

A group of young Kenyan people are shown in a protest or demonstration. They are raising their fists in the air, and one person is holding a small Kenyan flag. The background shows a city street with buildings and a cloudy sky. The image is overlaid with a semi-transparent dark layer to make the text stand out.

Kenyan Gen Z: **Shaping** the Future of Kenya and Politics

The Power of Youth Activism and Digital Entrepreneurship

Who Are Kenya's Gen Z?

75%

of Kenya's population

1995+

Born in late 90s/early 2000s

Key Characteristics

- 📱 Digital Natives - Born into mobile money & digital platforms
- 📈 Politically Engaged - Demanding accountability & reform
- 💡 Entrepreneurial - Creating opportunities in gig economy
- 🌐 Globally Connected - Leveraging digital platforms for growth



Political Impact: The Gen Z Uprising

June 2024 Finance Bill Protests

- Mass youth-led uprising against punitive taxes
- Decentralized, leaderless, digitally native movement
- Peaceful demonstrations met with police violence
- **60+ lives lost** according to Human Rights Watch

#RejectFinanceBill2024

#OccupyParliament

Impact & Outcomes

- ✓ Government **withdrew Finance Bill** after public pressure
- ✓ Cabinet reshuffle and policy reversals
- ✓ Shift from economic protest to demand for **systemic political reform**
- ✓ Created new model for youth activism across Africa





Digital Economy Pioneers


\$23B


Projected value of Kenya's digital economy by 2025

Youth-Led Digital Roles

 **Tech Developers**
Creating apps & software solutions

 **Digital Creatives**
Design, content & multimedia

 **E-commerce**
Online shops & digital marketplaces

 **Digital Consultants**
Marketing, data & business strategy



Popular Digital Platforms

 Ajira Digital

 Upwork

 Fiverr

 Kuhustle

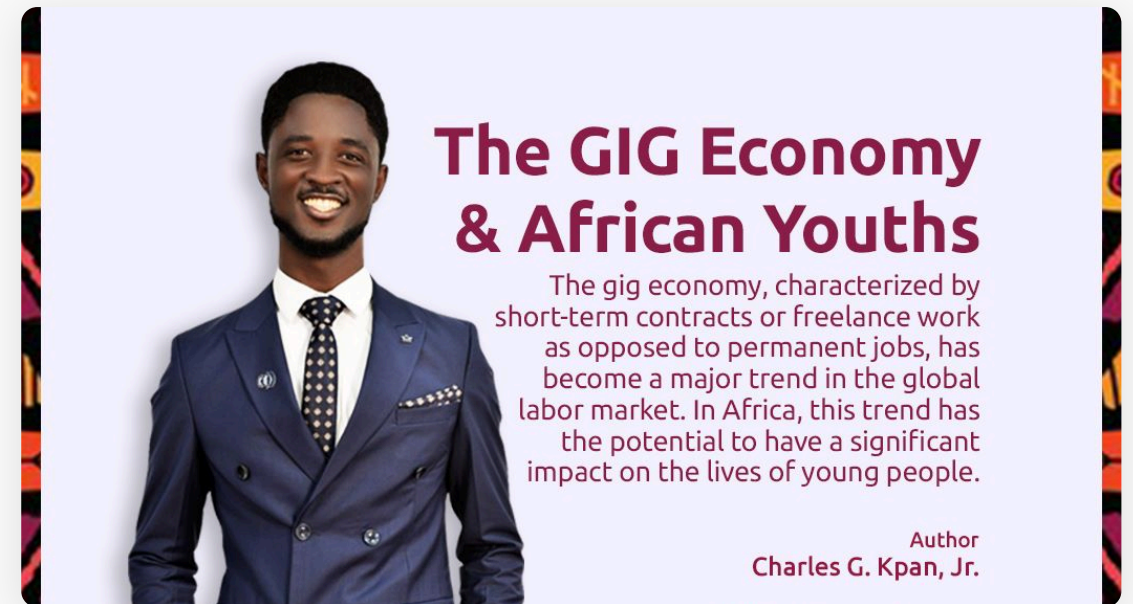
 Twiva

 Africa Gigsters

Empowering Platforms: Africa Gigsters

Connecting Talent to Opportunity

- Platform connecting businesses with African freelancers
- Powered by **Amsha Africa Foundation**
- Focus on empowering young minds and underrepresented communities
- Creating opportunities beyond just matching freelancers to jobs



Benefits for Kenyan Youth

Global Market Access

Connect with international clients beyond borders

Skill Development

Build expertise through diverse projects

Financial Independence

Earn competitive rates for quality work

Community Building

Network with fellow African freelancers

Success Stories



Naima Abdi

Photographer & Filmmaker

"Using my lens to empower communities in Wajir, Kenya and share their stories with the world."



Sabella Ombati

Content Writer & Strategist

"Helping businesses amplify their social media presence and connect with audiences."



Brian Odhiambo

Filmmaker & Director

"Delivering high-quality visual content that sets new industry standards."

The Future is Now

🎯 Kenya's Future Shaped by Gen Z

- ▶ **Political Transformation** - New models of governance and accountability
- ▶ **Digital Innovation** - Tech solutions to local and global challenges
- ▶ **Economic Empowerment** - Sustainable gig economy and entrepreneurship
- ▶ **Social Justice** - Inclusive policies and equal opportunities

🤝 Supporting Youth-Led Initiatives

- 🎓 Invest in digital skills training and education
- 🏛️ Create youth-friendly policies and funding opportunities
- 🤝 Foster public-private partnerships for innovation
- 🗣️ Amplify youth voices in decision-making processes



📈 Potential Impact on Kenya

🛡️ Transparent Governance

💼 Job Creation

👥 Social Inclusion

🚀 Economic Growth