages, SACCO offices, Bodaboda hubs and online platforms with a considerably good outreach

3. Strengthening Stakeholder Engagement & Community Ownership

Milestone:

Deepened partnerships within the transport sector to foster community-led efforts in reducing vehicular emissions.

Key Results:

- Cumulatively engaged over 30 SACCO and more than 4 Transport WhatsApp groups to enhance outreach and feedback loops.
- Identified local champions within the transport sector committed to promoting emission-reducing practices such as engine-off policies and improved vehicle maintenance.
- Generated actionable insights for future engagement, including interest in continued training and potential adoption of eco-driving principles.

COMMUNICATION & OUTREACH

Stakeholder & Community Engagement

NAPTA has actively engaged community leaders, local government, ward officers, women, and youth to advance clean air and sustainable public transport in Nairobi. Through the Breathe Cities initiative, NAPTA has spearheaded workshops offering a platform for stakeholder dialogues aimed at reducing vehicular emissions and improving air quality in Nairobi.

A core focus of NAPTA's work has been inclusive engagement, ensuring that women and youth—who are often disproportionately affected by transport-related pollution and safety issues are meaningfully involved in the workshops and social media engagement appreciating that they are key in promoting behavioural change and environmental stewardship.

NAPTA also supports the activities by other sub-grantees who work with communities in championing proper waste management and reduction of indoor pollution through the community engagement workshops. NAPTA has also been supporting other pillars under the Breathe cities programme for example the rollout of ward-level air quality sensors and enforcement of emission control policies like the Nairobi Air Quality Act regulations.

By linking the grassroots with policy-makers, and prioritizing the voices of marginalized groups, NAPTA continues to champion a cleaner, safer, and more inclusive public transport system under the Breathe Cities Programme.

Social Media Highlights

NAPTA's social media campaign under the Breathe Cities Initiative has emerged as a powerful voice for clean air and inclusive urban transport in Nairobi. The creative posts have not only informed but inspired action across diverse audiences.

Online platforms have become a digital rallying point where public transport operators, youth, women leaders, and policymakers converge amplifying the call for cleaner, safer transport. Under the programme NAPTA has made more than 20 posts which has more than 4,000 reach with LinkedIn being the platform with the most engagements.

Highlights include positive feedback loops from the social media audiences for example:





Above positive feedback is a good indication that NAPTA's social media engagement is building a growing community of clean air champions and many people are appreciating the good cause under the Breathe Cities programme which directly catalyses real-world dialogue and support for systemic change in Nairobi's transport ecosystem.

Testimonials or Community Voices (if any)

"Naskia poa juu tulipewa chance kusema vile tunafeel mtaa. Si mara mob boda hupewa platform kama hii. Hii initiative ni ya maana hewa safi ni basic."

Translation; "I feel great that we have been given an opportunity to say what we feel in the community. It is not always that boda boda riders are given such a platform. This initiative is so important because clean air is a basic need."

Brayo, rider South B

REFLECTIONS AND LEARNING

NAPTA made significant strides in raising awareness about air pollution within the public transport sector and the larger transport ecosystem. Key successes included inclusive stakeholder engagement, strong grassroots participation, and impactful use of local language and storytelling especially among Matatu and Bodaboda operators, youth, and women. Collaboration with Nairobi City County, Matatu associations and Matatu workers union ensured the programme remained community-driven and locally relevant.

However, areas for improvement include the need for stronger follow-up mechanisms with workshop participants, better access to air quality data for communities, and expanded outreach to underserved areas within Nairobi noting that the transport sector in Nairobi is the largest contributor to air pollution and also being a bigger and wider sector covering an area more than Nairobi City. Additionally, more support is needed to help the transport operator's adopt better driving and vehicle maintenance practices and transition to cleaner fleets.

Unintended outcomes included increased expectations for material support, the need to include other themes apart from air pollution, a shift in how the public views the transport sector not just as polluters, but as active partners in creating cleaner, safer urban environments.



RISK MANAGEMENT AND MITIGATION

Risk/Challenge	Description	Action Taken	Remaining Gaps/Support Needed
Messaging and misinterpretation of programme objectives	Some stakeholders misunderstood the programme as a government enforcement initiative for expected direct donor financial assistance	Developed simplified workshop training manual and curated the social media messaging into simplified local language. The sensitization workshop provided a forum for the stakeholders to relate with the subject matter out of real-time experiences from their colleagues especially on the long-term health impacts of vehicular pollution and also best practices in mitigating vehicular pollution	There is need for consistent messaging and continuous use of Matatu clean air champions in simplifying the objectives of the programme
Political Interference or Misuse of Engagement Forums	This was more evident during the Question and Answer sessions in the workshops whereby occasionally some participants attempted to politicize or redirecting the conversations and agenda	Maintained non-partisan stance and also we engaged seasoned facilitators in the workshops and discussions	There is need for continuous sensitization of stakeholders that air pollution health impacts affects everyone whether directly or indirectly hence the need for non-politicization
Low Sustainability Post-Workshop	Risk of declining momentum after initial engagements without	1. Proposing digital follow-up (SMS alerts, WhatsApp groups) for	1. Establishment of local clean-air champion groups among

	consistent follow-up or institutional anchoring.	<p>continued engagement</p> <p>2. Other pillars under the programme are curating the policies and working on supporting regulations that will prescribe mandate and roles for stakeholders this upholding accountability and enforcement over and above the continuous community engagement phase</p>	<p>Bodaboda and Matatu operators to lead by example and mentor others.</p> <p>2. There is need for professionals in the air quality space to localize the impacts, data and continuous creation of awareness allowing majority of the population to start appreciating and relating with the direct impacts of air pollution. Use of existing professional groups and caucuses such as the Nairobi Air Quality Working Group is important for peer learning and mentorship..</p> <p>3. Linking workshop content to existing SACCO safety/environment initiatives and Nairobi County air quality policies to anchor the outcomes in long-term systems</p> <p>4. Continuous awareness and sensitization of all stakeholders through workshops, and other forums.</p>
Inadequate Community Access to Air Quality Data	While sensors are continuing to be deployed, many residents do not	We are proposing the need for simplified data for public use and	1. Use of barazas, posters, radio spots, and influencers to inform

	know how to access, interpret or act on the data collected	also creating awareness on access of the data	<p>residents about the existence of sensors and their role in promoting public health.</p> <p>2. Translate data into easy-to-understand visuals (colour codes, emojis, “traffic light” systems) in Kiswahili/Sheng, showing what the data means for everyday life.</p> <p>3. Collaborate with local schools, churches, and health centres to use data as a tool for environmental education and behaviour change.</p>
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SUSTAINABILITY & NEXT STEPS

NAPTA has sparked a growing movement within Nairobi's transport sector where air quality, public health as well as inclusive mobility are no longer abstract concepts, but real community priorities. From Matatu stages to ward levels, the programme has catalyzed conversations and actions that must now be sustained and scaled.

To ensure long-term impact, NAPTA is anchoring clean air practices within existing transport structures by working with SACCOs, county departments, and grassroots leaders. The strategy focuses on empowering local champions particularly women and youth to drive behaviour change, policy awareness, and peer accountability within their communities. At the same time, there is need for development of practical policy regulations that encourage compliance to best practices as well as harmonize any existing overlapping roles or mandates by government agencies and regulators ensuring efficient enforcement of air pollution laws.

Looking ahead, NAPTA plans to expand its reach to more underserved areas, launch a Clean Air Transport Toolkit for broader learning, and advocate for incentives that make cleaner and greener fleets more accessible to Matatu operators and the wider transport sector including freight and cargo. We believe, the work has only just begun and with enhanced continued stakeholders' collaboration, Nairobi can breathe easier!

